



# 2011 Promotional Sponsorship Programs From Grocery Shopping Network

Grocery Shopping Network's 2011 Promotional Event calendar offers brands an opportunity to impact premium grocery shoppers – across over 100 Grocery Store Chain Websites – as they plan their shopping trip.

Our program prominently ties your brand message, offers and inspiration to promotional themes that are important to you!

Leverage the power of Dominant Ad Execution with a Custom Promotional Tie-in to drive impact in the aisle!

## 2011 Promotional Calendar

January 2011	Super Party Planning
January 2011	New Year Resolution / New You
Feb 2011	Valentine's Day
March 2011	March Madness
April 2011	Spring Cleaning
April 2011	Easter
April 2011	Cinco de Mayo
May/June 2011	Mom's · Dad's · Grad's: Celebration Inspiration
Summer 2011	Summer Grilling
Summer 2011	Summer Celebration
September 2011	Back to School
September 2011	Back to Breakfast
October 2011	Fall Cleaning
October 2011	Halloween
November 2011	Thanksgiving
December 2011	Taste of the Holidays

## Event Promotion – Program Benefits

- Exclusive Category Ownership
- Targeted and Comprehensive Promotional Program
- National Reach – Impact on Over 100 Grocery Store Chain Websites
- Built in Measurement – Tying Online Impact to Offline Sales
- Reach Premium Grocery Shoppers on Grocers Websites as they:
  - Prepare to Shop
  - Plan Meal Solutions
  - Look for Savings
  - Build Their Shopping List

## Dominate the Shopping Experience with Premium Digital Ad Executions:

- Event Promotion Sponsor Positioning
  - Expandable Ad Unit Impact
- Shopper Pathway Take-Over
  - Simultaneously Timed Creative – featuring your message
- Brand Landing Page promoting the seasonal theme
- Shopping List Reminder Placement
- Custom Tactics:
  - Recipe Integration
  - Coupon Incentive
  - Shopping List Reminder
  - Email Newsletter Impact

Promotional programs can be timed to your specific event dates, and may overlap with other seasonal promotions.



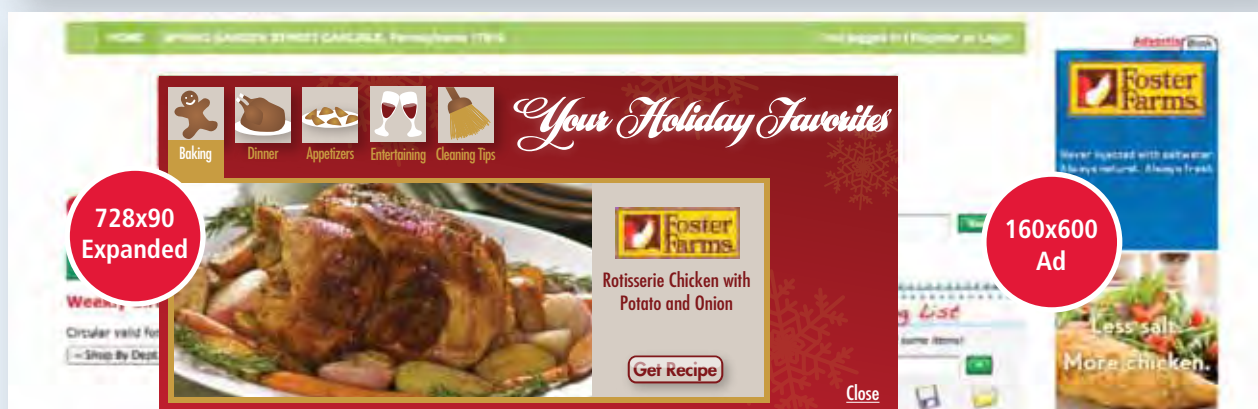
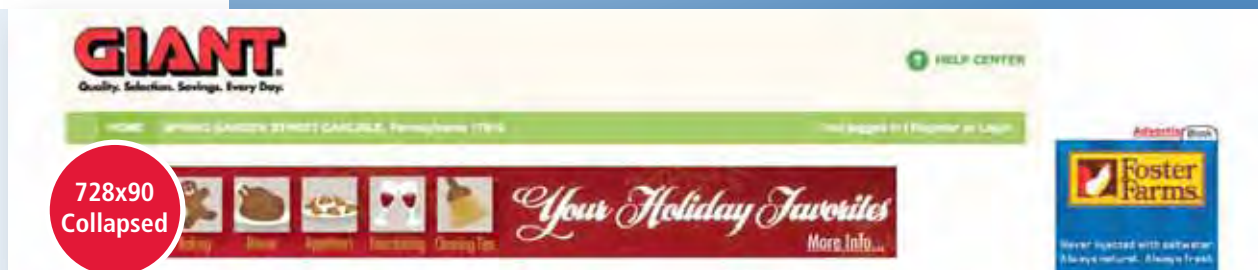
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Minneapolis, MN 55402  
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# GSN 2011 Promotional Program Ad Unit Examples



**160x600  
Ad**



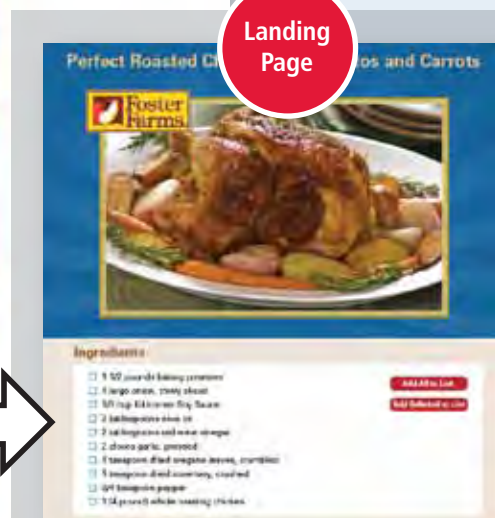
**300x600  
Half Page**

## Program Ad Specs

- Dynamic Expandable 728x90
- Half-page 300x600
- Branded Landing Page
- Shopping List Sponsorship
- Email Newsletter Ad Placement
- Standard Ad Placements including
  - 300x250
  - 160x600
  - 728x90



**300x250  
Ad**







# "Game Day Party Planning" Category Exclusive Promotional Program With Grocery Shopping Network

Reach Grocery Shoppers, during the sports party planning season with an Exclusive Category Sponsorship program on over 100 Grocery Store Chain Websites. We'll help you dominate the shopping pathway with premium pre-planning shoppers with the combination of a package of impactful ad placements and branded content that positions your offering for added sales lift during this important promotional period.

**There is Still Time to Dominate this year's Game Day, let GSN show you how!**

## Own One of Six Exclusive Categories



- Party Foods
- Cocktails
- Crowd Pleasers
- Tailgating
- Party Tips
- Desserts

## Grocery Shopping Network will customize an Exclusive Game Day Sponsorship including the following elements:

- Event Promotion Sponsor Positioning on the Weekly Digital Circular
  - Expandable Ad Unit Impact – 728x90
- Shopper Pathway Take-Over
  - Simultaneously Timed Creative – featuring your message
  - Half Page – 300x600
- Brand Landing Page promoting the seasonal theme
  - GSN will co-create a Brand Landing Page that matches your promotional theme
- Shopping List Reminder Placement
- Custom Tactics:
  - Recipe Integration – we'll integrate and promote your Holiday Favorites
- Coupon Incentive
- Email Newsletter Impact

**Measure the Impact – with every national program, Grocery Shopping Network will provide a Campaign Analysis – tying your Online Ad Investment to Offline Sales backed by POS Transaction Data from over 50 million shoppers.**



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