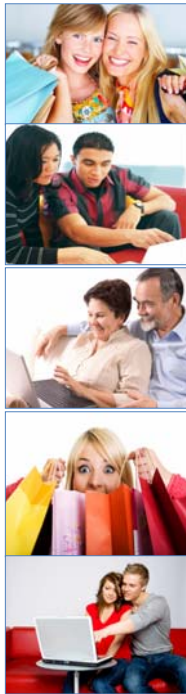


flyerland.ca
Save time, save money.



Launched
March 17,
2008

Metroland footprint reaches
over 3.5 million homes
weekly with our 100+
newspapers



Expand the reach of your flyer or ad or place a unique offer on Flyerland.ca



Flyerland.ca Members

To date 25,000 have become members on Flyerland.ca!

Our current members are ...

- Couples with Children
- 67% female
- 52% are 30 to 49
- 18% are in their 20s or younger
- 30% are 50+
- Average age is 36.8
- Average income \$82,239



flyerland.ca

flyerland.ca - Online Flyers, Deals and Coupons

Welcome to flyerland.ca, Ontario, Canada's free flyers, deals, and coupons site!



Look for these symbols: We've checked, lowered and locked prices on items you buy the most. Incredible savings this week only on our most popular items.

flyerland.ca Flyers Toronto [change location](#)

Home Flyers (2) Deals (4) Coupons (3) Categories [Sign In](#) [Sign Up for Alerts](#)

Sign In

Email:

Password:

[Forgot Password?](#)

[I cannot access my account](#)

Sign Up

Want flyers and coupons delivered to your inbox? Subscribe now for email alerts!

SaveOnTelecom

Unlimited Call Canada \$3.35 per min.

[Click here for details](#)

save.ca

Choose the coupons you want **free**

Deals [More Deals](#)

Special Offer on americana OUTLET

Collect 200 Donut Saver Club Points

[More Info](#)

Canadian Living Magazine

12 issues for only \$20 - Save 50%

[More Info](#)

Mr. Case - Never run out!

Grocery Bases delivered by Mr. Case!

[More Info](#)

The 2008 B-Class

Now Starting From \$29,900

[More Info](#)

Nikon COOLPIX P80

Incredible Wide Angle 27-486mm Optical Zoom!

- 18x wide angle zoom with VR optical image stabilization
- Sports mode for as many as 30 consecutive pictures at 13fps*
- Lens with Optical Image Stabilizer
- Li-ion battery
- 230K Large 2.7" LCD

Save \$50.00! **Now \$349.99!**

HENRY'S Canadian Camera Superstore

Flyers [More Flyers](#)

Featured online flyers for Toronto:

[View all Flyers](#)





Partnership with **save.ca** offers cost saving value to our audience on **Flyerland.ca**

Integrated content on our site

Links to their site to send manufacturer coupons directly to the consumer





Flyerland.ca revenue streams

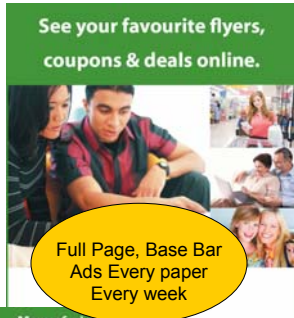
- **Banner/Leaderboard**
 - CPM
- **Advertiser Spotlight (3 positions - 3 ads each)**
 - Can be static ad and link to video
 - Each ad location has 3 rotating positions
- **Sky Scraper**
 - CPM
- **Deals**
- **Flyers**
- **Coupons**
- **Magazines**
- **Catalogs**
- **Cost per sale partnerships**



Our plan to reach the Metroland Footprint In Paper Campaign 100+ papers and online



Leverage our 1.5 Million Unique users Monthly
20 Metroland Newspaper **Websites**
Sample site
www.oakvillebeaver.com



Full Page, Base Bar
Ads Every paper
Every week



In-paper ads
the #1 product
that brings
unique users to
our site

Additional ways we are reaching our audience



Billboards



Metro



Radio



Transit Kings
TTC Bus and
Streetcar sides

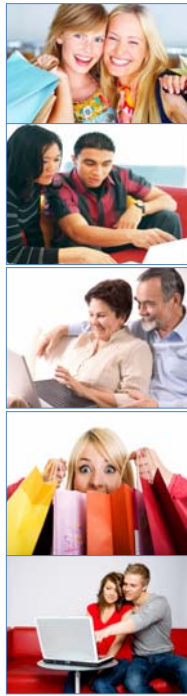
Subway Posters –
Union Station Posters



Launch advertising
Continues through 2009



Search Engine Management
Key Words
Optimization



It's easy to get started

Each time your in-paper ad, flyer or coupon runs in a Metroland product, you can expand your reach on **Flyerland.ca** only a small charge per region for your flyer, ad our coupon to be placed on **Flyerland.ca** (Packages available for multiple regions)

We can use your existing artwork on Flyerland.ca or you can make changes to customize your message on the site
What we need from you -

High resolution PDF of ad, flyer or coupon posted on our Flyerland.ca FTP site, along with your high resolution logo.

Start and stop dates for each campaign
Website link