

Growth Marketing Opportunities

SIGN UP HERE!

"Spotlight On..." Educational Email Campaign

\$595

- Monthly email educating customers on your brand exclusively
- Sent to Chex retailer contacts, including category managers, key account buyers, grocery managers, and store ownership
- Content can include product rankings, sell sheets, press, history, videos, etc.

Themed Email Campaign

\$295

- Sent prior to holiday or event to drive sales

January: Valentine's Day
February: Women's History Month
March: Earth Day
April: Mother's Day
May: Fourth of July
June: National Chocolate Day
July: Back to School
August: First Day of Fall
September: Halloween
October: Thanksgiving
November: Winter/Holiday Season
December: National Tea Month

Website Featured Brand

\$395

- Be the exclusive featured brand on our website for a 30-day term
- Brand images accompanied by a logo and tagline, linked to your website to draw customers into the story behind the brand

Situational Email Campaign

\$295

Sent at anytime requested for event.

Examples include:

- Back in stock after a long time out
- New certification
- UPC change
- Pack size change

Limited Edition SMT Cans!

Exclusive to Chex & our retail partners

Commemorating SMT's 30th Anniversary & in honor of Chex's upcoming 55th Anniversary

Newsletter Feature

\$295

- Be the exclusive featured brand in our newsletter
- Brand logo, images, and text of your choice to capture and educate readers.
- Sent bi-weekly

Brand Builder In-Store Shelf Signs

\$395

- 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



Growth Marketing Opportunities

All opportunities are on a first come, first serve basis. If you need assistance with artwork, we are happy to help. An additional \$99 design fee will apply. Materials due to Marketing 4 weeks prior to publish date. Please send to Marketing@chexfoods.com Note: Please omit references to pricing from all ads.

Spotlight On \$595 | 1 brand 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:
 - Brand image (to be used for main graphic)
 - About the brand: Please send 1-2 paragraphs of text, 1-3 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 1-2 paragraphs of text 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 this item in a grocery store. What section(s) does it perform best in? Any accompanying pictures. 3-10 sentences
 - Product listing: Please provide descriptions for each item.
 - 1-2 Lifestyle images
 - Social media links
 - Other

Themed Email Campaign \$295 | 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 \$395 | 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 \$295 | 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 \$295 | 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 \$395 | 1 brand

Educate customers on your brand.

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