

paper



Flyerboard enables online advertisers to spread and track word-of-mouth campaigns at a local level.

PAPER G

PaperG is an advertising network and ad-serving company that combines proprietary Web 2.0 technology with the loyal readership of local publications to help advertisers leverage social networks to get the message out.

FLYERBOARD

The Flyerboard is a virtual bulletin board hosted on the New Haven Independent website, on which advertisers can “post” a flyer to conduct an online word-of-mouth campaign. Your flyer can advertise parties, meetings, and special events such as concerts, exhibitions, and performances. Other users can then share the flyer with their friends via email or instant messenger without leaving www.newhavenindependent.com.



- Flyers appear next to relevant local content on the Independent
- Flyers can be easily shared between friends via email, blogs, instant messengers etc.
- Flyers can be enlarged within the webpage to show additional information

Why Flyerboard?

Create Viral Campaigns - Take the initial step of posting a flyer and then sit back and let the readers do the marketing for you. Because we trust people we know, a referral by a friend is a more effective than the most sophisticated marketing techniques.

Accessible - Flyerboard enables advertisers who don't have websites to conduct an effective online outreach campaign. Flyerboard flyers can contain all the information a user needs to attend the event.

Visually Appealing - The novel look and aesthetically pleasing design of Flyerboard invites users to explore and click, boosting interest and awareness of posted events.

OUR RATE- \$5 CPM (per thousand impressions)

\$5 will be charged for every one thousand viewers that sees your flyer. This flexible pricing system can be tailored to fit your specific budget - big or small. For example, if your advertising budget for a particular event is \$100 dollars and you wish to promote the event two weeks before the event, your flyer will be shown on the Flyerboard 20,000 times over the course of two weeks. If your budget is \$500, your flyer will be seen 100,000 times.

For more info, contact:

Susan Liu

Director of Sales

E: susan.liu@paperg.com

T: 203 285 8988