

## MTV/AT&T Wireless Banners

### “ON”

Images	Text
[AT&T Wireless logo]	Turn your ringer ON
	Download musical ring tones from the hottest MTV artists! Do it today!

### “CHANGE”

Images	Text
[AT&T Wireless logo]	What's your new favorite song?
	Now your AT&T Wireless phone can keep up!
	Download musical ring tones from MTV's hottest artists!

### “FUNKY”

Images	Text
[selection rotates] Ring Vibrate Get Funky	
[AT&T Wireless logo]	Download musical ring tones from MTV's hottest artists!

### “LAME”

Images	Text
Unhappy camper.	Lame ring?
	Spice it up! Britney-fy it! Take it to Funkytown!
Happy camper grooving out. [AT&T Wireless logo]	Download musical ring tones from MTV's hottest artists!

## “LOOKS”

Images	Text
Old man glaring at young person with cell phone (which has some sort of visual cue that it's ringing)	Dirty looks when your phone rings?
Old man swinging his hands in the air like he just doesn't care. [AT&T Wireless logo]	Not any more.  Download musical ring tones from MTV's hottest acts today!

## “SAVINGS 1”

Images	Text
[AT&T Wireless logo]	Up to \$80 cash back with an AT&T Wireless plan.
[AT&T Wireless logo]	Which begs the question: savings account or record store? (We like easy questions.)

## “SAVINGS 2”

Images	Text
[AT&T Wireless logo]	Up to \$80 cash back with an AT&T Wireless plan?
Photo of proud mom and son.	Hello, savings account!
Mom disappears (pops like a bubble) and we're left with just son.	Ha! Yeah, right! Where's the record store?

## “SAVINGS 3”

Images	Text
[AT&T Wireless logo]	Up to \$80 cash back with an AT&T Wireless plan.
Young man or woman scratching chin in mid-thought.	Savings account or shopping spree?
Mall drops into background	Duh.

## “POCKET”

Images	Text
[AT&T Wireless logo] Cool phone goes into pocket	Phone for your pocket
Four twenty dollar bills go into pocket. The word “lining” replaces the word “phone.”	Lining for your pocket. Get up to \$80 cash rebate! Sign up today!