



### AppyPaper Advertiser Info

The information below outlines the cost, number of sheets and impressions that can be expected when you place your ads for AppyPaper 2015/2016. AppyPapers are distributed all year round depending on availability. This gives your app the opportunity to be in front of potential users repeatedly and all year round.

### Getting Started

Developers can choose between three types of placement. Depending on the type of placement selected, developers can expect anywhere from 10,000-1,000,000 impressions.

### AppyPaper Cost & CPM

Price	# Of Sheets	# Of Repeats/Sheet	CPM	Total Impressions
\$100 (Standard Placement)	3300 pcs (70*50 cm)	3-4 (Developer icon repeated 3-4x/sheet)	\$10	10,000+
\$1,000 (Standard Placement)	33,000 pcs (70*50 cm)	3-4 (Developer icon repeated 3-4x/sheet)	\$10	100,000+
\$10,000 (Premium Placement)	100,000 pcs (70*50 cm)	10 (Developer icon repeated 10x/sheet)	\$10	1,000,000

The AppyPaper CPM calculated according to the above table is \$10. Having both options presents a tremendous opportunity for developers large and small to cut through the holiday season noise and make a truly unique and unforgettable impression on the happiest day of the year. Now developers can be part of the gifting experience and share in the good will that is generated.

### Payment

- Payments are collected at time of reservation.
- Payments are made by credit card.

- All payments are encrypted.

### **AppyPaper Terms of Service**

1. Once your order has been placed and payment received, your app icon will be added to our master layout.
2. Each master layout can contain 100 icons.
3. Each icon will be allocated 1 square inch (1"x1) of space on the sheet.
4. The paper specs are as follows:
  - Weight: 100 gsm
  - Size: 70"x50"
  - Image Quality: 300 dpi
5. Once each master layout is complete, printing will begin.
6. Printing will be conducted on an ongoing basis. So you have to be sure that we have right app assets because all payment is final.
7. Developers can request free sheets of AppPaper. To make a request, please email [hello@appypaper.com](mailto:hello@appypaper.com).

### **Distribution**

We plan to utilize 3 methods of distribution to ensure that ALL AppyPapers reach anyone who wants to use it.

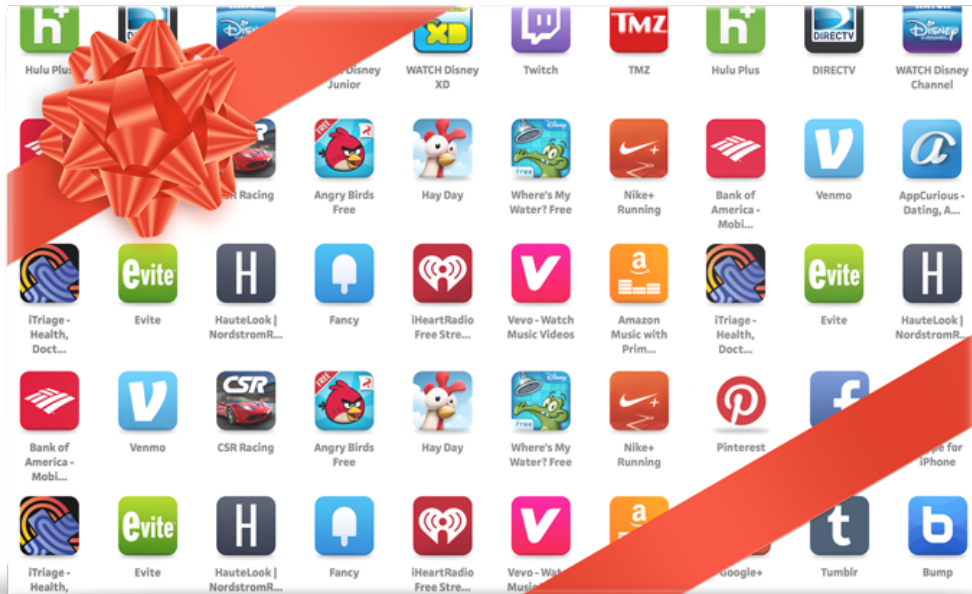
Method 1: Anyone can order sheets of AppyPaper via our website for free with a nominal shipping fee.

Method 2: We will drop ship AppyPapers in bulk to partner locations around the country where people can go and pick up free sheets of AppyPaper.

Method 3: We will partner with select mobile device manufacturers to offer AppyPapers as part of their holiday season campaigns.

# ▲ P P Y P ▲ P P E R

## Sample



To get featured on AppyPaper 2015/2016, please email us at [hello@appypaper.com](mailto:hello@appypaper.com).