

STARKART



WHAT IS STARKART?

For years, you have been introduced to Top Brand consumer packaged goods, right where you shop, as you shop!

STARKART is an advertising specialist dedicated to providing effective advertising services to small to medium business owners. Their tailored advertising campaigns can be used by a wide range of businesses, including real estate, insurance, healthcare professionals, automotive, contractors, restaurants, and more.

 use a shopping cart

STARKART gives

- Unprecedented Exposure
- Pinpoint Targeting

2 STORE VISITS PER WEEK

30-60 MINUTES EACH VISIT


STARKART ROTATION
DOUBLES & TRIPLES the # of people reached

Cart advertising **delivers your message** to your potential customers.

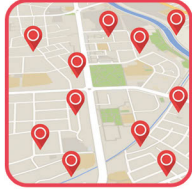
Whether they are **pushing the cart** or **passing it by!**





The average store hosts **15,000 - 20,000** shoppers per week, resulting in **105,000 exposures** weekly.*

*According to Information Resources, Inc.



**LOCATION!
LOCATION!
LOCATION!**

85%

of your customers live within **6 miles** of your front door

- More than **14,000** locations to choose from
- Your business shares a common trading area with the local grocery stores
- Rotation covers your **entire** marketing area
- STARKART speaks to your **prospective** and **current** customers
- STARKART has helped over **200,000** businesses, just like yours, to increase sales and profits - it's all about results!
- **Remind** them you are there, so when they **need** you, they'll **think** of you!

MEMORIES ARE SHORT

After distributing **1,000 flyers** with a local business' information, they were **taken away**.*

*Walter Dill Scott, Northwestern University

2 DAYS LATER

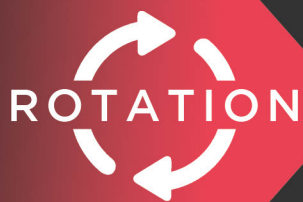
50% FORGOT

4 DAYS LATER

85% FORGOT

7 DAYS LATER

97% FORGOT



- Be in **ALL** the stores in your marketing area
- Get your name and face seen **over** and **over** and **over**
- Experts say, **21 times** and you're **permanently** remembered
- Pinpoint your **target** audience
- Change **message** every 4 weeks
- Change **location** every 4 weeks
- The **BEST KNOWN** is the **MOST USED!**

TERMS / PRICING / SPECS



Installation CYCLE

STARKART Campaigns appear for a minimum of **4-weeks** in **each location**

- Carts are sold in **15% increments** on a per store basis
- All ads are **refreshed*** every 4-weeks from installation date

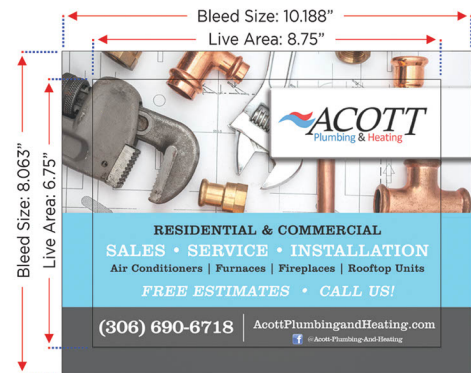
* Refreshed is defined as the ad being replaced with newly printed ads for the percentage of the carts purchased

PRICING

- **\$450.00** per **4-week cycle**. (minimum 6 cycles per campaign)
- Plus production and service fees.
- You will appear on **15%** of all Serviceable Carts at **each** location.
- Cart percentage can be **increased** up to 100%, however, the optimum percentage per location is **30%** or **45%** of the carts.

STARKART Ad DIMENSIONS

| | WIDTH | HEIGHT |
|------------|---------|--------|
| LIVE AREA | 8.75" | 6.75" |
| BLEED SIZE | 10.188" | 8.063" |
| TRIM SIZE | 9.938" | 7.813" |



ACCEPTABLE FILE FORMATS

ADOBE: Photoshop - **.psd** / Illustrator - **.ai** / InDesign - **.indd**
 Adobe **PDF** (High Quality Print) / **JPEG** (at least 300 dpi)
 *High Quality art submitted = High Quality Ad

Framed Ad



STARKART FACTS



THE ADVANTAGES

- ▶ **Do Not** have to turn it on
- ▶ Can **Not** turn it off
- ▶ Can **Not** THROW IT AWAY
- ▶ **Do Not** have to TURN THE PAGE
- ▶ Select from the **largest inventory** of stores available including those with a **Hispanic** population of **25%** or more
- ▶ Target your message in **multiple languages**
- ▶ Ride the coattails of one of the nation's **largest** advertising budgets (grocery chains) for a **fraction of the cost**
- ▶ **BUILD EQUITY** and **RAISE AWARENESS**



THE NUMBERS

57
MILLION

AVAILABLE
AUDIENCE
USA

105,000

IMPRESSIONS
>PER 15% CAMPAIGN
>PER WEEK
>PER LOCATION

49%

REACH
USA

15,000

TRAFFIC BUYERS
>PER AVERAGE STORE
>PER WEEK

3.6x / cycle

FREQUENCY

65% WOMEN
35% MEN

DEMOGRAPHIC



SUMMARY

| | |
|--|---|
| CLIENT: | |
| START DATE: | |
| RUN TIME: | 1 or more 4-week cycles per location (minimum 6 cycles per campaign) |
| MARKETS: | |
| MEDIA: | Shopping cart billboards provided by STARKART |
| NUMBER OF VENUES: | |
| MONTHLY COST PER LOCATION: | \$450 per 4-week cycle (Minimum campaign of 4 weeks/location) |
| TOTAL MONTHLY IMPRESSIONS: | |
| QUANTITIES: | 15%, 30% or 45% TBD |
| LEAD TIME: | Based on artwork completion and available Start Dates |
| AVERAGE WEEKLY IMPRESSIONS BASED ON 15,000 WEEKLY SHOPPERS: | 105,000 |

*Pricing does not include agency fees



STARKART

1891 Goodyear Avenue, Suite 620 • Ventura, CA 93003
866.767.3238 • www.starkart.com • info@starkart.com