

BI-MART ADVERTISING RECAP

WEEK OF: 07/05 - 07/11



The image shows the front cover of a Bi-Mart Membership Savings Book. The title "Your BI-MART" is at the top in red, with "Your" in script and "BI-MART" in bold red letters. Below it is "Membership Savings Book!" in large black letters. The date "Starts Tuesday, July 11, 2023!" is prominently displayed. A circular graphic on the left offers "20% Off" on tubes and towables. Another section shows a Coleman cooler with a price of \$74.99. To the right is a Bestway Steel Pro Max pool. At the bottom, there are images of a jacket, two jugs of water, and bags of Lays chips.



NEWSPAPER

*Highly visible front page positioning
in the Oregonian/Portland
(Wednesday, Friday & Sunday).*

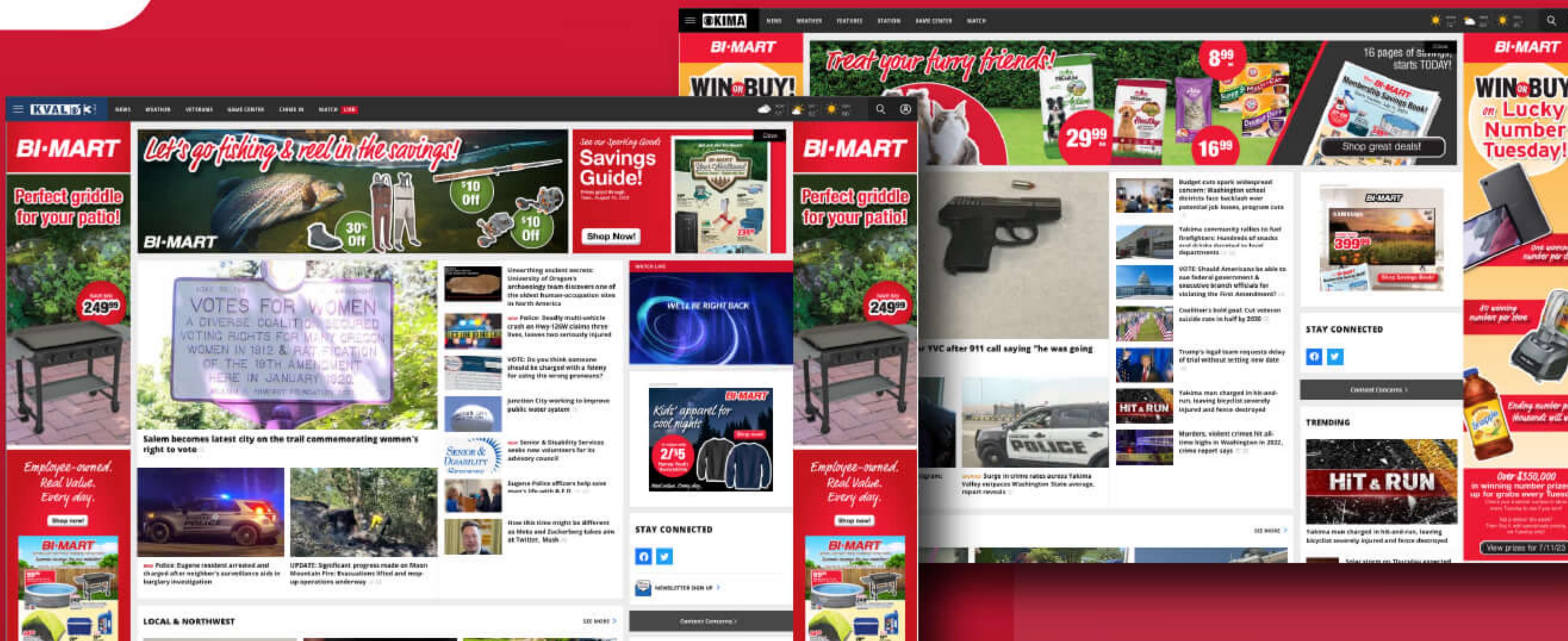


DIGITAL IMPRESSIONS

Delivering 600,000+ impressions each week to specific counties and zip codes across the three state NW marketplace.



WEBSITE TAKEOVERS



*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.

Bi-Mart Membership Discount Stores
July 5 at 1:00 PM

Good Neighbor Vet Clinics are scheduled for Thurs., July 6, Sat., July 8, and Sun., July 9. See our events page at bi-mart.com/food-good-neighbor-vet-clinics for specific days and times. To learn more about Good Neighbor Vet Clinics go to: facebook.com/GoodNeighborVet/

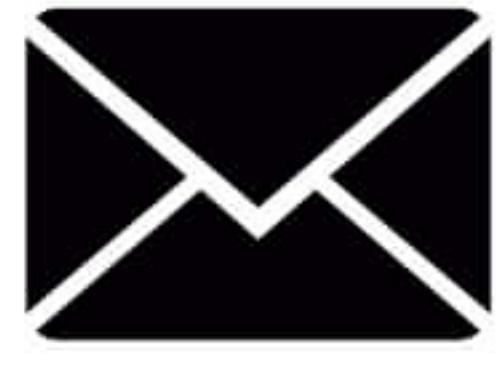
Good Neighbor Vet Clinics are scheduled for Thurs., July 6, and Sat. & Sun., July 8-9, at the following Bi-Mart locations:

Tigard, Vancouver, Portland (Halsey), Hillsboro, Beaverton, and Port Orchard.

 Click the link in the caption to check days and times!

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.



CLICK HERE TO WATCH TV SPOTS