

Growth Marketing Opportunities

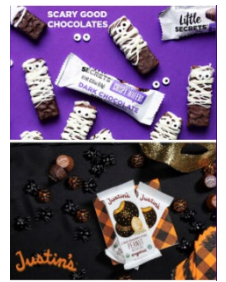
“Spotlight On...” Educational Email Campaign \$650

- Monthly email educating customers on your brand exclusively
- Content can include product rankings, sell sheets, press, history, videos, etc.



Themed Email Campaign \$325

- Sent prior to holiday or event to drive sales
- 2024 Schedule TBD (past themes have included Halloween, Earth Day, International Women’s Day, Back to School, etc)



Website Featured Brand \$395

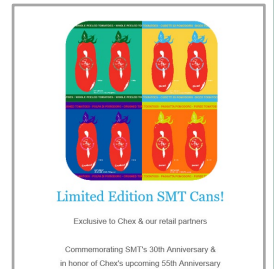
- Exclusive featured brand on our website for 30-days
- Brand images accompanied by logo and tagline, linked to your website



Situational Email Campaign \$325

Sent at anytime requested for event.

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



Newsletter Feature \$325

- 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 \$450

- 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



Monthly Promotion Advertisement \$395

- 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



Sales Meeting Sponsor \$500

- 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



Thank You
TO OUR SPONSORS



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 \$650 | 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:
 - 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 \$325 | 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 \$325 | 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 \$325 | 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 \$450 | 1 brand

Educate customers on your brand.

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

Monthly Promotion Advertisement \$395 | 1 brand

Advertise on the front page of our monthly TRP program

- Print and Digital copies distributed to Chex retailers

Sales Meeting Sponsor \$500

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