

SmartSourceSM

Shelftalk BannerSM



Drive incremental sales with our largest at-shelf advertising vehicle



Fast Facts

- Divides brand from the rest of the category with over-size, attention-getting four-color advertising
- Flags and stops consumers within a product section
- Frames large product sections, groups of products, or an entire brand family

Basics:

- Offers a wide range of custom options for greater impact
- Affixes to the shelf with one secure attachment
- Provides category exclusivity within the Shelftalk[®] network
- Available in three sizes:
 - 12" x 5" – for brands that extend over one to two shelves
 - 18" x 5" – for brands that extend over two shelves
 - 24" x 5" – for brands that extend over three or more shelves
- Installed and maintained by News America Marketing[®]'s in-house field force
- Provides the highest-quality field execution in the industry

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Heat up sales in the freezer aisle with SmartSource Freezer Shelftalk BannerSM

Did You Know?



Our innovative custom options draw extra attention to your brand and encourage consumers to take action.

SmartSource Shelftalk BannerSM Quick Statistics

Adult Audience:	145 million ¹
Adult Reach:	67% ¹
Frequency:	7x per cycle ¹
Impressions:	1.1 billion per cycle ²
CPMI:	\$0.82 ³
Network ⁴ :	<ul style="list-style-type: none">11,500+ Food stores1,500+ Mass stores1,500+ Drug stores6,000+ Dollar stores

Source: ¹Simmons, Spring 2007, based on cycle 10/07 food-store network

²Adult audience x frequency

³CPMI (cost per 1,000 impressions) = cost for a national buy/1,000 impressions

⁴Network based on cycle 3/08 store counts

SmartSource Shelftalk Banner Custom Options

The following options can be applied to any Shelftalk Banner program:

- 3D Raised
- Custom Color Clip*
- Custom Size
- Die Cut
- Flip Chart
- Game-Piece Activation
- Information Wheel
- Lenticular
- Lighted
- Lug Attachment
- Multi-View**
- Product Attachment
- Sampling
- Scent Strip***
- Scented Bellows
- Scented Varnish
- Scratch N Sniff
- Shelftalk Banner Extra
- Special Inks (glitter, metallic, neon)
- Special Papers & Finishes (chrome, hologram, foil)
- Talking

*Custom color clips available in metallic colors.

**Certain custom options are available for Multi-View Shelftalk Banner. Speak to your sales representative for details.

***Shelftalk Extra pamphlets only.

- Atlanta (404) 760-5950
- Boston (617) 375-0400
- Chicago (312) 540-4100
- Cincinnati (513) 333-7373
- Dallas (214) 981-0800
- East Brunswick (732) 509-7000
- Los Angeles (310) 407-2500
- Minneapolis (612) 395-7340
- New York (212) 782-8000
- Pittsburgh (412) 918-8000
- San Francisco (415) 848-1000
- Wilton (203) 563-6600

SmartSource
Shelftalk Banner

Take action today!

Call your News America Marketing[®] sales representative or 1-800-462-0852 to add **SmartSource Shelftalk Banner** to your next media campaign.

For more information visit us at
www.newsamerica.com

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