



# Vendors' Media Kit

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# NetCost<sup>®</sup> Market

## Our Chain of Supermarkets

- **24 years of steady growth and smart expansion**
- **13 Stores and E-Commerce:**  
12 stores located in New York, New Jersey and Pennsylvania and with an additional store soon to open in Florida. Additionally, NetCost Market Online Store serves customers across all our physical locations.
- **Serves over 600,000 shoppers a month**
- **Operates about 350,000 sq.ft. of space**



# Our Locations

## • *BROOKLYN, NY*

532 Neptune Avenue  
Brooklyn, NY 11224

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3100 Ocean Avenue  
Brooklyn, NY 11235

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1029 Brighton Beach Ave.  
Brooklyn, NY 11235

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2257 E 16<sup>th</sup> Street  
Brooklyn, NY 11229

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8671 18<sup>th</sup> Avenue  
Brooklyn, NY 11214

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2339 65<sup>th</sup> Street  
Brooklyn, NY 11204

## • *PHILADELPHIA, PA*

11701 Bustleton Avenue  
Philadelphia, PA 19116

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2417 Welsh Road  
Philadelphia, PA 19114

## • *MANALAPAN, NJ*

700 Tennent Road  
Manalapan, NJ 07726

## • *PARAMUS, NJ*

221 Route 4E  
Paramus, NJ 07652

## • *STATEN ISLAND, NY*

3155 Amboy Road  
Staten Island, NY 10306

## • *QUEENS, NY*

97-10 Queens Blvd.  
Rego Park, NY 11374

## • *HOLLYWOOD, FL*

**OPENING SOON**

3791 Oakwood Blvd.  
Hollywood, FL 33020





**150,000+**  
items  
available in  
stores

**40,000+**  
European  
specialty  
items

**25**  
**Private**  
**Labels**

# Who We Are

## Our Mission:

*Provide the diverse ethnic makeup of families that surround our stores with a local grocery experience as well as access to a World of Food, exclusively imported from around the world and more importantly from their specific homelands.*

**An extensive selection of foods is crucial to our mission.**

Every day, we provide consumers with:

- Fresh Produce
- Freshly Baked Bread and Pastries
- Caviar and Seafood
- Freshly prepared meals
- Premium Meats
- Delicatessen items from around the world
- Luxury Chocolates, Teas, Honey and more.



# Vendor Advertising Opportunities

- 1 Upsell Program
- 2 In-store Events
- 3 Additional Placement
- 4 In-Store TVs
- 5 In-Store Radio
- 6 Window Posters
- 7 Promo POSM
- 8 Circular Ad & Fliers
- 9 Digital Advertising Tools



# Upsell Program

## How?

- The cashier suggests to each customer to purchase an additional item of the week.
- We select more affordable items for upselling (from \$3.99 to \$7.99). Customers are more inclined to make a purchasing decision on an additional item if the price does not exceed \$7.99

## Results

*Quantity of items sold during upsell week increases from 194% to 563% compare 2 weeks before the upsell week across all stores.*

## Why is upselling effective?

- Our team has received comprehensive training on multi-leveled upselling techniques.
- Upselling products is included in employees' KPIs (Key Performance Indicators) and is continuously monitored by the Headquarter.





## In-store Events: Promo & Tastings

We can offer you a station for your special promo event which will help you introduce your company and its products or services, collect info of potential customers and supply them with promotional materials.



The full Promo/Tasting Events Requirements Guide is available upon request.

# 3 Additional Placement

- End Caps



- Palettes



- Floor Stands







## In-Store TV Banners, Radio and Window Posters

Great opportunities to reach over **600,000**  
Potential Customers monthly

- **Over 120 LED displays** across 12 Stores
- TV Banner runs **over 14,000 times monthly** in all NetCost Market stores
- Radio Ads runs every 20 min, more than **14,000 times monthly** in all NetCost Market stores.
- Eye-catching large-format window posters **increased product sales by 80%** on average.

TV BANNER Size:  
4K, 3840px W x 2160px H  
File Format: JPG

RADIO ADS:  
15-sec Duration  
File Format: mp3

WINDOW POSTER Size:  
32.5in W x 41.5 H  
File Format: PDF or JPG



# 5 Promo POSM

We can display your promo shelf material next to your product.

- **Shelf Stoppers**  
(up to 2 per shelf)
- **Shelf Talker**
- **Wobbler**
- **Rollup Banner**



Content provided by vendor with our approval.

# 6 Circular Ads

We will place your ad among the listing of our exclusive offers in the NetCost Club Sale curcular.

- Weekly Circulars
- 60,000 monthly circulation + online digital version

High quality print on glossy paper, full color.

1. FRONT-COVER BANNER (1/6 page 8.5" W x 2" H)
2. FRONT-COVER: 1 Item Slot
3. BACK-COVER BANNER (1/10 page 4.25" W x 2" H)
4. INTERNAL PAGE: 1 Item Slot
5. INTERNAL PAGE: (1/12 page 4.25" W x 2" H)

File Format: PDF or JPG, 300 dpi

## OPTIONS 1 & 2

**NetCost CLUB SALE**  
FOR NETCOST CLUB MEMBERS

**FRIDAY, JANUARY 11 - WEDNESDAY, JANUARY 13, 2023**

**2** (Item Slot)

**1** (Banner)

**NETCOST AT COST SUPER DEALS**

**WEEKEND SPECIALS** JANUARY 28-29

## OPTION 3

**NetCost CLUB SALE**  
FOR NETCOST CLUB MEMBERS

**FRIDAY, JANUARY 11 - WEDNESDAY, JANUARY 13, 2023**

**3** (Banner)

**WIC BENEFITS**

## OPTIONS 4 & 5

**NetCost CLUB SALE**  
FOR NETCOST CLUB MEMBERS

**FRIDAY, JANUARY 11 - WEDNESDAY, JANUARY 13, 2023**

**4** (Item Slot)

**5** (Item Slot)

**NETCOST AT COST SUPER DEALS**

**NetCost CLUB SALE**  
FOR NETCOST CLUB MEMBERS

**FRIDAY, JANUARY 11 - WEDNESDAY, JANUARY 13, 2023**

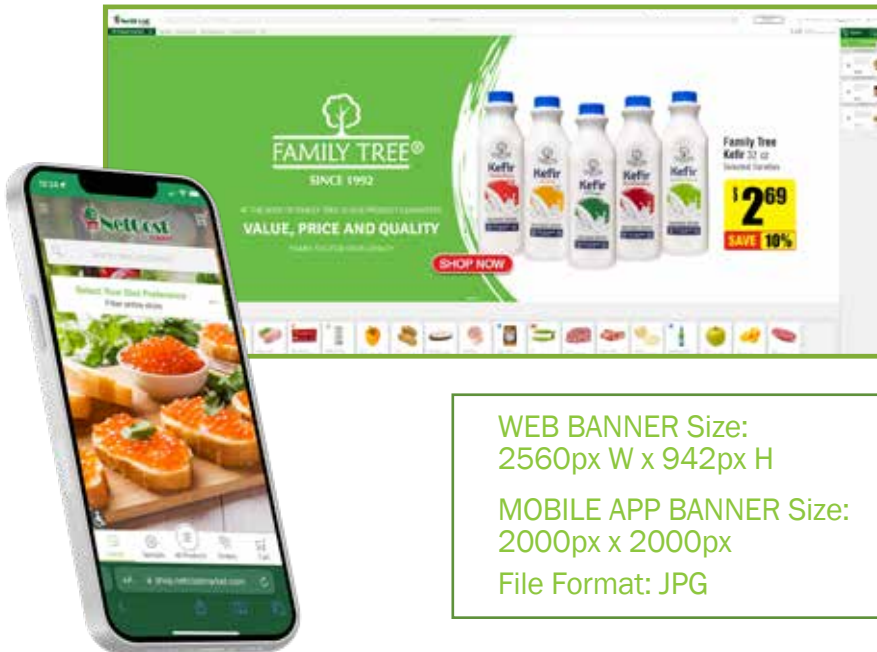


## Website & Mobile App Banners

Visually rich digital banner displayed on our Online Store website at shopnetcostmarket.com and Corporate website (netcostmarket.com)

All Digital Banners are also available on NetCost Market Mobile Application.

Digital Banners drive sales, boost brand awareness to thousands of our registered web users as well as the enormous Internet audience.



WEB BANNER Size:  
2560px W x 942px H

MOBILE APP BANNER Size:  
2000px x 2000px

File Format: JPG



## Weekly E-mails

Minimum  
**22,000**  
personalized  
emails  
sent out weekly

Our email list includes  
**25,000**  
customers,  
with an  
**open rate**  
of up to **83%**



# 360° Marketing Campaign In Action

Example of 360° Marketing Campaign  
GRILL & CHILL



# Contact Us

✉ [pr\\_ads@netcostmarket.com](mailto:pr_ads@netcostmarket.com)

📶 [www.netcostmarket.com](http://www.netcostmarket.com)



**NetCost Market's  
Promo Material:**  
40-ft. Inflatable  
with vendors' logos —  
from idea to reality!

