

Flyerboard Media Kit

Looking to publicize your local business or event? Meet the MinnPost Flyerboard – a new, online bulletin board on MinnPost.com where you can post a flyer with details about your business or event. The MinnPost Flyerboard also makes it easy for anyone to share your flyer with their friends.

Why MinnPost Flyerboard?

Easy - Forget strange file formats. It's easy to advertise online – with any simple image file, you can have your business or event featured on MinnPost Flyerboard in about 5 minutes.

Local – Your flyer appears next to relevant local content on MinnPost.com. You are reaching users who are active and engaged in their communities.

Create Viral Campaigns – Take the initial step of posting a flyer and then let the readers help you market your product or event. Because we trust people we know, a referral by a friend can be more effective than the most sophisticated marketing techniques.

Accessible – MinnPost Flyerboard enables advertisers who don't have websites to conduct an effective online advertising campaign. Flyers can contain all the information a reader 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

MinnPost.com -- A thoughtful approach to news

MinnPost.com is a nonprofit news website providing high-quality journalism for people who care about Minnesota. Launched in November 2007, MinnPost.com now delivers an average of 200,000 monthly unique visitors and 700,000 monthly pageviews. MinnPost.com is free to all, supported by advertising revenue and membership. For more information or to begin your campaign on the MinnPost Flyerboard, visit www.minnpost.com and click on "Post Flyer" on the left-hand side of the page.

\$80/week

Advertising on MinnPost Flyerboard is simple. You can begin reaching MinnPost.com readers in about 5 minutes.

The screenshot displays the MinnPost.com homepage from November 18, 2008. At the top, there's a navigation bar with links for Home, Region, World/Nation, Politics, Health/Science, Business, Arts, Posts, Sports, Multimedia, and Community Voices. A search bar and a 'Become a member of MinnPost.com!' button are also visible. The main content area features a 'RECOUNT TODAY' section with a 'Live blogging from the' link. Below this is the 'Flyerboard' section, which is highlighted with a red box. It shows a flyer for 'The Best of MinnPost.com' available at 'Dunn Bros Coffee'. The flyer includes a map of the location and a description. To the right of the flyerboard is a 'Pick up your copy of the Best of MinnPost.com!' form with fields for 'Where', 'URL', 'Description', 'Share this with friends', 'Your Name', 'Your E-mail', 'Friends E-mail(s)', and 'Personal Message'. Below the flyerboard and form are several news articles, including 'DeVonna and Carolyn on their science lesson at Osseo's Weaver Lake', 'By Cynthia Boyd and Beth Hawkins Tuesday, Nov. 18, 2008', 'As minor populations rise dramatically in the suburbs, school officials are struggling to deal with the same ramifications -- widening academic achievement gaps, student poverty and parental backlash -- that officials in urban districts began confronting in the 1970s. Second of five parts.', 'Monday: Twin Cities-area schools more segregated than ever', 'Countdown to Coleman-Franken recount: A day of political whiplash', 'SCHOOL DESEGREGATION -- FAILING GRADES', 'Twin Cities-area schools more segregated than ever', 'RELATED: School integration through the years', 'EDITORS' PICK', 'TRANSITION TICKER', 'WEBSITE OF THE DAY', and 'Political Agenda'. The bottom of the page features a 'MinnPost HIGHLIGHTS' section with links to '150 MIN MOMENTS WE PUT IN BOON FOSTER', 'THE DAILY GLEAN Business Agenda', 'Political Agenda', 'LARON GLENNAN Wednesday, April 23 at the Minneapolis Millers', 'ERIC BLACK & LINK', 'STEVE BEAG'S CITYSCAPE', 'DAVID BRUBAKER on the MEDIA', and 'Sunlight CONGRESS'.