



metro *SuperSaver*.com

## Need More Customers?



to Where Local Consumers

Spend Most of Their

Time

- Smart Phones
- Tablets
- Computers

[www.metro-supersaver.com](http://www.metro-supersaver.com)

(651) 484-0031





## Need More Customers?

- Billboards are not the answer!
- High priced TV ads are not the answer!
- Changing advertising publications is not the answer!

Go to where the local consumer spends most of their time. The average smart phone/tablet user checks their device 150 times per day—that is once every 6 minutes! (Source NBC news 5/13)

Can you think of anything else that you do 150 times per day? Probably not. Minnesotans and all Americans have become addicted to their phones, tablets, and social media and have lost the ability to disconnect.

## Time to Jump on Board!

Your advertising partner, The Metro Super Saver, has the solution for you:

metro *SuperSaver*<sup>™</sup>.com

A consumer focused website  
Where everyone can view and redeem your offers!



## Why MetroSuperSaver.com?

- Consumer oriented
- Extremely easy to use
- Low cost
- Metro Super Saver is investing in search optimization and promotional expenses to drive new customers to your store

Think of all the potential customers who live in one Super Saver area, but work in another? Think of all the spending that is done during the lunch break. Gifts, gas, meals, dry cleaning, oil changes and more.

## Now Metro Super Saver Readers Can:

- Download coupon offers from any part of the metro
- Forward offers to their e-mail, smart phone, or social network
- Click on any offer in any area, 24 hours a day, 7 days a week
- Link to your website to book a tee time, make a reservation, or schedule appointments for sales or service

**With MetroSuperSaver.com there's no need for consumers to register & it works on every device!**



## **Honor the 3 Laws of Advertising:**

### **VALUE, CONSISTENCY & MEDIA MIX**

You can accomplish more with the Metro Super Saver's consistent media mix of digital and print advertising.

### **Our Objective is to:**

- Increase ad readership and response
- Achieve a stronger return on investments for you
- Help you develop new customers

### **Relevant Statistics:**

- 74% of consumers spend 1 to 4 hours weekly looking for digital coupons (Valassis/prosper study 2010)
- In 2014, 1 in 5 ads dollars will be spent on-line
- Over 1/3 of consumers' media time is spent digitally
- An estimated 92.5 million people redeemed digital coupons in 2012 alone (Source: eMarketer Jan. 2013)

### **Bottom Line:**

Integrating digital and print ads is not optional anymore because smart-phones and I-Pads have changed how many consumers want to find savings.

Let's increase coupon redemptions together with Metro Super Saver and MetroSuperSaver.com!



## How to Use MetroSuperSaver.com

1. Search for the coupons that you are looking for by keyword, category, city or a zip code.
2. "See More" to view the vendor's page with all of their coupons or "Clip" to save the coupon.
3. Go to "My Coupons" to print, email, text message, or share your coupons.

Go to [www.MetroSuperSaver.com/flipchart.pdf](http://www.MetroSuperSaver.com/flipchart.pdf)  
to see more, or check out our website at  
[www.MetroSuperSaver.com](http://www.MetroSuperSaver.com)!





# High Impact Annual Advertising Packages

## REGULAR ADS:

Digital Only .....	<b>\$95</b> per area per month
Existing Client Digital Bundle.....	<b>\$65</b> per area per month
Top Double Sized Feature Ad.....	<b>\$125</b> per area per month
New Client Digital Bundle.....	<b>\$250</b> per area per month
(Includes Online Ad & ¼ Page Print Ad)	

## BANNER ADS:

Half Metro Banner Ad (North, South, East or West)..	<b>\$400</b> per month
(Adding Online Banner ad to Current Print Customers)	
Full Metro Banner Ad .....	<b>\$595</b> per month
(Adding Online Banner ad to Current Print Customers)	
New Client Digital Banner Bundle.....	<b>\$1,350</b> per month
(Includes Half Metro Online Banner Ad & Half Metro ¼ Page Print Ad)	



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