



METRO SUPER
SAVER[™]

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

**DOWNLOAD OUR NEW
METRO SUPER SAVER APP!**

Available on the
App Store

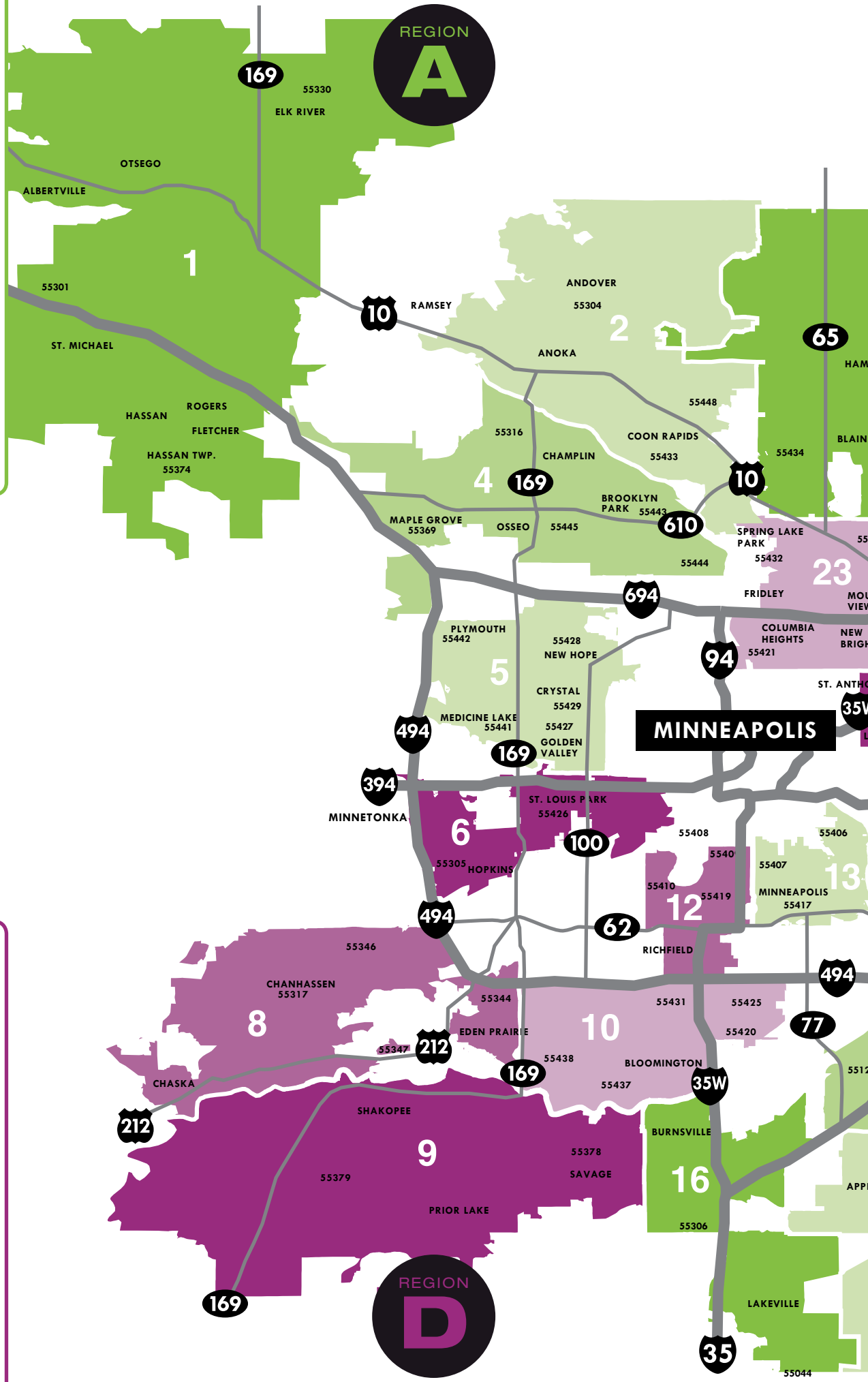


ANDROID APP ON
Google play



(651) 484-0031 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

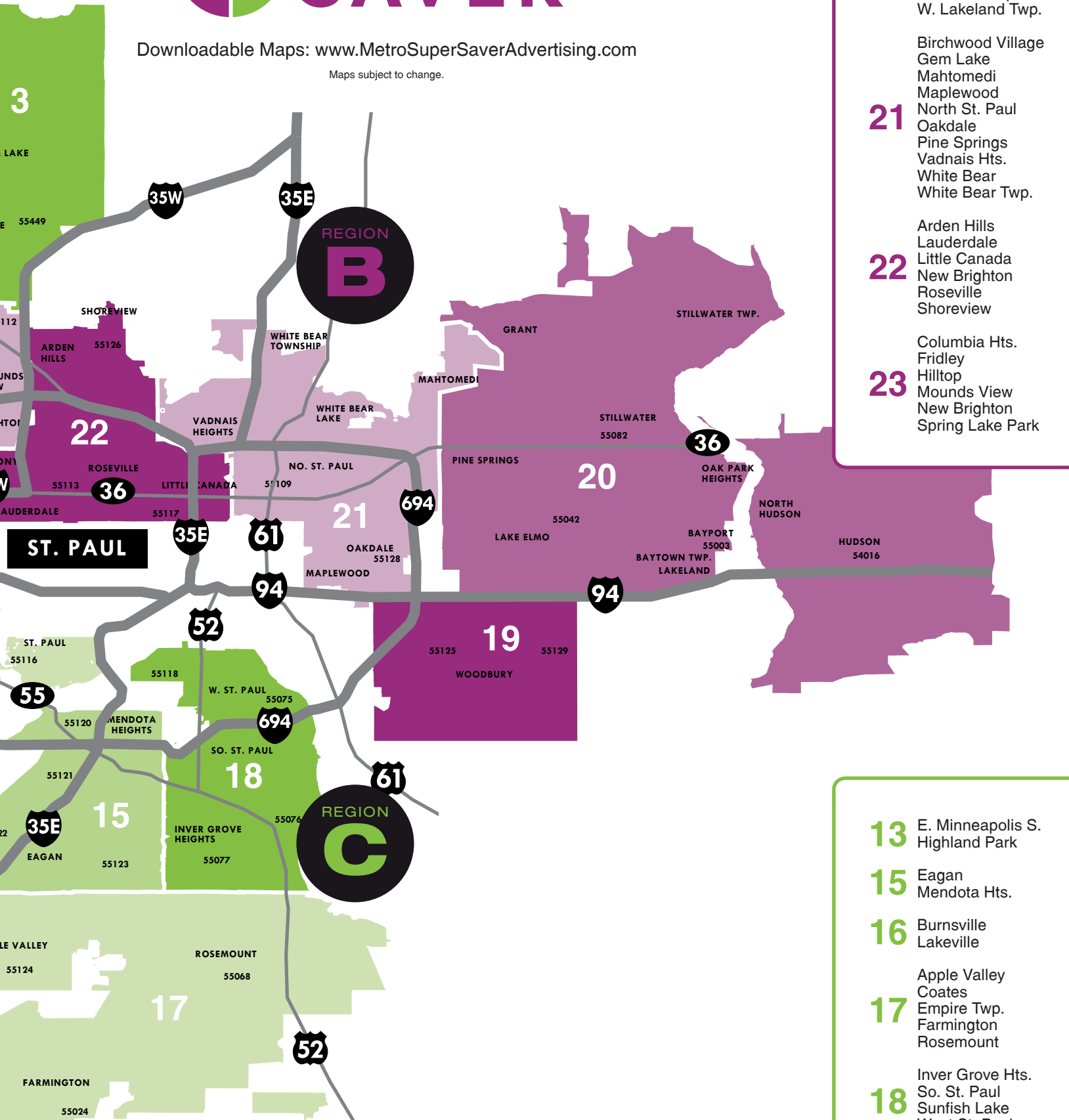
- 6** Hopkins
St. Louis Park
Minnetonka
- 8** Chanhassen
Chaska
Chaska Twp.
Dahlgren Twp.
Eden Prairie
Laketown Twp.
- 9** Credit River Twp.
Jackson Twp.
Louisville Twp.
Prior Lake
Sand Creek Twp.
Savage
Shakopee
Spring Lake Twp.
- 10** Bloomington
- 12** Richfield
SW Minneapolis

COVERAGE MAP



Downloadable Maps: www.MetroSuperSaverAdvertising.com

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

- 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

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

Ad Size (w x h) Single Area

Front Page Banner.....	\$500		
(4.81" x 1.5")			
1/4 Page Front.....	\$425		
(4.81" x 2.53")			
1/2 Page Front.....	\$845		
(4.81" x 5.19")			
Full Page Front.....	\$1,490		
(9.75" x 5.19")			
1/6 Page	\$230		
(3.17" x 3.34")			
1/4 Page	\$350	<u>Single Region</u>	<u>Citywide</u>
(4.81" x 3.34")		\$1,195	\$3,960
1/3 Page	\$455		
(3.17" x 6.81")			
1/2 Page	\$700	\$2,195	\$8,380
(Horizontal 9.75" x 3.34" or Vertical 4.81" x 6.81")			
Full Page	\$1,380	\$3,560	\$14,240
(9.75" x 6.81")			
2-Page Spread	\$2,600	\$7,090	\$29,760
(20.25" x 6.81")			

Ask how to get your ad onto our new APP!



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*