




2024 Growth Marketing Opportunities

*For suppliers that attend Chexpo, a discount will be applied for additional programs below.

<h3>“Spotlight On...” Email Campaign</h3> <p>\$795</p>	<h3>Themed Email Campaign</h3> <p>\$425</p>	<h3>Situational Email Campaign</h3> <p>\$425</p>
<ul style="list-style-type: none"> Monthly email educating customers on your brand exclusively Content can include information about the brand, background story, recipes, videos, social media links, and more 	<ul style="list-style-type: none"> Sent prior to a holiday or event Themes may include Dry January, Halloween, Earth Day, International Women’s Day, Back to School, Thanksgiving etc) 	<p>Sent at anytime requested</p> <p>Examples include:</p> <ul style="list-style-type: none"> Back in stock after a long time out New certification UPC change Pack size change 

<h3>Website Featured Brand</h3> <p>\$495</p>
<ul style="list-style-type: none"> Exclusive featured brand on our website for 30-days Brand images accompanied by logo and tagline, linked to your website 

<h3>Newsletter Feature</h3> <p>\$425</p>
<ul style="list-style-type: none"> Be the exclusive featured brand in our newsletter Brand logo, images, and text of your choice to capture and educate readers. Sent bi-weekly 

<h3>Brand Builder In-Store Shelf Signs</h3> <p>\$550</p>
<ul style="list-style-type: none"> Shelf Talker: Educate customers about your brand and stimulates sales at shelf Includes distribution to over 100 retail accounts Great for products that need education at a glance 

<h3>Monthly Promotion Advertisement</h3> <p>\$450</p>
<ul style="list-style-type: none"> Advertise on the front page of our monthly TPR program Print and Digital copies distributed to Chex retailers Double down on promotional exposure for your brand 

<h3>Sales Meeting Sponsor</h3> <p>\$500</p>
<ul style="list-style-type: none"> Sponsor one of our monthly sales meetings Table tents printed with brand logo identifying sponsor to entire Chex sales team & lunch provided to the team on your behalf Social media post  <p><i>Thank You</i> TO OUR SPONSORS</p>



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All opportunities are on a first come, first serve basis. If you need assistance with artwork, an additional \$99 design fee will apply. Materials due to Marketing 3 weeks prior to publish date. Please send to Marketing@chexfoods.com Please omit pricing from all ads.

Spotlight On | 1-2 brands per month | sent 1 time

Dedicated email campaign educating customers on your brand.

- 600 pixels wide x 400 pixels tall, PNG or PDF format
- Customizable layout comprised of some or all the options below:
 - Hires Logo
 - Brand image (to be used for main graphic) plus 1-2 lifestyle images
 - About the brand: Please send 2-3 sentences, 1-2 images and what makes your product different than its competitors; your unique process, quality ingredients, certifications, etc.
 - Background story: About the company/owner: Please send 2-3 sentences and 1-2 images
 - Videos: Please send any video URLs
 - Recipes: If applicable, please send 1 recipe, image of recipe and recipe text or links
 - Merchandising advice: Suggestions on how to best merchandise in a grocery store. What section(s) does it perform best in? Any accompanying pictures and 2-3 sentences
 - Product listing: Please provide descriptions for each item
 - Social media links
 - Other

Themed Email Campaign | 6-10 brands per email | sent 1 time

Sent prior to holidays or events to drive sales

- 600 pixels wide x 400 pixels tall, PNG or PDF format
- Brand advertisement, including logo, product, tagline, etc.
- Includes a reference to specific holiday or theme
- We can only feature everyday items (no special-order items can be included)

Website Featured Brand | 1 brand | 30-day term

Be the exclusive featured brand on our website for a 30-day term

- 1200 pixels wide x 250 pixels tall, PNG or PDF format
- Brand images, logo and tagline
- Website URL

Situational Email Campaign | 1 brand per email | sent anytime

Sent at any time to communicate timely information specific to your brand

- 600 pixels wide, PNG or PDF format
- Examples include and item back in stock after a long time, new certification, UPC or pack size transition
- Brand images, logo, timely message

Newsletter Feature | 1 brand per newsletter | sent bi-weekly

Be the exclusive featured brand in our newsletter for a 2-week period

- 600 pixels wide, PNG or PDF format
- Brand images, logo, text

Brand Builder In-Store Shelf Sign | 1 brand

Educate customers on your brand

- Shelf talker: educates the customers on your brand and stimulates sales at the shelf

Monthly Promotion Advertisement | 1 brand

Advertise on the front page of our monthly TRP program

- Print and digital copies distributed to Chex retailers

Sales Meeting Sponsor

Sponsor one of our monthly Sales meetings

- Table tents printed with brand logo identifying sponsor to entire Chex sales team & lunch provided to the team on your behalf