

MOBILE ADVERTISING

WITH
THE POST
AND COURIER



The mobile market is booming and The Post and Courier can connect your business to this desirable audience.

- ✓ Reach a younger, affluent demographic
- ✓ Interactive options — Click to Call, Map or Text
- ✓ Connect with on-the-go consumers

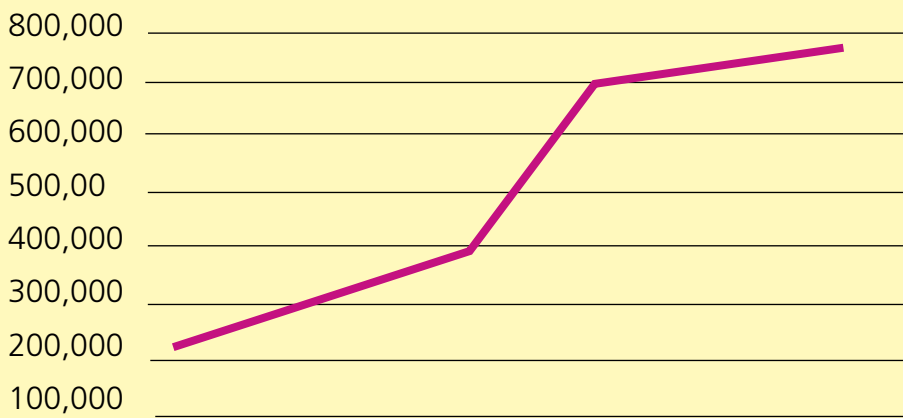
Post and Courier content now available on:

- Mobile Edition
- Blackberry App
- iPhone App
- Droid App

The Post and Courier     
postandcourier.com
web | mobile | email | multimedia | social media



The Post and Courier has the trusted brand, reach and multimedia tools to design a successful mobile campaign for your business.



Total Mobile Pageviews for P&C Mobile site and for apps for Blackberry, iPhone and Droid.

The Post and Courier mobile edition and apps have seen an average of 18% increase in pageviews every month.

Source: Post and Courier Mobile Traffic Reports Provided by Verve Wireless, updated January 2011

3-Step Mobile Marketing Campaign

- 1 **Visibility**
(Banner Ad)
- 2 **Offer**
(Landing Page)
- 3 **Engagement**
(Click to Action)

BANNER AD



High visibility, exclusive presence

LANDING PAGE



Optimized for mobile, location for offer description, invitation to take action

ENGAGEMENT OPTIONS



Click to Call: User can make direct phone call from landing page.



Click to Map: Phones mapping capability drives customers to your business' location.



SMS: User texts a keyword to a short code, and the advertiser sends an SMS reply.

Mobile Packages include:

- ✓ Mobile banner ad impressions
- ✓ Landing page linking from banner ad
- ✓ Call to action - click to call, click to Map or SMS
- ✓ Monthly tracking reports
- ✓ Creative services for all elements

Banner Ad Impressions	3 Month	6 Month (20% savings)
25,000	\$590/month	\$470/month
50,000	\$990/month	\$790/month
75,000	\$1190/month	\$950/month

Mobile banner ads will run across all Post and Courier's mobile offerings including the mobile website and apps.

Mobile Bundle

50,000 Mobile Ad Banner Impressions with Landing Page and Call to Action

50,000 Skybox Online Display Ads on postandcourier.com

BONUS!

Sponsor recognition and logo presence in print ad showcasing Post and Courier's mobile offering

Monthly Total for Bundle: \$1,290 - 20% Savings



The Post and Courier
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