

# meijer<sup>®</sup>

## Mass Marketing

- **In-store Broadcast Network (IBN):** In-store messages delivering a :30 sec message every hour. \$20,459 per 4 week cycle for all stores.  
*4 weeks prior to air date in-store*
- **In-store Product Demonstration:** By Elite Marketing. Approx. \$150 per Store for 6 hours, or \$29,400 196 stores.  
*8 weeks prior to Demo*
- **Floor Graphics:** Product logo or artwork. \$21,900 4 week cycle (based on 190 stores, graphic placed in grocery aisle.)  
*Art work due 6 weeks prior to placement*
- **Front Entrance Advertising:** Advertising on shrouds entering the store \$18,000 printing and placement, 4 week cycle.  
*Art work due 8 weeks prior to start date*
- **Pharmacy Bag:** Imprint your message on Meijer Pharmacy Bags, 4 week cycle 1,000,000 impressions. Includes exposure on meijer.com over 1,000,000 additional impressions. \$23,500.  
*Art work due 8 weeks prior to start date*
- **Pharmacy Mat:** Two, 12" x 18" 4 color mat placed at each Pharmacy counter, 1 month cycle. \$11,500.  
*Art work due 6 weeks prior to placement*
- **Catalina Coupons:** New color prints \$500 set up \$.12 per print (minimum of 25,000 prints).  
*Art work due 6 weeks prior to first print*
- **Catalina Health Resource:** Highly targeted point-of-care message delivered via filled pharmacy prescription. 12¢ per one-panel print, \$5,000 program minimum (minimum of 60,000 one-panel prints). No set up fee.  
*Art work due 6 weeks prior to first print*
- **Workplace Media:** Delivery of high value coupon offers to consumers who work in close proximity to Meijer stores through their employer. The employer distributes coupons a way to provide employees a perk/reward that delivers savings, saves time, provides a convenience, and makes their lives easier. Programs start at 22.4¢ per piece with a minimum quantity of 100,000 pieces.  
*Booking due 6 weeks prior to distribution*

Visit [www.meijervendor.net](http://www.meijervendor.net) for additional information.

## Contact

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- **Meijer on the Web:** Exciting ways to take advantage of our rapidly growing Website. With 250 thousand unique visitors per week. \$15,000 includes both for one week.  
*Art work due 4 weeks prior to start date*
  - Meijer Weekly E-Mail: Weekly E-Mail going out to over 1,000,000 subscribers announcing special deals and events.
  - Meijer Feature Spot: Feature Spot placed on the sliding box on the "At Stores" page of Meijer.com. Downloadable coupon available.
- **Meijer MealBox:** Meijer MealBox is a fully functional widget where Customers view our weekly ad and select recipes and coupons that include our sale items. Pricing:
  - \$20,000 - Brand Specific Category within the MealBox widget. Includes Feature Recipe and coupons.
  - \$5,200 - 1 recipe with 1 coupon only; addit. coupons \$2,000 ea.
  - All recipes and coupons are valid for 4 weeks.*Coupons/Recipes due 6 weeks prior to placement*
- **Meijer Insite Network :** TV Wall programming in Electronics Dept. in all stores. 11.7 Million viewers every month, 4-week flights, Up to 1,000,000 plays per flight.
  - \$20,000 per 4-week flight
  - 4/:30's or 8/:15's per hour
- **mPerks :** A digital coupon program that allows Meijer digital coupons to be redeemed at the check out by entering in a unique ten-digit ID (mPerks number) All offers must be effective for a minimum of two weeks. Pricing:
  - \$500 Setup Fee
  - \$0.08 per clip
  - \$0.08 per redeemed coupon Handling / Clearing house fee
  - Offer redemption cost*Coupons due 6 weeks prior to placement*