



INNOVATE • CAPTIVATE
MOTIVATE
Supermarket Media Solutions. Branding and Identity Work.

adcorp
MEDIA GROUP

OOH MEDIA SUPERMARKET ADVERTISING SOLUTIONS

MEDIA KIT
WWW.ADCORPMG.COM

WHO WE ARE



OUR MISSION:

Turning Shoppers into Customers

Adcorp Media Group is a privately held media company and full service advertising agency located in Westchester County offering prominent out-of-home print and digital signage in major supermarkets across the U.S.

Since 2006, Adcorp has been helping businesses by strategically placing their ads where their target customers have no choice but to see them.



**Leading, independently-owned,
out-of-home advertising company
specializing in the supermarket space.**



Full-Service Creative Agency



**In-House production, signage installation
and maintenance services**



Headquartered in Westchester County



Founded in 2006



WHO WE ARE

6

Number of times we
needed to expand to
accommodate growth

51

Number of peeps
that help make our
company awesome

48

Number of states
we do business in



WHAT WE DO

ENGAGE YOUR CUSTOMER WITH YOUR AD MESSAGE THROUGH OUR SUPERMARKET ADVERTISING PROGRAMS.



REACH & INFLUENCE

active shoppers throughout their store visit.

DELIVER

OOH media solutions to a captive audience.

GENERATE

targeted reach and frequency at scale, with guaranteed exposure.

How We Can Help...

**National Brands
with Regional
Initiatives**



**Regional Brands
Where the Need Is
in Local Growth**

Massage Envy®



**Local Businesses with
Big Objectives and
Not Such Big Budgets!**

CENTURY 21®

Industries We Serve

- Healthcare
- Real Estate
- Fitness
- Insurance
- Sports
- Food & Beverage
- Retail
- Automotive
- Education
- Kids/Entertainment
- Financial & Banking
- Hotels & Resorts
- Transportation
- Tech/Communication

HOW WE DO IT



POWERFUL + EFFECTIVE ADVERTISING SOLUTIONS

In-Store Print & Digital
Supermarket Programs
Delivered to A Captive
Audience

PRINT platforms

- Shopping Carts
- Welcome Center
Sanitizing Station
- Info Center
- Ad Bench
- Brand Bar
Register Dividers
- Parking Lot
Cart Corral
Billboards
- Sanitizing Kiosk

DIGITAL platforms

- GroceryTV
at Checkout
- MarketVision
Outdoor
- MarketVision
Entrance Kiosk

WHY SUPERMARKETS?



- Businesses can reach their potential customers throughout their store visit



- 'Must Go' Community Destination



- Regional / Local Reach at Scale



- Ad Message Reaches a Captive Audience



- 'No Choice' Ad Exposure



- Can Reach Shoppers with Ad Message along the 'Path of the Shopper'

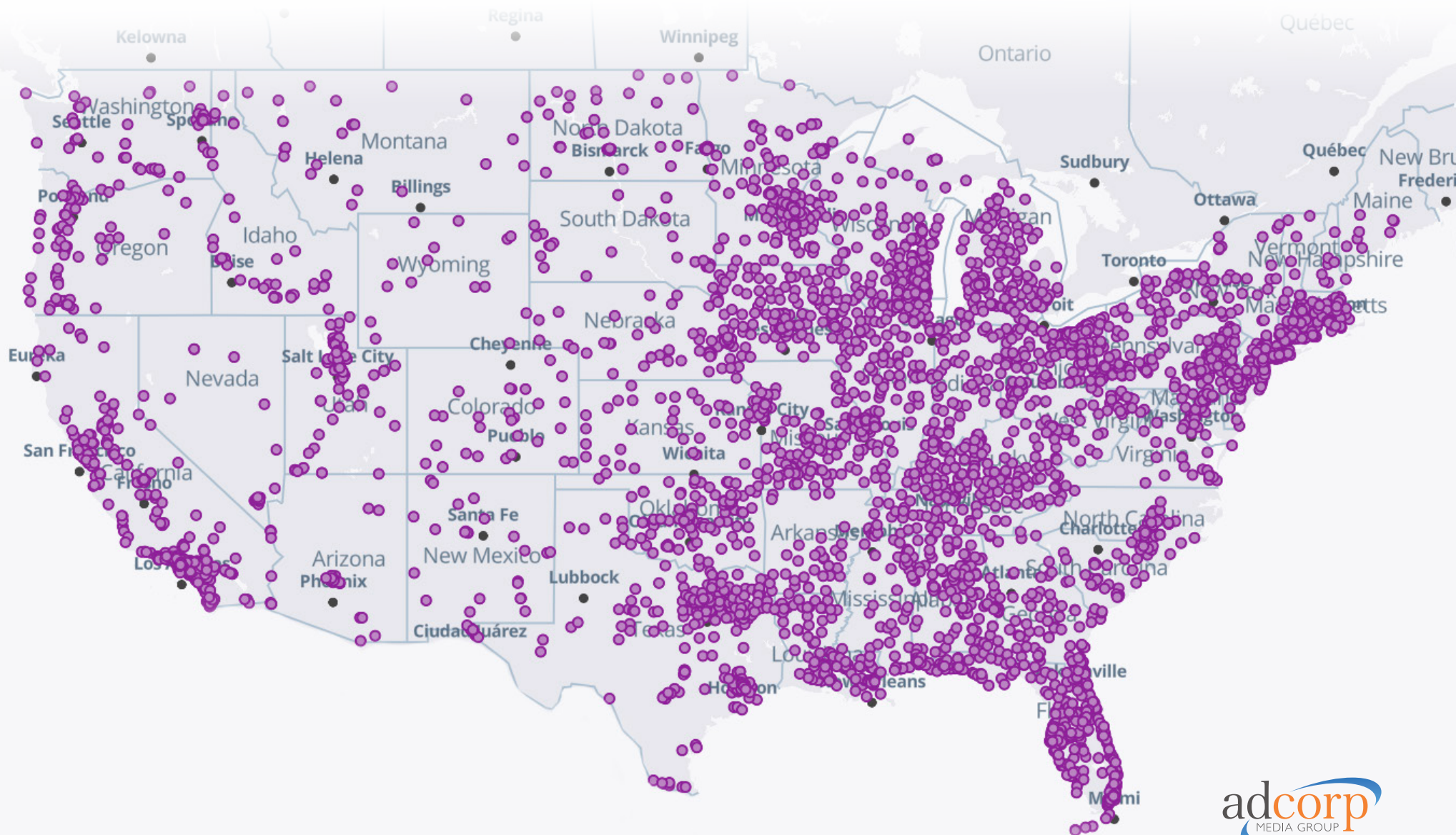


- Multiple Visits to the Store, Per Week



- High Traffic Volume - Average of 25,000 Weekly Shoppers / Store

ACROSS THE U.S. IN MAJOR SUPERMARKETS



SHOPPING CARTS



**CAN'T TURN
THE PAGE,
CAN'T
CHANGE THE
CHANNEL**

LOCATION

- Ads are located on either the baby seat portion of the cart or the nose of the cart. Location of ad varies per store.
- Directory and/or billboard placement is available.

VALUE

- Provides continuous advertising*.
- Unbeatable exposure to a captive audience of shoppers throughout their store visit.

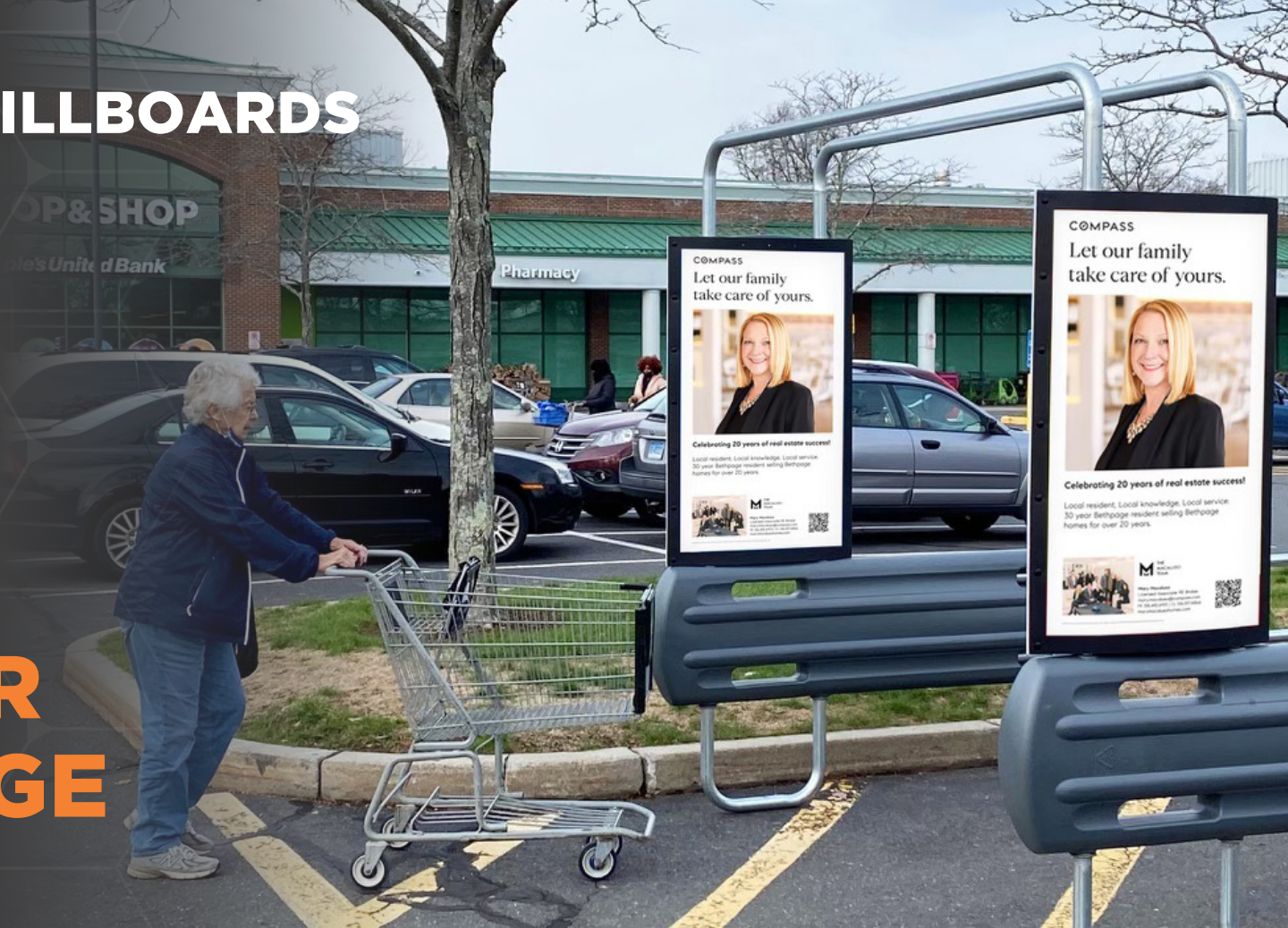
BUYING

- Carts are sold in percentages (40% - 200%).
- Includes a mix of billboard and directory sides.

*RESEARCH: Average shopping trip is 43 minutes. (The Time Use Institute, 2016)

CART CORRAL BILLBOARDS

**GREET
SHOPPERS
'COMING
& GOING'
WITH YOUR
AD MESSAGE**



LOCATION

- Cart Corral Billboards are located in the Supermarket parking lot where customers pick up and drop off their carts.

VALUE

- Large 4' x 3' 4-color panels are the first and last ads customers see when entering and leaving the store.

BUYING

- You can purchase 2 or 4 panels throughout the parking lot where the corrals are located.

BRANDBARS

SHOPPERS “HOLD ON” TO YOUR MESSAGE

LOCATION

- Located at all traditional registers at the supermarket.
- 2-3 per lane

VALUE

- All shoppers will see your ads.
- Continuous message exposure while shoppers are on line.

BUYING

- Includes advertising on both sides of the bar for continuous exposure to all shoppers.
- You can purchase one or both sides of the bar.

WELCOME CENTERS

LOCATION, LOCATION, LOCATION!



LOCATION

- Welcome Centers are placed at the entrance or exit of the store.

VALUE

- Serves the multi-purpose of greeting shoppers as they enter the store, distributing both complimentary cart wipes and the store's weekly flyer.
- Your brand's message can be one of the first things a shopper notices.*

BUYING

- Ads are sold as full banners (4'H x 2'W).

*RESEARCH: 50% of all shoppers read printed circulars to find deals (mailing), 25% used a printed circular in-store. (Retail Feedback Group)



Layla Rose Boyle

Call Now and List with an Expert

t: 646-REALTOR
LaylaRose@MonroeRealty.com

**16 SQUARE
FEET OF
UNDENIABLE
VISIBILITY**



LOCATION

- Located on the wall at the entrance or exit of the supermarket.

VALUE

- Allows advertisers to reach every shopper who visits the store with signage up to 16 square feet.

BUYING

- Ads are sold as a full banner (2'H x 8'W).

BENCH DISPLAYS

UNPARALLELED VISIBILITY



LOCATION

- The entrance outside the market
- The interior vestibule
- Across from the checkouts

VALUE

- Oversized ad and location offer unparalleled visibility.

BUYING

- Ads are sold as full banners (2'H x 8'W).

SANITIZING KIOSK



EVERYDAY AD ENGAGEMENT

LOCATION

- Located at the entrance / exit of the store.

VALUE

- Offers Exclusivity
- Sanitwipe dispenser allows for shopper engagement with your ad message.
- Top & bottom ad panel designs are colorful and eye-catching.

BUYING

- Full top & bottom printed panels for your message ad design.

GROCERYTV AT CHECKOUT

MULTIPLE MONITOR BROADCAST

LOCATION

- A bank of screens located at the register area.

VALUE

- Multiple monitor broadcast network with continuous exposure to shoppers while at the register.
- Network runs a continuous 4:00 minute loop of advertising, store promos and entertainment content.

BUYING

- Ads are sold as 7.5 or 15 second spots placed within a 4:00 loop.

MULTIVISION OUTDOOR

YOUR AD MESSAGE IS UNBLOCKABLE & UNMISSABLE



LOCATION

- Large, video displays placed at key store traffic locations - entrance/exit/register checkout area.

VALUE

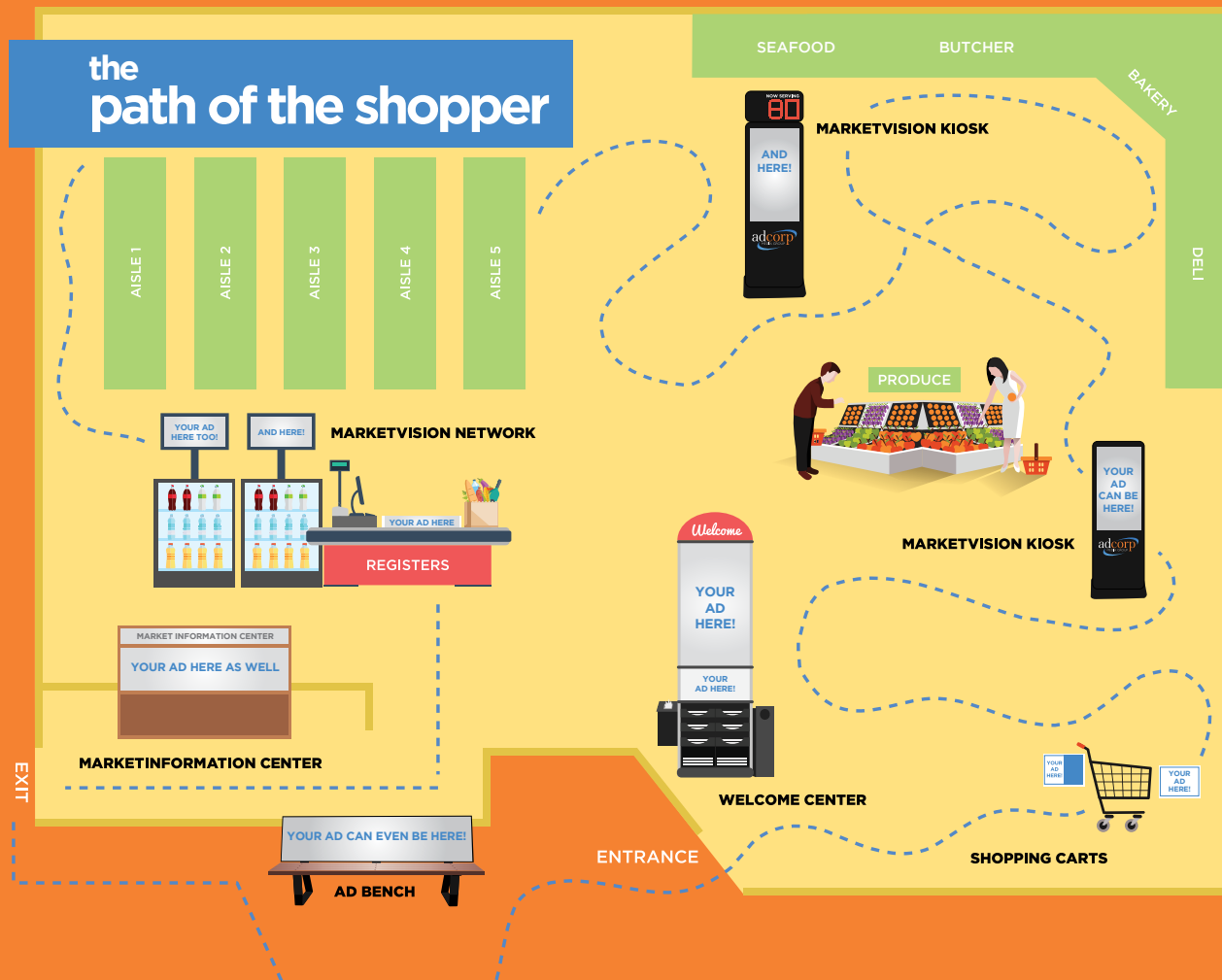
- Broadcast your business to your customers where they shop daily.
- Programmatic network running vibrant, full-motion video.
- Continuous video loop with your message on large format screens.

BUYING

- A 64 second loop includes 8 spots in total
- Units are :08 each (static or full video)
- Exclusivity is an option

Cross-Platform Programs Along the Path to Purchase

Can't Miss Your Ad Message...



- Powerful and effective OOH communication vehicles.
- Consistent branding.
- Deliver a connected shopper experience.
- Tell a story.
- Campaign flexibility — Different message per product.
- Opportunity for CPG brands to drive shoppers to point-of-purchase.

The background of the slide features a close-up, low-angle shot of the Adcorp Media Group logo. The logo is made of large, metallic, three-dimensional letters mounted on a textured brick wall. The letters are illuminated by warm, golden light, creating strong shadows and highlights. The text 'Adcorp' is in a large, stylized font, and 'MEDIA GROUP' is in a smaller, sans-serif font below it. A white rectangular box is overlaid on the left side of the image, containing the text 'Why Adcorp?'.

Why Adcorp?

Summary of Benefits

- One of the largest, privately held, supermarket media companies in the northeast with strategic alliances across the U.S.
- Deliver cross-platform, in-store media across print & digital programs with over 270 million monthly impressions
- Targeted message delivery through specific media type and location(s) of your choice
- Unmatched hyper local reach & frequency
- Today's shopper behavior and supermarket strategy at the store level supports program success



BBB Rating: A+



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