

Social Media Package \$3,000

What's included:

- 2 organic Facebook posts over a 2 week period
- Post Media Summary Report

E-mail Blast Package \$5,000

What's included:

- 1 creative email message
- 2 organic Facebook posts over a 2 week period
- Post Media Summary Report

NEW!

Digital Circular Ad \$3,000

What's included:

- 1 creative message included in the digital version of the circular
- Post Media Summary Report

NEW!

On Site Media Package \$7,500

What's included:

- 4 week duration:
 - Carousel banner slot at the top of weismarkets.com shop page
 - Dedicated brand page
- Post Media Summary Report

NEW!

New Item Package \$12,500

What's included:

- Inclusion in monthly New Item E-mail Blast
- 1 organic Facebook post
- 1 creative message included in the digital version of the circular
- 4 week duration:
 - Carousel banner slot at the top of weismarkets.com shop page
 - Dedicated brand page
 - 1 eCoupon featuring new product

Add-Ons

Boosted Post \$1,000

What's included:

- Boost 1 organic Facebook post

Recipe Feature \$1,000

What's included:

- Your recipe featured on our website. Can be linked to a Brand Page, E-mail Blast or Social Media package to show suggested usages.

Weis2Go Sampling \$2,500

What's included:

- Insertion of sample in Weis2Go customer orders at top 50 Weis2Go stores
 - Samples must be provided by manufacturer and shipped directly to stores
 - Suggested Quantity: 100 samples per store

Sweepstakes

What's included:

- Can be featured via e-mail or social. Cost varies by prizes offered.

Programs are to be funded with marketing dollars. Marketing opportunities are not part of Trade Funds.

For more details, contact: [Stephanie Panzetta](mailto:Stephanie.Panzetta@weismarkets.com)
stephanie.panzetta@weismarkets.com



Digital load-to-card coupons reach over 675,000 registered Weis customers!

All digital coupons are set up with our third-party vendor, Inmar. To set up an eCoupon, you must reach out to Inmar. If you already have an established relationship with Inmar or another third-party that Inmar sources from including News America, Valassis, and Cell Fire, you may already have a contact. If not, you can reach out to:

Inmar Contact: Jenine Masello
jenine.masello@inmar.com



Showcase monthly offers, category events, seasonal items, or special events delivered to custom, relevant audiences to drive in-store or online sales!

- In-Store Print Media
- Real Time Insights
- Predictive Modeling
- Audience Creation/Targeting

Catalina Contact: John Conroy
John.Conroy@catalina.com



Connect with customers using in-store marketing tags to advertise your on-shelf promotions.

Vestcom Contact: Eric Hagan
eric.hagan@averydennison.com

Loyalty Marketing

Utilize our loyalty database to market directly to Weis Markets' customers with proven results.

Weis Rewards

- Weis Rewards programs have been a highly engaged and anticipated customer program on an annual basis. Highlight your brands in these seasonally relevant events to our most loyal customers!

For more details, contact: **Alissa Evans**
alissa.evans@weismarkets.com

Selling Events

Be a part of monthly selling events across the entire store!

- Drive sales while supporting a good cause with events such as Frozen Food month, Dairy Month and Pet Month.

For more details, contact: **Stephanie Panzetta**
stephanie.panzetta@weismarkets.com



Take advantage of in-store marketing solutions to amplify your brand's message!

- At Shelf Coupon Machines
- Shelf Talkers, Banners & Tearpads
- Shopping Cart Advertising
- Floortalk Decals

Neptune Contact: **Kalyn Kunschke**
kkunschke@neptuneretailsolutions.com