

# Mobile App & Module Advertising

## Rotating Banner Ads Pricing: \$350 per month, 2-month minimum

Banner Ads provide a distinct opportunity to be visible to our readers. They can be linked to a website, e-mail address, or to an app in the App Store. Spread the news about a big sale, new product, or invite opinion by asking a question and linking to an email address.

Ads appear on all available issues, and are not linked to a specific issue. So purchase one now and it will also be rotating through our back issues! The App will select ads to display at random, when viewing a screen where the ad is present. The advertiser will need to supply banners in three sizes in order to have representation on each App.

1 Issue	3 Issues/6-months	10% discount total savings	6 Issues/12-months	15% discount total savings
\$700.00	\$1,890.00	\$210	\$3,570.00	\$630

- Ambient Insight Research conducted a survey revealing that the worldwide market for e-learning products is expected to rise to **\$49.9 billion** by the year of 2015.
- Forrester Research anticipates Tablet sales in the U.S. will double in 2011.

**Now is the time to embrace digital and mobile offerings—with credible ads presented in an extremely engaging format.**

*"You TOS folks are wonderfully creative in your marketing. We so love and appreciate that you're staying on top of and taking advantage of the new technology and social media!"* **Kris Kuebler, Talking Fingers**

**USA TODAY** noted that in a recent PriceGrabber survey, 79% of consumers indicated they would rather receive a tablet than a laptop computer.

"With so many new devices, users are flocking to app stores. A **quarter of a billion apps** were downloaded on Christmas Day at Apple's App Store and Google's Android Market vs. 85 million on Christmas Day 2010, Flurry says."

(Flurry Analytics is a firm that analyzes smartphone and app activity.)

Download the [TOS Apple](#), [Google Play](#), or [Kindle Fire app](#) to view the advertising possibilities.

