

4/05 - 4/11

BI-MART



88 DECEMBER 2011 / ALBERTA OUTLOOK / JOURNALISM

EDUCATION

Showdown over parents' rights' gains steam in Oregon

by John Horgan, The Oregonian/OregonLive

THE PROTESTERS WERE THERE FOR A REASON: They were protesting the passage of a bill that would allow parents to sue their children's schools if the schools don't do enough to help their kids with learning disabilities. The bill, which is being debated in the Oregon legislature, is part of a larger effort to give parents more control over their children's education. It's a bill that has sparked a heated debate between parents and educators, and it's a debate that is still going on.

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TRUMP/STROMBERG PHOTOGRAPHY COLLECTION

Trump charged with 34 felony counts

Ex-president pleads not guilty in cash money scheme

Donald Trump, center, sits at a table with his legal counsel in court in New York City. He is charged with 34 felony counts in a cash money scheme. (AP Photo/John Grecco)

By Michael S. Smith, Ken Tucker, Jonathan Miller and

Associated Press. Trump's lawyer, Michael A. Cohen, said Trump is innocent.

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MORTUARY

Supportive housing opens

for homeless people in Vancouver

by The Vancouver Sun

The Vancouver Sun

The Vancouver Sun

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A promotional graphic for BI-MART. The text "BI-MART" is in large, bold, red letters with a black outline. Below it, "Save Some Green" is in large, white, sans-serif font. Underneath that, "SHOP SPRING SAVINGS" is in white, sans-serif font inside a red rectangular button. The background is a blurred green field. In the foreground, there are several black plastic pots containing various plants, including purple and yellow pansies, and a small white container of fertilizer.



*Delivering 1,000,000+ impressions
each day thru 10 major media partner
website takeovers in Portland,
Spokane, Boise, Central Oregon,
Southern Oregon, Eugene and Yakima.*



ORGANIC SOCIAL MEDIA

Organic and Paid social media posts to current and new potential Bi-Mart Members thru Facebook, Instagram and Twitter - with a total reach of over 85,000 people.



PAID SOCIAL MEDIA

We utilize Instagram and Facebook platforms to layer in a social presence for our advertising. Again, we target specific counties and zip codes within Oregon, Washington, and Idaho. We feature focused content for an average of seven days, with campaigns changing weekly.



EMAIL BLAST

Bi-Mart members want to stay up-to-date with sales and events we're participating in within our community. Bi-Mart newsletters are emailed to over 160,000 members every Sunday, Tuesday, Wednesday, and Friday.



TELEVISION

30-second commercials run weekly throughout the NW in programming that includes: Network Prime, Network Specials, Sports and Local News. These spots reach a potential audience of 5.6 million viewers.



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