2027 Marketing Opportunities

weis CONNECTIVE MARKETING
CONNECTIONS THAT MATTER

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
- 1 boosted Facebook post
- Post Media Summary Report

Digital Receipt Footer $3,000

What's included:

- 4 week duration:
  - Creative message in the footer of digital receipts
- 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

On Site Home Page 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 Shop Page 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

what's new at weis

New Item Package $12,500

What's included:

- Inclusion in monthly New Item E-mail Blast
- Inclusion in Facebook New Item Carousel Ad
- 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
- Post Media Summary Report

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

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

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

Our Partners

INMAR media ecoupons Digital Savings

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

Vestcom
an Avery Dennison company

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

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

NEPTUNE RETAIL SOLUTIONS™

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

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

Contact: Jeremy Turner, jturner@neptuneretailsolutions.com

STINGRAY

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

CRITEO

Maximize performace and acheive measurable results by conecting your brand with customers utilzing Sponsored Product Ads on weismarkets.com.

Contact your Criteo representative for more details.