

Inform -- Interact -- Measure

with text message marketing



Enhance Your Advertising
 Extend Your Ad Message
 Engage Your Customers
 Enabled By Text Messaging

For more info,
 text
BIKE
 to
68247 (OTAIR)



MOBILE USER BENEFITS:

- Receive info, coupons, & alerts directly to cell phone
- NO need to find pen & paper to copy advertiser's phone number or web site; no need to memorize
- Quick & easy—even if new to text messaging
- Short one to two word keywords to type
- Works anytime—24x7, everyday
- Fast—return messages arrive within seconds
- Receive non-interruptive messages about timely promotions & alerts (see TXTcast product sheet)
- Available nationwide on most U.S. carriers—works anywhere there is digital cell coverage
- Free to use, except for carrier messaging charges
- Received messages remain on phone until deleted
- Can forward messages to another person directly from cell phone
- Can quickly log in to OTAir.com account to access additional information, images, links to product or service specific web pages and more – NO need to pre-register at OTAir.com

ADVERTISER BENEFITS:

- Realize increased sales as interested persons actively engage your listings & subscribers to TXTcasts respond to the timely information provided
- Real-time activity reporting at OTAir.com
- Direct traffic from text message to any web page
- Easy to maintain—24x7; toll-free support
- NO hardware or software to buy & maintain
- Inexpensive—flat-rate pricing for easy budgeting or performance-based pricing available
- Include your keywords on all marketing materials—billboards, signs, magazines, flyers, vehicles, emails, business cards, aerial ads, TV & radio commercials
- Mobile user response to keyword automatically constitutes opt-in to TXTcast messages
- Change outgoing messages & online content instantly, anytime & from any internet computer
- Flexible system combined with full-service consulting on mobile marketing for the most integrated approach
- Keywords are unique & exclusive
- Fun texting implementations build brand loyalty



SEARCH FOR AVAILABLE KEYWORDS

Home Short Codes Services News Case Studies Advertisers Contact Us

Account Actions

- Statistics and Reports
- Billing History
- Online Payment & Reservation
- Ad Campaigns
- TXTCasts**
- Users
- Logout

Edit Campaign

TXTPak Info

Keyword: **1** BIKE

Response Message: **2** XYZ Cross-Country Trailblazer, 21 speed. Seat & frame suspension system. Lightweight. Folds 4 portability. 4 specs, photos & more visit OTAir.com w/ur mobile #.

Response Message 2: **3**

Website URL: **4** <http://products.consumerguide.com>

Current Logo: **5** [bike.gif](#)

Keep this image

6 My OTAir Page Description:

The XYZ Cross-Country Trailblazer is every biker enthusiast's dream. Whether you are a racer or bike for leisure, you will have fun with this impressive machine.

For those times when you have to unfortunately use other forms of transportation, you will appreciate the lightweight

Submit

Easy to use campaign management tool, accessible anytime from any internet computer.

1. Keyword clearly displayed
2. Outgoing text message with product/service info
3. Optional additional outgoing text message
4. URL for detailed product/service information
5. Advertiser's logo, photo of product or other image
6. Additional information about the product or service: narrative description or special alerts, such as sale, that may not be on listing's web page—accepts HTML
7. Broadcast text message alerts & promos to those who have texted the keyword & are subscribed or opted-in

Easy to use interface for mobile user shows their texted keywords & the detailed info you supplied.

SEARCH FOR AVAILABLE KEYWORDS

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Get Started Today - visit OTAir.com or call 888-898-8247

You have TXTMarked the following OTAir.com ad campaigns:

1 Keyword: BIKE
04/20/2006 9:42 AM

4 [OTAir LLC](#)

5 [Subscribe to This Keyword](#)
[Delete this TXTmark](#)

6 

The XYZ Cross-Country Trailblazer is every biker enthusiast's dream. Whether you are a racer or bike for leisure, you will have fun with this impressive machine.

For those times when you have to unfortunately use other forms of transportation, you will appreciate the lightweight portability of the Trailblazer.

There's so much more that can be said about the Trailblazer that we encourage you to visit our site by clicking the link below. Detailed specification, customer reviews and more await you.

-- NOTE: THIS IS A SAMPLE DEMONSTRATING OTAIR's SYSTEM & NOT A REAL BIKE AD --

[More Info >](#)

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TXTCast a Message

[Return to List](#)

Title: **1** Back To School Sale Alert

Send Time: **2** Scheduled

8 / 11 / 2006 7 : 30 pm

Subscriber List: **3** HOUSE (10 subscribers)

Outgoing Message: **4** College Life Sale Alert: Tomorrow, Sat. 8/12, we r having a sale w/ HUGE savings on all back to school supplies. Get an extra 5% w/this msg. OTAir.com for info.

Outgoing Message: **5**

Web-based, real-time reporting shows when a response was received, sometimes the mobile #, carrier and more.

SEARCH FOR AVAILABLE KEYWORDS

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Statistics & Reports

OTAIR LLC

Period: 3 / 1 / 2006 to 5 / 11 / 2006

Keyword: WHAT View Report

Keyword: WHAT

Date	Time	Mobile #	Carrier	Sub	Log	New
4/25/2006	9:54 AM	XXX-XXX-XXXX	Sprint	N	N	Y
5/3/2006	9:14 PM	XXX-XXX-XXXX	Alltel PCS	N	N	Y
5/3/2006	10:04 PM	XXX-XXX-XXXX	Alltel PCS	N	N	Y
5/5/2006	6:29 PM	XXX-XXX-XXXX	T-Mobile	N	N	Y
5/6/2006	3:34 PM	XXX-XXX-XXXX	Cingular	N	N	Y
5/6/2006	4:11 PM	XXX-XXX-XXXX	T-Mobile	N	N	Y
5/7/2006	2:24 PM	XXX-XXX-XXXX	Sprint	N	N	Y
5/8/2006	2:43 PM	XXX-XXX-XXXX	Verizon Wireless	N	N	Y
5/9/2006	7:21 AM	XXX-XXX-XXXX	T-Mobile	N	N	Y
5/9/2006	7:43 PM	XXX-XXX-XXXX	Sprint	N	N	Y
5/10/2006	2:38 AM	XXX-XXX-XXXX	T-Mobile	N	N	Y
5/10/2006	8:43 AM	XXX-XXX-XXXX	Verizon Wireless	N	N	Y
5/10/2006	4:04 PM	XXX-XXX-XXXX	T-Mobile	N	N	Y
13 Responses				0	0	13

Easy to use TXTcast tool enables immediate or scheduled text message broadcasts to subscribers.

1. Title of TXTcast broadcast—internal use only
2. Immediate or scheduled—recurring coming soon
3. Keyword & number of subscribers chosen
4. Outgoing text message
5. Optional additional outgoing text message



text INFO to OTAIR (68247)

www.otair.com

info@otair.com

11232 Patterson Ave

Richmond VA 23238-5011

P# 804 750 2058

888 TXT TAGS (888 898 8247)

F# 804 750 2076