



NATIONAL **CART** MARKETING, LLC



2017 Media Kit



855.626.2278 | hello@nationalcartmarketing.com

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REACH CUSTOMERS LIKE NEVER BEFORE

How much does it cost?

Only \$0.01/cart/day.

How long is the campaign term?

Six (6) months.

How often will my ad be seen?

On average, consumers interact with the curbside cart 6 - 10 times per week. Additionally, impressions occur at opportune times i.e., early morning, late evening.

Can we have more than one ad and what sizes are available?

Ads are tailored to the specific community. Pricing is for a single position at a 1/16th page. Quantity discounts available.

Can I select the areas(s) my ad will be seen?

Absolutely. Currently, NCM offers near 100% saturation within two communities in Harbor Country guaranteeing that your messaging will be seen by the homeowner multiple times per week.

Is there exclusivity?

Yes. NCM provides category exclusivity as a condition of your purchase. You will be the only business of your type represented at any given time.

When do I need to commit and sign a contract?

NCM will meet with many businesses in your area. Our advertising is sold on a first come, first served basis.

WHY NCM?

- High-impact, high-frequency advertising directly in front of the customer
- Unavoidable physical interaction with the ads
- Well-timed and frequent views
- Top-of-mind recall

HOW IS NCM DIFFERENT?

- Complete saturation
- Specific region targeting
- New, novel design
- High quality printing

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CASE STUDY

PROBLEM:

How to extend restaurant reach into new markets and drive new business

SOLUTION:

Complete saturation at every address in a new market combined with exclusive offers.

CONCLUSION:

Sales from Three Oaks increased by 50% driven by overall saturation.

Thanks to big chain pizza restaurants, pizza is one of the largest food categories in America. An August 2012 Packaged Facts survey shows that 97 percent of U.S. adults eat pizza, and 93 percent have gotten food from a pizza restaurant in the past 12 months. Monthly, 27 percent get pizza through restaurant delivery/pickup (about 410 million pizzas a year).

According to Packaged Facts' report, "The Pizza Market in the U.S.: Foodservice and Retail," sales at pizza restaurants will reach \$36.1 billion in 2012, up 3.8 percent from 2011. At retail, U.S. frozen and refrigerated pizza will register sales of \$4.91 billion.

With a category composed of big boxes and lots of small mom and pops, how does the little guy compete? Beyond WOM and the occasional newspaper ad, what are the options for a small pizza retailer to promote, gain market share and, expand?

Villa Nova Pizzeria of New Buffalo, MI wanted business from a town about ten miles from their store. They engaged National Cart Marketing to deliver promotions to every home in the town of Three Oaks, MI. They used our cart top medium installed on the top of a recycle cart. The message was seen about 6 to 10 times per week for 12 weeks.

"One of the nice things about small business is that you know right away if a lot of business is just a big night or if you are getting business from a new market," says John Briatta, Store Manager at Villa Nova, "We saw orders almost immediately from a town where we were doing very little business. Our sales from Three Oaks went up by probably 50%. Overall, adding this town to our market increased sales by 2%. This was a big success for us and we have continued to use the program. We particularly like the data tracking and the ability to monitor various promotions."

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Villa Nova
Pizzeria

New Buffalo, MI

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CASE STUDY

Froehlich's Bakery and Deli Three Oaks, MI

How to sell more high margin product and support the local community

PROBLEM:

SOLUTION:

Go hyperlocal with an incentive for "real locals"

CONCLUSION:

Froehlich's was successful in staying on top of the competition by using National Cart Marketing's program.

Froehlich's is a high-end bakery and food emporium in a small vacation community. The Village's population swells in the summer and drops off when the vacationers return to Chicago. The local townies sometimes feel like they are getting short shift because the seasonal, bigger money people get the attention and the marketing focus. Froehlich's wanted to give back and get the locals coming more often.

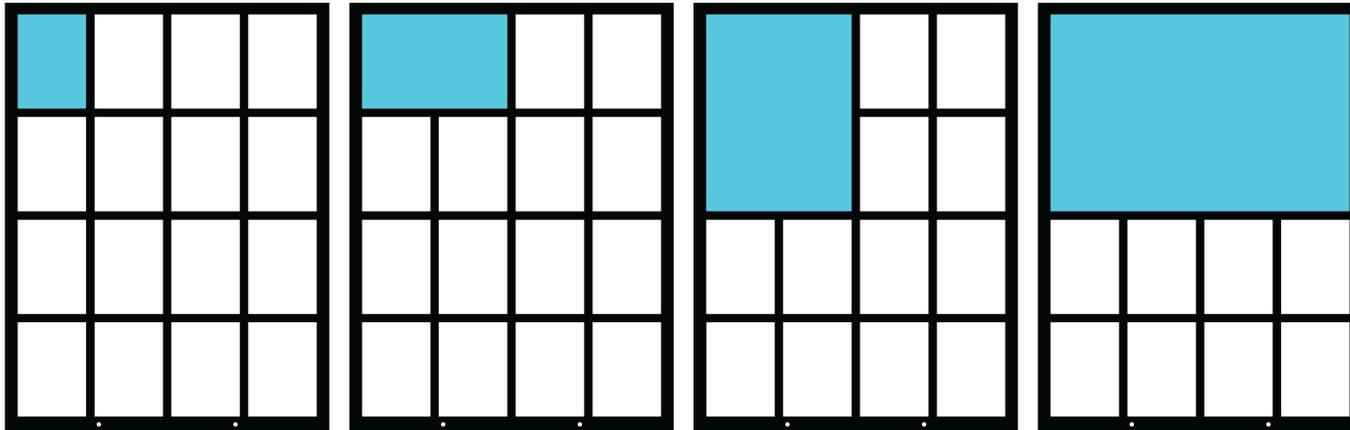
"I grew up in this area and love the summer customers. But I want to see more locals. Our food isn't too fancy for the town's people, but we'd like to see more locals. We hired National Cart Marketing (NCM) to saturate the town of Three Oaks, Michigan with cart top advertising delivered to every home in the Village of Three Oaks. I tried the NCM program when it was brand new and loved the concept. This time I wanted to target the people who live here all the time, full time. The messaging focused on Froehlich's excellent coffee. By using the QR code and entering a home address, we were able to offer a special deal just for the locals. That is, a Chicago or Florida address didn't get the offer," said Colleen Froehlich, owner of Froehlich's.

"In my business, it's about being a friend and an extension of someone else's kitchen. We all need to make a profit and build relationships, regardless of the business. Giving a little back to the people who helped support us in the beginning, and still do, is not just the smart thing to do, it is the right thing to do. National Cart Marketing helped me do this."

National Cart Marketing offers saturation or targeted direct response messaging on recycle or curbside trash carts. Each of eleven ads is 6" x 6" with calls to action and QR codes that deliver the mobile device user to various advertiser-specific URL's.

RATE CARD

Curbside Lid Advertising Pricing



1/16 Page
4" x 5.5"

1/8 Page
8.5" x 5.5"

1/4 Page
8.5" x 11.5"

1/2 Page
17.5" x 11.5"

Size	Cost/Cart/Day	Total/Cart**	Term Length
Sixteenth Page	\$0.01	\$1.80	180 days
Eighth Page*	\$0.02	\$3.60	180 days
Quarter Page*	\$0.04	\$7.20	180 days
Half Page*	\$0.08	\$14.40	180 days

*Multiple unit purchases qualify for quantity discounts

** Price per cart per campaign. Total cost dependent on region size.

Ads are digitally printed on a plastic substrate in full color with UV protected inks. Advertisements are waterproof, durable, and color safe.

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