



PORTSMOUTH STARTUP INNOVATES LOCAL AD SPACE, BENEFITS CHARITIES, AND KEEPS ... - STATEIMPACT NEW HAMPSHIRE

In New Hampshire some entrepreneurs are forging a business from drink coasters. They're selling low cost advertising to local firms on one side of each coaster. LocalCoaster then sells advertising on the reverse side at a higher rate to larger corporations. The coasters are given to the local restaurants. The restaurants and businesses vote on their favorite charity, the winner which is then is awarded \$5,000.

Read the full article here:

[Portsmouth Startup Innovates Local Ad Space, Benefits Charities, And Keeps ... - StateImpact New Hampshire](#)

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