

A photograph of a young couple with brown hair, smiling and looking towards the right. They are standing in a supermarket aisle, pushing a shopping cart filled with fresh produce including a pineapple, bell peppers, and leafy greens. The woman is wearing a beige cardigan over a white top, and the man is wearing a grey hoodie. The background is a blurred supermarket aisle with shelves of products.

**INDOORMEDIA
ADVERTISING KIT**

TABLE OF CONTENTS

Introduction 3

Our Products 4

Register Tape Ads 5

Cartvertising 10

Strategic Print Solutions 15

How to Get Started 20

INTRODUCTION

Welcome to IndoorMedia!

We are the North American leader in in-store advertising solutions. For more than 30 years, we have been helping businesses of all sizes increase their marketing reach. Our solutions are the perfect print-focused complement to today's digital advertising strategies. We increase businesses' local exposure with cost-efficient advertising products that deliver ROI. And with partnerships with more than 9,000 grocery stores

in the United States and Canada, you can be assured your ad will reach the audience it needs to reach. Read on to learn more about how our solutions can take your business's advertising efforts to the next level.

**“OUR
SOLUTIONS ARE
THE PERFECT
PRINT-FOCUSED
COMPLEMENT
TO TODAY’S
DIGITAL
ADVERTISING
STRATEGIES.”**



OUR PRODUCTS

IndoorMedia offers three dynamic products to help local businesses advertise: register tape advertising, cartvertising, and Strategic Print Solutions.

As the industry leader of in-store advertising solutions, we've spent decades refining and perfecting our products to provide significant ROI and boost our customers' bottom lines. Whatever your business is, IndoorMedia can offer an advertising solution that is both impactful and cost-effective.

“AS THE INDUSTRY LEADER OF IN-STORE ADVERTISING SOLUTIONS, WE’VE SPENT DECADES REFINING AND PERFECTING OUR PRODUCTS”



REGISTER TAPE ADS

Register tape advertising puts coupons—powerful tools to attract consumers—for local businesses on the back of receipts that customers are given at the grocery store at checkout.

This type of advertising comes at a low cost, offers great exposure, and provides an impressive ROI.

Why It's Important

People need groceries, and when they shop for groceries, they tend to do so close to home, usually within three miles and no more than five. This shopping behavior provides an excellent opportunity for other local businesses to reach customers who already live and work nearby.













Second, the receipt is practically unavoidable in grocery shopping—a clerk hands it to the customer to complete the sale. Even at self-serve

checkout stations, the customer is directed to take the receipt. Consumers can switch away from radio and television commercials or can choose to turn the page your ad is on or not buy the newspaper at all. Refusing a receipt filled with advertising on the back that is placed into their hands is more difficult.

Finally, consumers love the chance to get good value. A coupon for your business on the back of a register tape receipt gets them in the door, where, hopefully, your excellent service turns them into steady customers. That coupon also reminds them that local businesses exist to cater to their needs—that they can enjoy an excellent meal in their own neighborhood rather than driving miles to eat.

Who Is It for?

Local businesses that can easily offer coupons and other offers to customers are perfect for register tape advertising. Some examples are:

-  Restaurants
-  Auto repair and oil change shops
-  Car washes
-  Nail salons
-  Hair salons and barbers
-  Pet grooming services
-  Dry cleaners
-  Ice cream/frozen yogurt shops
-  Bowling alleys
-  Carpet cleaning
-  Coffee shops
-  Print shops

Examples



ROI

Local businesses often deal with tight advertising budgets, so any marketing strategies they engage in must provide a concrete ROI. Unfortunately, the supposed “tried-and-true” advertising channels—television, radio, newspapers, and billboards—are relatively expensive and aren’t so effective at drawing customers. Coupon advertising has been shown to attract customers, who are enticed to take advantage of the perceived value you are offering. Furthermore, register tape advertising comes at a

much lower cost than the traditional channels; the cost comes in at as little as \$6 to reach 1,000 people, as opposed to \$30 to \$100 (or more) for TV, radio, newspapers, and direct mail. That kind of ROI is impossible to ignore and only builds as more shoppers use your coupons.

**“REGISTER
TAPE
ADVERTISING
COMES AT A
MUCH LOWER
COST THAN THE
TRADITIONAL
CHANNELS”**



Testimonials

“ This is the best advertising that we use, and we think everyone should do the grocery store ads. It brings new customers and also brings back our regulars more often. I have renewed our ad for the third year and would recommend to other businesses that they use this program.”

- Martin Castro, El Guadalajara Mexican Restaurant

“ I have been advertising with Register Tapes Unlimited since 1993. During that time, I have had four different laundry locations advertising on the back of the register tape coupons. They produce the best advertising results from all the different promotions that we have tried.”

- Chris Balestracci, Super Wash Laundromat & Dry Cleaner

“ We have just finished our third year on the HEB receipts and are renewing for a fourth! The 24/7 presence, touching every household in Lockhart [Texas] several times each month, keeps us top of mind with the local residents.”

- Kay Weber, Great Clips

“ We have used this grocery store for over 10 years now. These coupons have become a fixture in our community and are responsible for a very large car count each year. It creates a great ROI, and we are happy to be renewing again.”

- Yury Gershfeld, Ramon Canyon Car Wash



By the Numbers

90%

of consumers use coupons

10 times

Planned Return on Investment for
Register Tape campaigns

**“COUPON ADVERTISING HAS BEEN SHOWN
TO ATTRACT CUSTOMERS, WHO ARE
ENTICED TO TAKE ADVANTAGE OF THE
PERCEIVED VALUE YOU ARE OFFERING.”**



CARTVERTISING

Cartvertising is the placement of full-color ads on the seats and cupholders of shopping carts at grocery stores.

This advertising is perfect for professional services that cannot rely on coupons to draw business but still strive to market themselves in the community.

Why It's Important

Local professionals, such as lawyers, real estate agents, insurance agents, and healthcare practitioners, need to advertise like any other business does. However, most “traditional” channels (i.e., radio, television, newspapers) do not make fiscal or logistical sense for many of these small-business owners—consumers simply don’t pay attention to print ads for these types of professionals and might not trust them if they advertise on TV. Cartvertising provides an inexpensive, high-profile means for local businesses to advertise

that consumers can’t help but pay attention to. People need food, they shop at grocery stores, and as they push a cart, a local business’s ad is practically unavoidable.

The types of businesses that benefit from cartvertising often place a high emphasis on reputation. Grocery stores also are concerned about reputation—they are particular about which businesses they will let advertise on their carts. Customers see your ad on shopping carts and recognize an implied endorsement from the grocery store they trust to feed them.



Who Is It for?

Cartvertising is best suited for local businesses that generally can't offer coupons but still provide a valuable service to the community. Because of the highvisibility nature of the shopping cart, grocery stores generally will not allow cartvertising ads for businesses that could directly compete with what the store offers. Because of the high-visibility nature of the shopping cart, grocery stores generally will not allow shopping cart ads for businesses that could directly compete with what the store offers. Despite that limitation, Cartvertising provides a strong advertising channel for businesses such as:



Real estate agents



Lawyers



Insurance agents



Dentists/orthodontists

Small-practice
healthcare practitioners



(e.g., chiropractors,
dermatologists, podiatrists)



Home improvement
contractors (e.g., roofers,
HVAC, painters, landscapers)



Hardware stores



Fitness clubs



Car dealerships

Examples



ROI

Whereas register tape advertising allows for an efficient measurement of ROI, cartvertising requires tracking of other analytics to determine success. But that success is out there—with a long-term commitment, your ads will begin to deliver in the form of leads, customers, and name recognition. Moreover, choosing cartvertising usually means prime

exposure in grocery stores over competitors that are relying on traditional advertising options. An uptick of customers builds, and as you see the results, you can adjust your cartvertising strategy for even greater exposure.

**“WITH A
LONG-TERM
COMMITMENT,
YOUR ADS
WILL BEGIN
TO DELIVER IN
THE FORM OF
LEADS”**



Testimonials

“ Shopping cart advertising has been the single best top-of-mind awareness advertising that I’ve ever done.”

- Tim Shoopman, State Farm

“ As we set up another year of advertising, I wanted to express my thanks for the smoothness of putting this piece of my marketing plan together. As always, you and your team have been great to work with. I have been doing the cart advertising for at least 10 years and find it to be a very valuable part of my overall marketing plan in this community. The success of this marketing will keep me coming back.”

- Peggy Worthington, RE/MAX Alliance

“ Cartvertising has been a wonderful addition as one of our marketing tools. Many patients comment on seeing the doctor’s face on the cart. They love it! New patients see the ad, and it prompts them to call, while existing patients are reminded to

call for an appointment. We look forward to a continued relationship with cartvertising and encourage others to do the same for great new patient results!”

- Dr. Art Laos, Volterra Dental

“ Our experience with cartvertising has been fantastic. The staff has been extremely helpful and professional. Advertising through cartvertising has been easy, but more importantly, it’s been effective. We hear all the time from customers that they saw our ad at a Kroger. For us, it’s been a great way to advertise locally with the people we’re surrounded by. We recommend cartvertising to anyone looking to increase their target audience.”

- Charlie Pierce, Air Comfort Inc.

By the Numbers

5 miles

is the radius
that most local
businesses find their
customers within

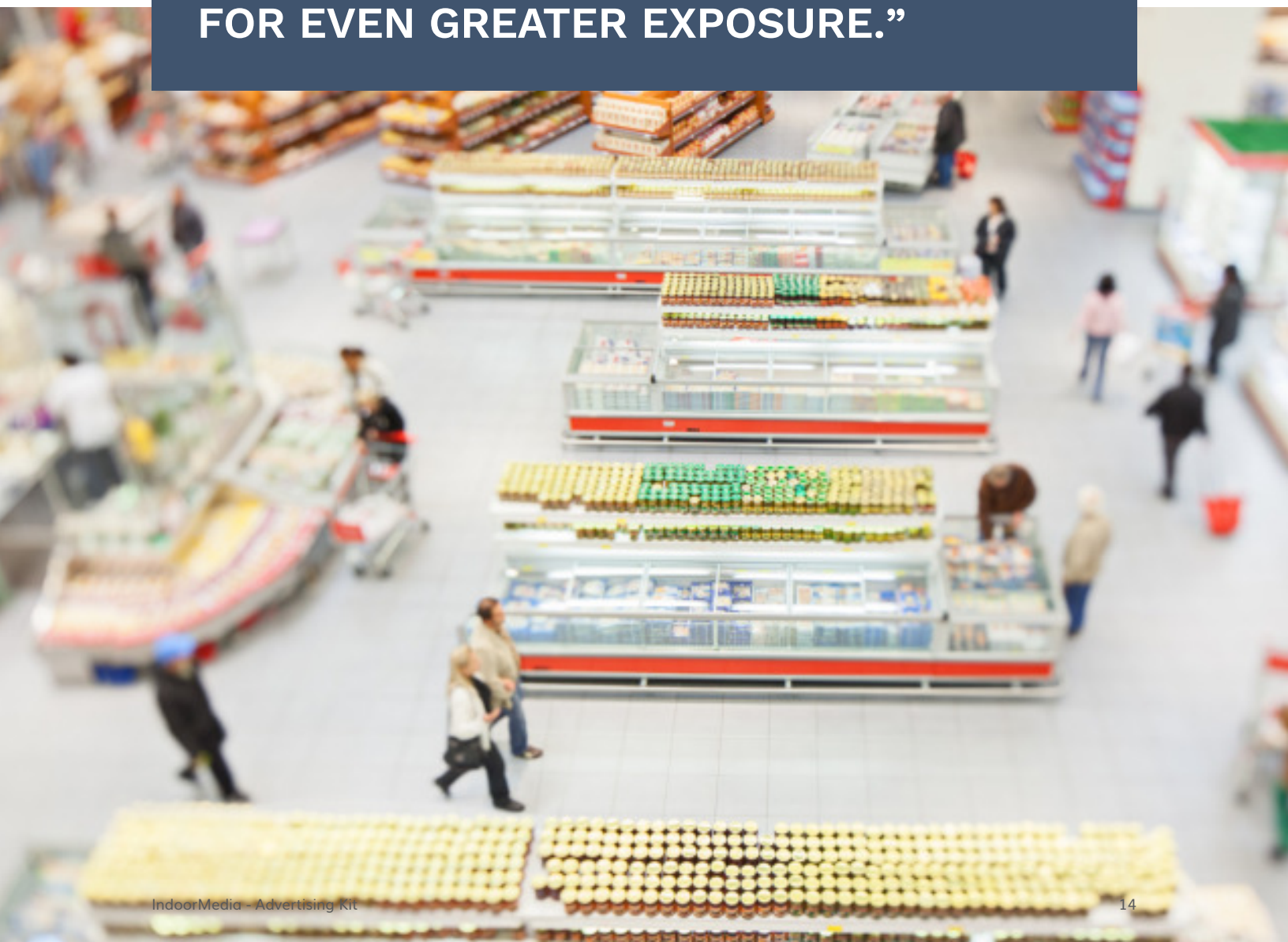
85%

of a local business's
customers and 85
percent of a local
grocery store's
customers come from
the same trade area

1.7 Visits

Average times a family's
primary shopper makes
to the grocery store per
week, equating to 80
potential views of your
ad per year

**“AS YOU SEE THE RESULTS, YOU CAN
ADJUST YOUR CARTVERTISING STRATEGY
FOR EVEN GREATER EXPOSURE.”**



STRATEGIC PRINT SOLUTIONS

Our Strategic Print Solutions (SPS) product is a natural way to advertise to your customers every time they make a purchase at your business.

Advertising printed on the back of the receipts you give to customers offers businesses a great platform to communicate to their customers.

Why It's Important

With SPS, your message is handed directly to customers, who take it with them when they leave your business. This persistent exposure brings customers back. This persistent exposure brings customers back. Moreover, campaigns for new, featured, or seasonal products and services. Moreover, campaigns for new, featured, or seasonal products and services provide incentive for returning customers to purchase something they might not have previously considered, thus driving success for additional aspects of your business.

Another important benefit of SPS is that it turns the sunk cost of receipt tapes into a profit-generating tool. Besides recovering the cost of what otherwise would have been blank receipts, SPS allows you to focus more of your advertising budget on methods that are proven to work rather than on channels that don't deliver as much bang for the buck.

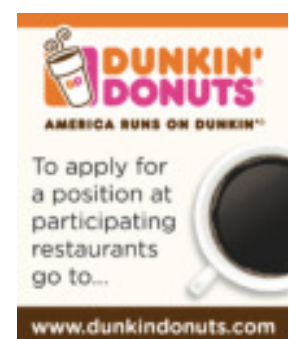
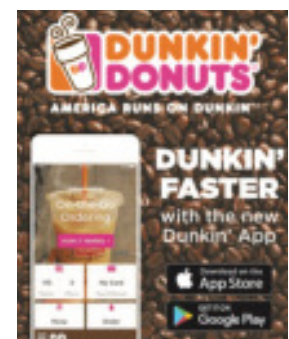
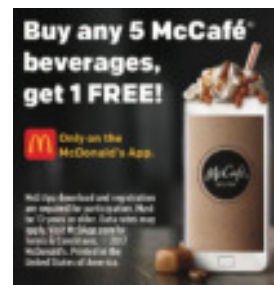


Who Is It for?

Local businesses that stand to benefit from register tape advertising in grocery stores are also prime candidates for our SPS product. Using the back of your receipt you can:

- ✓ Introduce new menu items or services.
- ✓ Promote catering or group sales.
- ✓ Recruit new employees by listing benefits and reasons for working there.
- ✓ Support non-profits or community outreach programs.
- ✓ Sell ad space to third party advertisers.
- ✓ Communicate Happy Hour or other reoccurring specials.
- ✓ Entry blank to vote for “Employee of the Month” or other contests.
- ✓ Promote a new location, grand opening, or special events.

Examples



ROI

As already stated, SPS is great for recovering the cost of your physical receipts, which now become an investment rather than an expense. Coupon use can be tracked to determine ROI, as well as how often customers are returning to your business. The underlying concept is that upon their return visits, customers will spend beyond the value of your coupon and thus boost

the bottom line. The ROI keeps building upon itself, and this all begins with an inexpensive marketing strategy that is as simple as coupons on the back of your own receipts.

**“COUPON
USE CAN BE
TRACKED TO
DETERMINE
ROI, AS WELL
AS HOW OFTEN
CUSTOMERS
ARE RETURNING
TO YOUR
BUSINESS.”**





Testimonials

“ Thank you for your help in getting us established with several of the McDonald’s regions on the register tape program. I believe it has been a very effective marketing vehicle for brand awareness and exposure on both our Reese’s and Rolo brands. We have seen significant product movement using the register tape branding. I also feel it has helped strengthen our relationships in the regions

that have implemented it as we continue to strive towards helping McDonald’s achieve their goal of doubling their dessert business over the next five years.

I look forward to continuing our partnership in the regions we’re currently working together in and building new successes in those markets that have yet to come on board.”

- David Brouch, The Hershey Company

By the Numbers

\$0.50

Cost to give out
1000 impressions
of your promotion

33.5M lbs

Pounds of paper used by
IndoorMedia each year

**2,400,000
miles**

The length of 1 year's
worth of tape printed by
IndoorMedia

**“THE ROI KEEPS BUILDING UPON
ITSELF, AND THIS ALL BEGINS WITH AN
INEXPENSIVE MARKETING STRATEGY
THAT IS AS SIMPLE AS COUPONS ON
THE BACK OF YOUR OWN RECEIPTS.”**



HOW TO GET STARTED

Whether you are interested in register tape advertising, cartvertising, or SPS, working with IndoorMedia is simple, efficient, and stress-free.

Our marketing consultants are experts on your local community and can advise you on what solutions will work best and what information you should include on your ad or coupon. Our in-house graphics team can help design your ad, and we handle the rest: printing, placement on receipts, and delivery of register tapes and cartvertising ads to grocery stores. The entire process is that easy.

Ready to learn more?

Call us at 888-475-0993, or [send us a message.](#)

We look forward to working with you.

LEARN MORE



IndoorMedia

1445 Langham Creek

Houston, TX 77084

888.475.0993

www.indoormedia.com

