

Flyerboard consistently outperforms banner ads and Google ads.

FLYERBOARD OVERVIEW

Looking to publicize your local business or event? Meet the Flyerboard - a new, online bulletin board on the **St. Louis Beacon's** website. You can post a flyer on the Flyerboard with details about your business or event to reach thousands of residents in St. Louis. The Flyerboard also makes it easy for anyone to share your Flyer with their friends.

WHY FLYERBOARD?

Easy - Forget complicated rates and strange file formats. There's no easier way to advertise online — with any simple image file, you can have your business or event featured on the **St. Louis Beacon** in just 5 minutes.

Cost Effective - The flexible pricing system of the Flyerboard can be tailored to your individual budget. It allows you to advertise on other websites in the Flyerboard network regardless of the size of your advertising budget.

Local - Flyerboard appears next to relevant local content on the **St. Louis Beacon**. Through Flyerboard, you are reaching local residents who are active in the community.

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 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 about your business or event.

FEATURES

- Flyers can be easily shared between friends via email, social networks, blogs, etc.
- Flyers can be enlarged within the website to show additional information
- Flyers automatically include a map of your location
- Flyerboard keeps track of views, clicks, and shares, so that you can evaluate the effectiveness of your flyer



Anyone can share your Flyer to spread the word



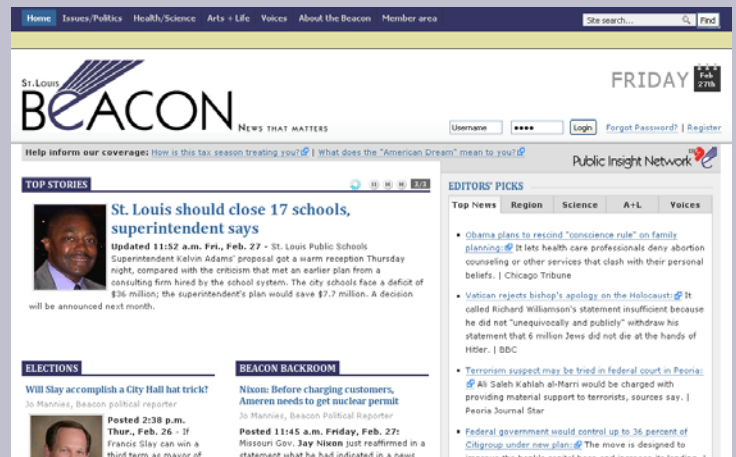
Our Rates

Advertising on Flyerboard is simple. You can begin reaching local residents **in just 5 minutes.**

ROTATING
\$35/week

www.stlbeacon.org

St. Louis Beacon is a not-for-profit 501(c)3 organization founded by veteran St. Louis journalists to provide in-depth reporting, thoughtful analysis and discussion on news that matters in the St. Louis region. Publishing since April 2008, the Beacon covers politics, education, health, science, the economy, arts and lifestyle topics.



For more information or to begin your campaign on St. Louis Beacon's Flyerboard, visit www.stlbeacon.org and click on "Post Flyer" or contact:

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