

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

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 Homepage Tile \$7,500

What's included:

- 4 week duration:
 - Ad tile on the home page of weismarkets.com
 - Dedicated brand page
- Post Media Summary Report

On Site Media Banner \$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 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

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

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



Inmar is a retail technology and media partner that helps brands connect with Weis Markets shoppers. With access to more than 830K Weis loyalty card members, we take an integrated approach that combines digital coupons and retail media. Using Weis' first-party shopper data, we deliver targeted activations designed to influence shoppers at key decision points and drive engagement, trial, and repeat purchases.

Our capabilities include:

- Targeted **digital coupons** with quick setup, real-time distribution, and flexible mid-flight optimization
- **Retail media solutions**, including offsite media across the web and paid social
- **Closed-loop measurement** tied to sales outcomes
- **Scalable reach** and **precise targeting** using Weis loyalty data
- **Seamless execution** that simplifies activation and increases visibility

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

Contact: Linsey DeLuca, Linsey.DeLuca@catalina.com



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

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 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!

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

Contact: Adrienne Antal
aantal@neptuneretailsolutions.com



In-store audio integrates your brand's message into the shopping experience, providing a direct line to consumers when they are actively making purchase decisions. Audio campaigns support key marketing objectives from new product launches to holiday and seasonal promotions to time-sensitive price promos.

Contact: Ryan Kay, rkay@stingray.com