

New Look!

SmartSource® Shelftalk®



Brings the equity of your ad campaign to the shelf



Fast Facts

- Breaks through the at-shelf clutter and reaches consumers at the point of decision
- Announces brand messages in front of the actual product
- Extends from the shelf in a way that is instantly noticeable
- Highlights brands with limited or poor shelf space
- Increases brand awareness and impulse purchases
- Builds equity in store
- Acts as the category tie breaker

Basics:

- Offers a wide variety of custom options for greater impact
- Available in single and consecutive-cycle buys
- Offers category exclusivity
- Installed and regularly maintained by News America Marketing®'s in-house field force
- Provides the highest-quality field execution in the industry

Our new frameless design provides even more creative flexibility to maximize your brand's presence in store

SmartSource ShelftalkSM Quick Statistics



Grabs consumers' attention as they walk down the aisle!

Sales Lift Range:	+6-13% ¹
Adult Audience:	175 million ²
Adult Reach:	81% ²
Frequency:	7x per cycle ²
Impressions:	1.3 billion per cycle ³
CPMI:	\$0.42 ⁴
Network ⁵ :	<ul style="list-style-type: none"> ■ 14,000+ Food stores ■ 18,000+ Drug stores ■ 1,500+ Mass stores ■ 6,000+ Dollar stores

Source: ¹GfK NOP; IRI Census Data; MASI

²Simmons, Fall 2007, based on food-store network, cycle 10/07 store list

³Adult audience x frequency

⁴CPMI (cost per 1,000 impressions) = cost for a national buy/1,000 impressions

⁵Network based on cycle 3/08 store list

SmartSource Shelftalk solves your toughest brand challenges

Your Brand Challenge:	The Shelftalk Solution:
Increase brand awareness	➔ Grabs the attention of consumers as they shop the aisle
Build equity	➔ Leverages the power of your campaign in store
Break tie at-shelf	➔ Influences decisions made at the point of purchase
Launch a new product or announce new product news	➔ Draws attention to your product news at the shelf
Overcome poor shelf placement	➔ Gives your brand extra impact at the shelf
Communicate brand benefits	➔ Speaks to your brand's unique selling points

SmartSource ShelftalkSM Custom Options

You can add special finishes, scents, even product attachments to Shelftalk. We can execute your most creative ideas, which means your choices are virtually unlimited!

The following options can be applied to any Shelftalk program:

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

Did you know?

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



*Certain custom options are available for In-Motion, Multi-View Shelftalk and Multi-View Riser. Speak to your sales representative for details.

**Custom color clips or frames or new Shelftalk units are available in a variety of colors including metallic.

***Shelftalk Extra pamphlets only.

Generate an even greater sales lift by integrating
Shelftalk® with other SmartSource® programs

SmartSource ShelftalkSM
delivers an average sales lift range of **+6-13%**

Combine with **SmartSource Coupon Machine®...**



...to announce your brand message at the shelf and drive consumer response with Coupon MachineSM incentives

➔ **The result: SmartSource Shelftalk adds +4.3 percentage points to your average SmartSource Coupon Machine sales lift!**

Combine with **SmartSource CartsSM...**



...and lead consumers to your aisle where Shelftalk encourages them to purchase your brand

➔ **The result generates a +14.5% sales lift!**

Combine with **SmartSource Floortalk®...**



...to stop consumers in their tracks and reinforce your brand message with Shelftalk as they decide

➔ **The result generates a +19.6% sales lift!**

Source: GfK NOP; IRI Census Data; Roper ASW; MASI
Note: Percentage point equals one percent

- 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
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Take action today!

Call your News America Marketing® sales representative or 1-800-462-0852 to add

SmartSource Shelftalk

to your next media campaign.

For more information visit us at
www.newsamerica.com

