

Soofa Launches Online Platform for Hyperlocal Outdoor Advertising
Solar-powered Smart City Technology Company Makes Out-of-Home Advertising More Accessible and Affordable

Cambridge, MA- June 21, 2021- Today, [Soofa](#), the creators of the solar-powered neighborhood news feed, announced the launch of Soofa AdBuy, an online platform to purchase hyperlocal outdoor advertising. The online platform makes outdoor advertising more accessible for businesses large and small. The simple, user-friendly platform allows advertisers to purchase targeted ads to be displayed on one of the company's neighborhood Signs in a matter of minutes. The platform simplifies traditional out-of-home advertising campaign planning that typically requires extensive planning with a sales representative. Users bypass the cumbersome traditional ad buying process, thus making advertising more accessible and affordable to small businesses.

"We are excited to be launching an out-of-home advertising online platform that makes outdoor advertising accessible to a business of any size," says Sandra Richter, CEO and Co-founder of Soofa. "Small businesses have often been left out of outdoor advertising services due to resources, time, and costs. Our straightforward, e-commerce approach solves these issues."

The prime neighborhood placement of the Soofa Signs in high foot traffic areas allows companies to advertise in locations that are often limited due to local regulations and laws. Businesses can easily and affordably book advertisements to help boost brand awareness, promote special offers, and advertise events, among many other types of ads. Through the platform, a business can easily explore an interactive map of Sign locations available for advertising and select a campaign start date and duration.

Advertising is available in the Boston, Atlanta, and Western Massachusetts metro markets with additional markets including California, Michigan, and Kansas coming soon. Advertising packages are available for as little as \$100.

To find out more and purchase outdoor advertising please visit: <https://soofadigital.com/>

About Soofa:

Soofa, a female-founded startup out of the MIT Media Lab, builds the first of its kind, solar-powered digital sign with e-ink display. The Signs display a combination of city updates, community-generated content, and local business information. The Sign also updates passersby on real-time transit information and local events while engaging users with poll questions relevant to their community. The Soofa Sign was featured by Engadget as a finalist for Best Vision for the Future at CES and was described by Curbed as the Facebook wall for the real world.