

WEEK OF:

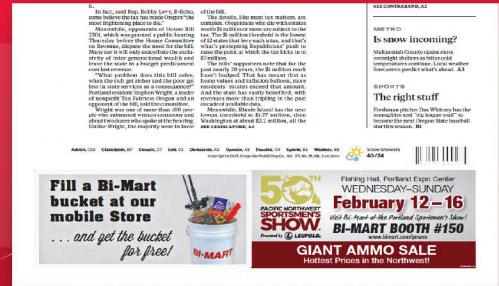
02/11 - 02/17

BI-MART



NEWSPAPER

Highly visible front page positioning in the Oregonian/Portland (Wednesday).

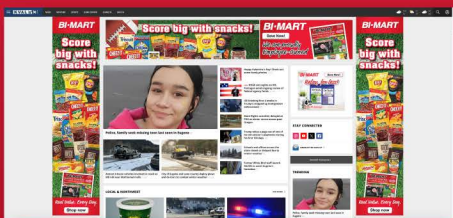


DIGITAL IMPRESSIONS

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 weekly thru media partner website takeovers.

- KDRV/Medford: Tues & Fri Takeovers
- KVAL/Eugene: Tues & Fri Takeovers
- KTVZ/Bend: Tues & Fri Takeovers
- KIMA/Yakima: Tuesday Takeovers
- KTVB/Boise: Tuesday Takeovers
- KHQ/Spokane: Tuesday Takeovers
- RG/Eugene: Tuesday Takeovers
- Oregon Live/Portland Metro: Tuesday Takeovers
- Source One/Wenatchee: Tues & Fri Takeovers during each Savings Book lifespan.



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 216,000 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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