



## PROMOSTER SPONSOR FAQ

### 1. Why Should My Company Sponsor A Promoster Title?

Promoster issues reach your target audience through a new, unique, high impact, interactive medium, positioning Sponsors as current, creative, and cooperative company. As Promoster is a kind of cultural communication event, launch sponsors will benefit from considerable added publicity, and a place in design history.

### 2. What Advantages Does Promoster Offer Over Other Ad Forms?

Promoster offers creative flexibility, high-impact exposure, user participation and message longevity. Because Promoster issues are **to do**, not *just view*, they are attention grabbing-participation that extends well past just the initial viewing.

### 3. How are Promoster Augmented Reality Ads Purchased?

On print area and depth-of-experience. Primary sponsors have the largest portion of Promoster's ARTspace, with secondary sponsors having the next largest area, and so on. The amount of custom programming affects pricing, as does program administration, and range and depth of reporting.

### 4. For What Product Types is Promoster Best Suited?

A targeted audience theme allows *any* advertiser to effectively communicate through Promoster's dimensional ARcade. For example, An **Escape** theme can support a number of travel and vacation sponsors. **Jeep** may wish to have a current, or classic car model appear on a **Hot Wheels** test track as part of alphabet and number decorated - toy scenario - vinyl coloring activity sheet, perhaps supported by a mail-in offer.

### 5. What Aspect of My Marketing Plan Does Promoster Best Assist?

Promoster is adaptable to a range of marketing goals. It can raise awareness and reinforce brand identity, announce a promotion, deliver a coupon, rebate or order form, and even sample; music, games, chewing gum, more.

### 6. Can Promoster Assist with Regional Efforts?

Promoster issues can be optimized to specific geographies, retail environments (Window Shop) and audiences - like teens, college students, engineers, tourists, sports fans, etc. Interactive print broadsheet *posterzines* are also available.

***The Participation Promotion Poster that You Do!***



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## 7. How are Promoster Programs Gauged?

Promoster program standard performance metrics include online visitation, click-through to sponsor's online presence, degree of interaction, offer registration, and when possible awareness and attitudinal research. Custom reporting is also available.

## 8. Tell me about Promoster's Editorial Possibilities

When desired editorial elements can be included as part of a sponsor's program relating to the needs and goals of the effort. This can range from a few lines of positioning copy or be as elaborate as a full size, back-printed, hand-out, *posterzine* publication.

## 9. How Can I Be Sure I'll Be Happy with Promoster's Creative Concept?

The best way to assure greater creative influence is with a principal sponsorship which provides the most messaging range and depth. Another option is to partner with allied products. Promoster lends extremely well to multi-brand companies sharing a theme.

## 10. Who Designs Promoster's Visual Theme Imagery

Promoster design can be conducted by house staff, q freelancers, and even commissions to national and internationally known artists. It *may* be possible for a brand's agency to contribute to theme, design, or programming, depending on the nature of the project, need for program integration, scope, timing, and related factors.

## 11. Are There Any Other Points about Promoster That I Should Know?

Promoster is a new, dimensionally, interactive, coop, American pop art, commercial communication, achieved through the best application of human aesthetic design talent, and participation technology, in a spirited, combination iconography vehicle reflecting that 'we are all in this [World] together' and that innovative effective progress can be achieved through shared communal activity.

## 12. What about Launch Benefits

As a new art form, initial editions of Promoster will garner considerable, international marketing, academic and consumer publicity. Launch sponsors will benefit substantially from this added exposure. Submission to international art museum curators will help assure public, cultural exhibition of your organization long into the future.

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