

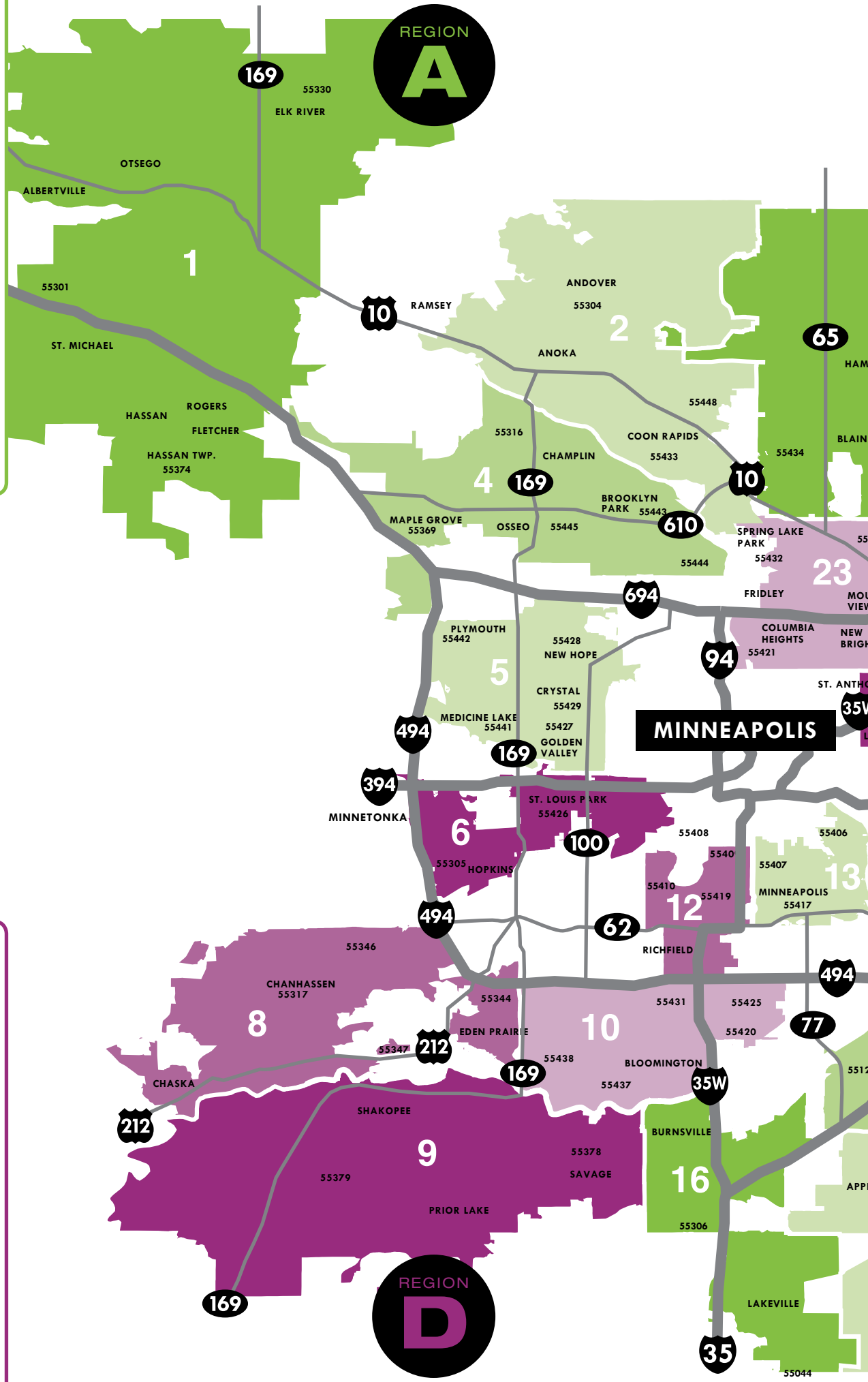


METRO SUPER  
**SAVER**<sup>™</sup>

**Affordable Cross-Channel &  
Multi-Channel Advertising**

**(651) 484-0031    [www.metro supersaver.com](http://www.metro supersaver.com)**

- 1** Albertville  
Elk River  
Hassan Twp.  
Otsego  
Rogers  
St. Michael
- 2** Andover  
Anoka  
Coon Rapids
- 3** Blaine  
Ham Lake
- 4** Brooklyn Park  
Champlin  
Maple Grove  
Osseo
- 5** Brooklyn Center  
Crystal  
Golden Valley  
Medicine Lake  
New Hope  
Plymouth  
Robbinsdale



REGION  
**A**

REGION  
**D**

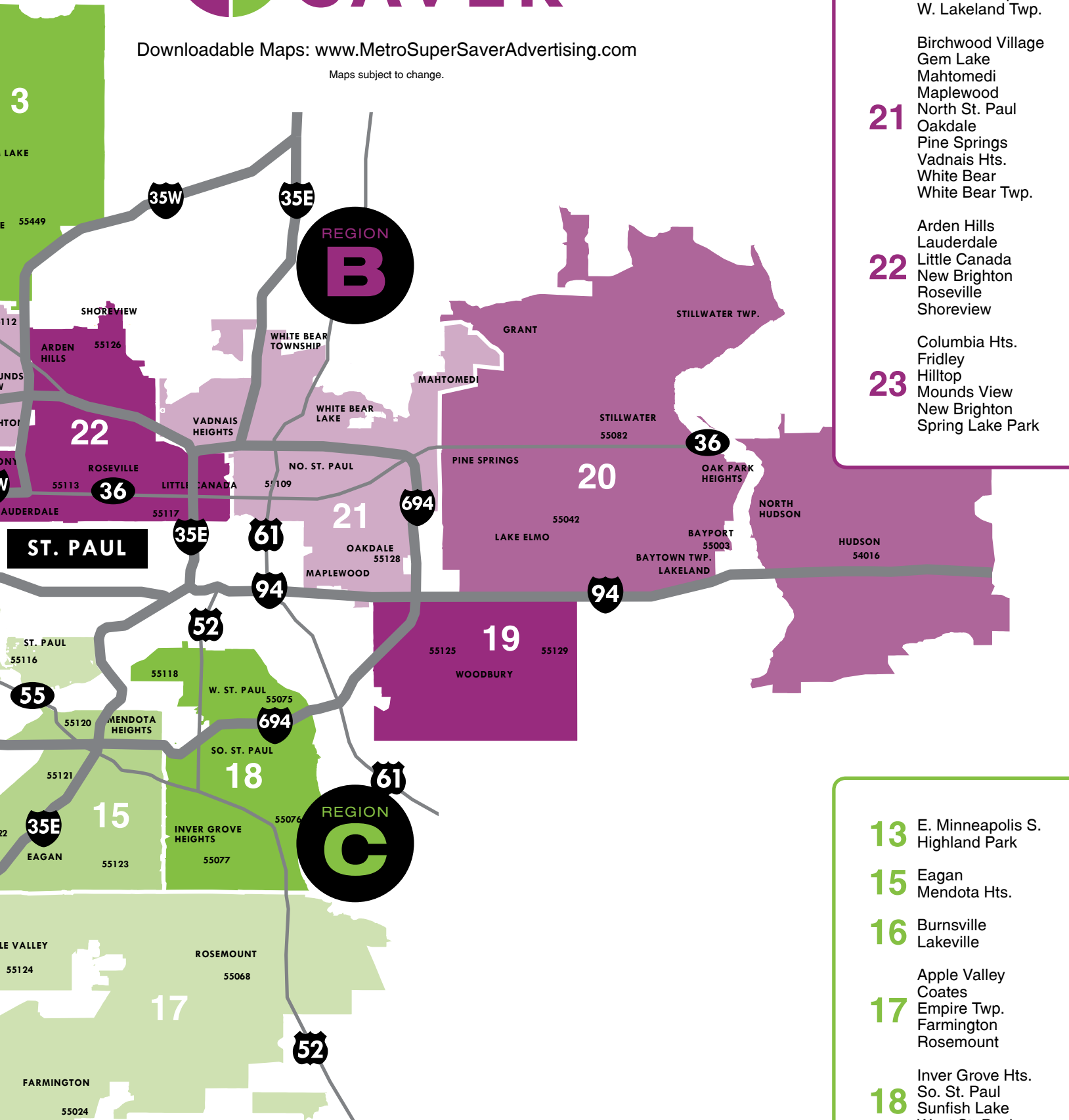
- 6** Hopkins  
St. Louis Park  
Minnetonka
- 8** Chanhassen  
Chaska  
Chaska Twp.  
Dahlgren Twp.  
Eden Prairie  
Laketown Twp.
- 9** Credit River Twp.  
Jackson Twp.  
Louisville Twp.  
Prior Lake  
Sand Creek Twp.  
Savage  
Shakopee  
Spring Lake Twp.
- 10** Bloomington
- 12** Richfield  
SW Minneapolis

# COVERAGE MAP



Downloadable Maps: [www.MetroSuperSaverAdvertising.com](http://www.MetroSuperSaverAdvertising.com)

Maps subject to change.



- 19** Woodbury  
Bayport  
Baytown Twp.  
Grant  
Hudson
- 20** Lake Elmo  
North Hudson  
Oak Park Hts.  
Stillwater  
Stillwater Twp.  
W. Lakeland Twp.  
  
Birchwood Village  
Gem Lake  
Mahtomedi  
Maplewood  
North St. Paul  
Oakdale  
Pine Springs  
Vadnais Hts.  
White Bear  
White Bear Twp.
- 21** Arden Hills  
Lauderdale  
Little Canada  
New Brighton  
Roseville  
Shoreview
- 22** Columbia Hts.  
Fridley  
Hilltop  
Mounds View  
New Brighton  
Spring Lake Park
- 23**

- 13** E. Minneapolis S.  
Highland Park
- 15** Eagan  
Mendota Hts.
- 16** Burnsville  
Lakeville  
  
Apple Valley  
Coates  
Empire Twp.  
Farmington  
Rosemount
- 17** Inver Grove Hts.  
So. St. Paul  
Sunfish Lake  
West St. Paul
- 18**

# COUPON USE CROSSES DEMOGRAPHICS & GENERATIONS

The use of paper coupons is on the rise up 30%, and 36% have increased their use of digital coupons. 86% of shoppers make purchases based on a discount in the store. Mail ranks as the most preferred way to obtain coupons with 44% of consumers preferring this channel. Smartphones recorded the greatest increase with 32% of consumers preferring this method versus 24% in 2016. Millennials are increasingly using coupons: 94% are using coupons vs. 88% in 2016!

*Stats paraphrased from chiefmarketer.com article by Patty Odell*

## ADVERTISING RATES

<b>Ad Size (w x h)</b>	<b>Single Area</b>		
Front Page Banner..... (4.81" x 1.5")	<b>\$500</b>		
1/4 Page Front..... (4.81" x 2.53")	<b>\$415</b>	<b>Prices per month includes direct mail and online advertising. No added design charge for long term advertisers.</b>	
1/2 Page Front..... (4.81" x 5.19")	<b>\$835</b>		
Full Page Front..... (9.75" x 5.19")	<b>\$1,490</b>		
1/6 Page..... (3.17" x 3.34")	<b>\$215</b>	<b>Single Region</b>	<b>Citywide</b>
1/4 Page..... (4.81" x 3.34")	<b>\$315</b>	<b>\$1,090</b>	<b>\$3,960</b>
1/3 Page..... (3.17" x 6.81")	<b>\$400</b>		
1/2 Page..... (Horizontal 9.75" x 3.34" or Vertical 4.81" x 6.81")	<b>\$700</b>	<b>\$2,195</b>	<b>\$8,380</b>
Full Page..... (9.75" x 6.81")	<b>\$1,360</b>	<b>\$3,560</b>	<b>\$14,240</b>
2-Page Spread..... (20.25" x 6.81")	<b>\$2,600</b>	<b>\$7,090</b>	<b>\$29,960</b>

## DIRECT MAIL WITH ONLINE ADVERTISING = RESULTS!

- The Metro Super Saver has been locally owned & operated since 1990
- Direct mail rates start at less than 1¢ per household
- Find us in mailboxes monthly on a Wed. / Thurs.
- Local leader in ad response, repeat business and customer satisfaction
- Experience with 3,000+ clients
- Advertise in one area or many areas— discounts for multiple areas and consecutive months!
- Want more coverage? Try a region or go citywide!
- We also provide graphic design services: logos, brochures, flyers, newsletters, posters and more —call for a free quote

### Get new and different customers with Metro Super Saver & MetroSuperSaver.com!

- Consumers can search MetroSuperSaver.com by location or by category and then print, email, text message and share offers
- Our site is optimized for the use on cell phones, tablets and computers
- Change your online ad at any time at no charge
- 97% of consumers shop locally online *Image Makers, 2013*
- 89% of consumers use search engines (Google, Bing, Yahoo) to make purchasing decisions *BIA/Kelsey 2014*
- 70% of online shoppers prefer to shop online *The Wall Street Journal, 2013*