**BI-MART ADVERTISING RECAP** 



# **NEWSPAPER**

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

The Oregonian	Teachers, students	Hardesty leak lawsuit
	wilt with no AC	Pormer Periland Commissions Ja Ann Haderiy accepted SLD and a written apology Irom Mayor Ted Wheels
	Air conditioning has become a must-have for new schools — and a sore spot for buildings without it.	to artific datase d reseat from a farewall over the load of an economic bill and vice report. All
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Kalo Tilian, essential or alianciar of general performance propy Common Contro Congress, said Gar Oregon's Institu- tions are "linearly an effect in by in idential (the proposal in division limit) and other a different alianmatics." "In pleasa di alterer's sponsible removement lineard ampaign finance rolten and mare pipyes are locking to ways to de thick, "and Tilanc, who give input in the	In the local drawles, six conditioning has goes from an $N \leq \pi$ and $N > N \leq N < N < N < N < N < N < N < N < N <$	rollers Dans your num of the solid saladies, if your works a number of legal fulfacence. This works and its PostLand, Dars Tolersand users
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Protect Your Ho	me and Save	
fanne \$20 on Bring Spotlight an at Brittart, Grennter Brit	al Paulingel Converse and price \$100.000	
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## **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.



### 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.







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### 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.



📑 Your Employee-Owned Membership Store



Hembership Sarringi Boot. Hembership Sarringi Boot. Hembership Sarringi Boot.

### **CLICK HERE TO WATCH TV SPOTS**