

Grow Your Business with Cidewalk



Never before has there been an easier, more efficient, and cost-effective way to reach your targeted customers. Cidewalk offers businesses an advertising opportunity to reach customers with a simple to use App that gives you real-time data to prove it's working.

Finally – Effective Advertising Your Business Can Afford

Our number one goal is to help business owners reach their customers.

Access to Billions of Mobile Ad Placements

Cidewalk has access to billions of mobile ad placements across thousands of the leading top Apps.

Results That Prove Effective

We provide you with daily updates on how many people viewed your ad. Or, you can log-in and see how you're building awareness in real time.

By using Cidewalk, you'll get:

- » **Large-Scale Exposure:** Each advertisement you place will receive hundreds to thousands of views a month.
- » **Local Targeting:** Choose your hometown in order to reach only those in close proximity to your business.
- » **Technologically Advanced Marketing:** Mobile marketing is more modern, more unique, and provides more benefits than traditional forms of advertising.
- » **Cost-Effective Ads:** We are purposely priced to fit into the budget of any typical small business.

CIDEWALK
Instant. Local. Mobile. Ads

Cidewalk's parent company, Chitika, Inc. has handled advertising inventory on behalf of Fortune 500 companies since 2004. Chitika understands how local, mobile targeting can be a tremendous asset for effectively reaching today's consumers. With Cidewalk, we are able to capitalize on our industry relationships and back-end engineering and bring this impressive technology stack to small business owners throughout the U.S.



Instant Set-Up.

Create, target, and launch your ad in under 3 minutes.
...and make changes in under one.

Brand Awareness

You are guaranteed to get thousands of views a month.

Local Targeting

Your ads will reach only those that matter the most – those in your local community.

Mobile Marketing

People will see you in a more unique and modern way.

Cidewalk helps businesses grow.

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Rates

BASIC

**\$19.99 /
month**

Run one promotion.
Great value for any
advertiser.

*10,000 Monthly Views
1 Promotion*

BUSINESS

**\$49.99 /
month**

Run up to 3 promotions.
Our most popular
option, great for scaling
businesses.

*25,000 Monthly Views
Up to 3 Promotions*

PREMIUM

**\$99.99 /
month**

Run up to 5 promotions.
Perfect for the seasoned
advertiser looking for an
enterprise solution.

*50,000 Monthly Views
Up to 5 Promotions*

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Our Partners



"The overall exposure helped increase my business on slow days"

Melissa: Owner of Yummy Mummy Bakery



It's so convenient – I can reach any number of customers in a matter of seconds

Elie: Owner of El Basha Restaurant



Focusing on my local market and concentrating on the mobile medium is exactly what we were looking for

Brian: Owner of Hawkins Guitar



Our clients are LOVING seeing their ads locally using Cidewalk

Mindbrew Creative Agency



I am interested in frequency of views. Cidewalk will give me brand recognition

Eric: Owner of Eric Willis Music

[VIEW MORE TESTIMONIALS AT WWW.CIDEWALK.COM](http://www.cidewalk.com)

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Effective. Impressive. Reasonable.



Small businesses need to measure every dollar when building awareness.
Maximize your budget and see for yourself how **Cidewalk** compares to other media.

Media	Monthly Cost	Reach	Frequency	Offers Flexibility To Change Ad Creative Online Instantaneously	Offers Ability to Specify Ad Placement to Maximize Exposure	Offers Opportunity to Target Audience by Zip Code	Offers Ability to Track Campaign Results
Cidewalk	Programs available: \$19.99/month \$49.99/month \$99.99/month	Hundreds to thousands of your local customers	Ads can be seen on a daily/hourly basis Programs available include: 10,000 monthly views 25,000 monthly views 50,000 monthly views	✓	✓	✓	✓
Local Newspaper	Wide range of costs, typically \$1,000+ per insertion Approximately \$50,000+ per month	Delivered to full circulation (40,000+)	Ads can be seen on a daily basis				
Val Pak	Wide range of costs, typically \$500+ per insertion Approximately \$500+ per month	Depends on zip code mailing list	Ads can be seen on a monthly basis			✓	
TV	Wide range of costs, typically \$100+ per 30-second spot Approximately \$15,000+ per month	Broadcast to entire signal area (millions of households);	Ads can be seen on a daily/hourly basis				
Radio	Wide range of costs, typically \$100+ per 30-second spot Approximately \$15,000+ per month	Broadcast to entire signal area (millions of households)	Ads can be heard on a daily/hourly basis				
Transit	Wide range of costs, typically \$200+ per ad space (#25 standard showing level), production costs are additional Approximately \$3,500+ per month	Depends on daily routes within coverage area	Ads can be seen on a daily basis				
Outdoor	Wide range of costs, typically \$8,000+ per ad space, production costs are additional Approximately \$8,500+ per month	Depends on geographic location selected (stationary) & traffic impressions	Ads can be seen on a daily basis		✓		

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Your Promotion in 3 Easy Steps

1 Select your target location

1 LOCATION 2 PROMOTION 3 BUDGET

SELECT A LOCATION

NEXT >

STEP 1: TARGET YOUR PROMOTION TO PEOPLE IN A SPECIFIC AREA.

Enter zip code or town

Your promotion will appear on some of the most popular apps your customers are using:



And 1,000s more...

2 Enter your promotion

1 LOCATION 2 PROMOTION 3 BUDGET

WHAT ARE YOU PROMOTING?

BACK NEXT >

STEP 2: CONFIRM THE HEADLINE AND DESCRIPTION OF YOUR PROMOTION.

Need some help? Click here for ad suggestions.

PREVIEW YOUR PROMOTION

BUSINESS NAME 25 characters max

BUSINESS DESCRIPTION 80 characters max

UPLOAD LOGO (OPTIONAL) No file chosen

ADDRESS (OPTIONAL)

ACTION / LINK WEBSITE PROFILE PAGE

WEBSITE



3 Set your budget

1 LOCATION 2 PROMOTION 3 BUDGET

CHOOSE A PLAN

BACK

STEP 3: PICK A MONTHLY PLAN THAT FITS YOUR NEEDS.

Just last week, people launched 4477 promotions.

Pay as you go, No contract monthly packages. You will be charged every 30 days.

\$19.99/month

10,000 Monthly Views
1 active promotions

Select

\$49.99/month

25,000 Monthly Views
3 active promotions

Select

\$99.99/month

50,000 Monthly Views
5 active promotions

Select

What types of payments do you accept?

We accept all major credit cards and PayPal.

Do I have to sign a long term contract?

There are no long term contracts. You pay as you go, and you can cancel any time without a penalty.

What is your refund policy?

Please review our [refund policy](#).

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Technical Process

Cidewalk has unique access to smartphone app advertising placements. Our proprietary real-time bidding technology scans through billions of available mobile ad inventory. Then we use GPS targeting to ensure promotions only appear on devices within the selected towns.

Some of the inventory that we have access to includes:

- » News apps
- » Radio apps
- » Weather apps
- » Social apps
- » Gaming apps
- » Video apps
- » Communication apps
- » Sports apps



Featured Example



Flower Bulb Sale

Spring flower bulb sale, Stock up now. Don't miss out.

Waverly, OH

✉ BULBSNBLOOMD@GMAIL.COM

📍 WWW.BULBSNBLOOMS.COM

📞 681-2143900

🌐 <http://www.bulbsnblooms.com>