

# The Daily Pennsylvanian

## FLYERBOARD ADVERTISING INFORMATION

### What is Flyerboard?

Flyerboard is an online, inexpensive “bulletin-board” on Dailypennsylvanian.com. You can post a flyer on the Flyerboard with details about your business or event to reach the Penn community. The Flyerboard also makes it easy for anyone to share your Flyer with their friends.

### How Does Flyerboard Work?

Flyerboard works like a virtual online bulletin board visible on all pages of Dailypennsylvanian.com. Each ‘Flyer’ appears as a small thumbnail that expands to show a full-sized flyer when a reader clicks on it.

All thumbnail flyers rotate randomly, with 2 or 3 visible on each page. Readers can also click a View All button to see all flyer thumbnails. Advertisers can purchase a rotating ad or lock in a non-rotating ‘permanent’ position available on a first-come basis.

### Rates

Rotating Flyer	Cost
1 week.....	\$50
1 month.....	\$125
Permanent Flyer	Cost
1 week.....	\$150
1 month.....	\$375

Volume contract customers will be credited with 5 contract inches for every week each flyer runs.

### Flyer Specifications

Flyers should be submitted as 8.5” x 11” (or proportional) in size; 96 dpi JPEG format preferred. Artwork should be emailed to advertising@dailypennsylvanian.com. The Daily Pennsylvanian’s ad design staff can create a flyer for you at no additional charge.



Flyerboard appears on the right side on Dailypennsylvanian.com.



Click the View All button to see all of the flyers



Click on any flyer thumbnail to view the full-sized flyer.