

CITY.MOBI - MOBILE CITY GUIDES THE WORLD AT YOUR FINGERTIPS

Over 750 .mobi cities worldwide designed for users on the go.

[MEDIA KIT]



City.mobi | © World Mobi Limited



WHAT IS CITY.MOBI?



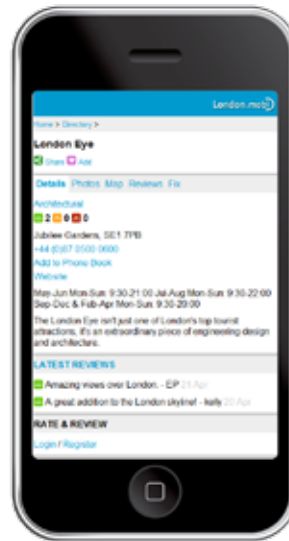
- City.mobi covers over 750 mobile destinations and is the authoritative mobile city information portal worldwide
- The City.mobi information network grows every day meaning more valuable information available to our users.
- City.mobi allows local businesses to add their free listing including photos, map locations, addresses, opening times, contact information, and business descriptions.

City.mobi was launched in March 2008 in a joint venture between World Mobi and dotMobi, the company behind the .mobi domain for mobile web content.

The City.mobi project covers over 750 Mobile City Guides worldwide with premium city domain names including london.mobi, berlin.mobi, nyc.mobi, rio.mobi, sydney.mobi, capetown.mobi, cairo.mobi, tokyo.mobi, toronto.mobi, abudhabi.mobi and lasvegas.mobi to name a few.

Designed specifically for the needs of users on the go, the mobile city guides include up to date information on hotels, events, attractions, restaurants, shopping, entertainment and itinerary ideas in each city for travellers and city goers alike.

City.mobi sources local content to ensure that the data is relevant and contextual. We also ensure that the content is what the user needs when in the city and most importantly is configured to work on their mobile phone.



city.mobi



City.mobi | © World Mobi Limited



CITY.MOBI VISITOR STATISTICS

Over January, February, and March of 2010, City.mobi was visited on average by 114,340 persons per month, growing at an average rate of 24.5% over the course of the 3 months.



GEOGRAPHIC BREAKDOWN

TOP 4 COUNTRIES

United States
United Kingdom
South Africa
The Netherlands
Qatar

TOP 5 CITIES

Johannesburg
London
Cape Town
Rio De Janeiro
Toronto

50%



Mobile internet usage is sky rocketing worldwide. Throughout 2009, 50 percent of all new internet connections worldwide are coming from phones



(eMarketer, 2008 and 2009)

city.mobi



City.mobi | © World Mobi Limited

ADVERTISING ON CITY.MOBI



OVERVIEW

City.mobi is where customers come to get local information while on the move and its where business owners can reach new customers.

1. FEATURED LISTING

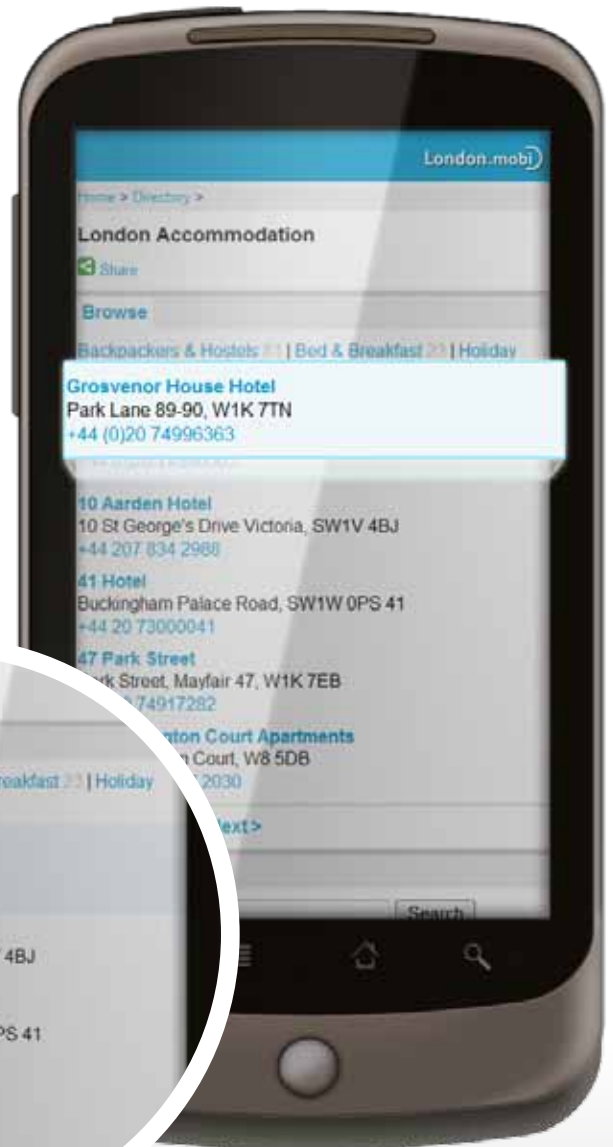
Get featured in the top 5 for your specific business category in your city. Your listing will be highlighted and featured prominently on the page.



2. ENHANCED LISTING

Enhance your listing with additional customer information including a map, a logo, additional photos, mobile coupons and full descriptions of your business.

[PTO for more >>](#)



city.mobi



City.mobi | © World Mobi Limited

ADVERTISING ON CITY.MOBI - CONTINUED

3. MOBILE BANNER ADVERTISING CATEGORY SPONSORS

MOBILE BANNER ADVERTISING SPECIFICATIONS

Different phones have different screen sizes, so uploading four sizes of images ensures the best user experience regardless of what size screen it is viewed on. We will automatically select the most appropriate image from those which you provide;

MOBILE WEB BANNER ADS

X-Large banner

- 300 x 50 pixels
- GIF, PNG, JPG for still images
- Animated GIF for animations
- <5kb file size for basic banners
- <7.5kb for enhanced banners

Large banner

- 216 x 36 pixels
- GIF, PNG, JPG for still images
- Animated GIF for animations
- <3kb file size for basic banners
- <4.5kb for enhanced banners

Medium banner

- 168 x 28 pixels
- GIF, PNG, JPG for still images
- Animated GIF for animations
- <2kb file size for basic banners
- <3kb for enhanced banners

Small banner

- 120 x 20 pixels
- GIF, PNG, JPG for still images
- Animated GIF for animations
- <1kb file size for basic banners
- <1.5kb for enhanced banners

Text tag line (optional feature with banners)

- Up to 24 characters for X-Large
- Up to 18 characters for Large
- Up to 12 characters for Medium
- Up to 10 characters for Small

Text Links

- Up to 35 characters including spaces
- “[Ad]” signifier appended to the start of all text links



city.mobi





Contact World Mobi for more information on advertising rates across City.mobi Mobile City Guides

World Mobi Limited
Momentum House
Lower Road
London
SE1 8SJ
United Kingdom

Tel: +44(0)20 7925 0000
Fax: +44(0)20 7925 2552
Email: info@world.mobi

