

# SECURITIES & EXCHANGE COMMISSION EDGAR FILING

## Mobiquity Technologies, Inc.

**Form: 8-K**

**Date Filed: 2013-03-18**

Corporate Issuer CIK: 1084267

Symbol: MOBQ

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U.S. SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): March 18, 2013 (March 18, 2013)

Ace Marketing & Promotions, Inc.  
(Exact name of registrant as specified in its charter)

New York  
(State or jurisdiction of incorporation or organization)

000-51160  
(Commission File Number)

11-3427886  
(I.R.S. Employer Identification Number)

600 Old Country Road, Suite 541, Garden City, NY 11530  
(Address of principal executive offices (Zip Code))

Registrant's telephone number: (516) 256-7766

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(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01. Regulation FD Disclosure**

On March 18, 2013, the Company issued a press release, a copy of which is appended hereto.

**Item 9.01. Financial Statements and Exhibits.**

Exhibit    Description

99.1        Press release dated March 18, 2013. (Filed herewith.)

**SIGNATURE**

Pursuant to the requirements of Section 13 or 15(b) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

ACE MARKETING & PROMOTIONS, INC.

Dated: March 18, 2013

By: /s/ Dean L. Julia

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Dean L. Julia, Co-Chief Executive Officer

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**Fortune 100 Retail Department Store Uses Mobiquity's Location-Based Mobile Marketing Network as Part of their Integrated Marketing Campaign to Drive Traffic and Create Brand Awareness**

NEW YORK, NY March 18, 2013 /PRNewswire/ -- Ace Marketing & Promotions, Inc. (OTCQB: AMKT) is pleased to announce today that Mobiquity Networks, a wholly owned subsidiary of Ace, has launched a location-based mobile marketing campaign to be integrated with the digital screen assets located in their New England Region Malls.

The campaign strategy was prepared in conjunction with Adspace Networks for one of its Fortune 100 mall anchor-store clients. The process begins with a video message displayed on Adspace's digital screens, and is enhanced as mall shoppers have the ability to opt-in to receive a branded discount incentive on their mobile devices via Mobiquity's location-based Bluetooth and Wi-Fi network.

According to Mobiquity's President, Sean Trepeta, "The integrated-media campaign was designed to create a multi-touch consumer experience for mall shoppers, with the goal of driving traffic to a major brand's 'store within a store' concept. This is an excellent example of how our location-based mobile network can be used to complement other advertising mediums."

Mobiquity operates the largest location-based mobile marketing mall network in the US, covering 75 malls and a potential audience of 95 million monthly consumers. Mobiquity continues to actively explore ways to drive enhanced mall-based consumer connectivity by utilizing its mall network to add a mobile activation component to the existing mall advertising footprint. For more information, please visit us at: [www.mobiquitynetworks.com](http://www.mobiquitynetworks.com).

**ABOUT "ACE"**

Ace Marketing & Promotions, Inc. is a business and technology development company focusing on advanced integrated marketing platforms, mobile marketing, social networks, website development and digital media. The Company's 3 business divisions are: Ace Marketing (Integrated Marketing Technologies), Venn Media (Integrated Website Development and Social Media Platform) and Mobiquity Networks (Location Based Mobile Marketing Network). For more information you can visit:

[www.acemarketing.net](http://www.acemarketing.net)

[www.appliedmarketingtechnologies.net](http://www.appliedmarketingtechnologies.net)

[www.vennmedia.net](http://www.vennmedia.net)

[www.mobiquitynetworks.com](http://www.mobiquitynetworks.com)

***SAFE HARBOR STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995.***

Certain statements in this press release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performances or achievements express or implied by such forward-looking statements. The forward-looking statements are subject to risks and uncertainties including, without limitation, changes in levels of competition, possible loss of customers, and the company's ability to attract and retain key personnel.

**Contact Information:**

**Ace Marketing & Promotions, Inc.**

Legend Securities, Inc.

Thomas Wagner

800-385-5790

718-233-2627

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