

SmartSource®

Shelfvision VideoSM



The only at-shelf video program available nationally!



Fast Facts

- Brings the excitement and effectiveness of video right to the shelf, right in front of your brand
- Influences category shoppers as they make purchase decisions
- Gives brands access to the most cost-effective at-shelf video option available

Basics:

- Delivers up to 32 seconds of advertising time, as a single spot or as multiple vignettes
- Screen size is a full 3.7" diagonally
- Attention-grabbing riser adds 7.5 square inches of advertising space
- Motion-activated teaser ad captures shoppers' attention in the aisle
- Offers category exclusivity
- Installed and regularly maintained by News America Marketing's in-house field-force

Did you know?

SmartSource Shelfvision VideoSM Quick Statistics

The Shelfvision VideoSM network includes the country's top retailers, generating millions of impressions per cycle

Source: Simmons

| | |
|------------------------|---|
| Adult Audience: | 85 million ¹ |
| Adult Reach: | 39% ¹ |
| Frequency: | 7x per cycle ¹ |
| Impressions: | 630 million per cycle ² |
| CPMI: | \$0.87 ³ |
| Network ⁴ : | 6,500+ Food Stores 11,750+ Drug Stores 1,250+ Mass Stores 6,000+ Dollar Stores |

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

²Adult audience x frequency

³CPMI (cost per 1,000 impressions) = cost for a national buy/1,000 impressions (calculated based on space and variable production costs)

⁴Network based on cycle 3/08 store counts

Receive an even greater sales lift boost by integrating Shelfvision VideoSM with other SmartSource[®] programs



Demonstrate a recipe with **Shelfvision VideoSM**, then distribute copies to shoppers with **Shelftake One[®]**.



Announce new packaging with **Shelfvision VideoSM** and put an example in front of your brand with **ShowcaseSM**.



Advertise your latest product promotion with **Shelfvision VideoSM** and offer coupons with **Coupon MachineSM**.



Generate trial by calling out new product features with **Shelfvision VideoSM** and distribute promotional samples via **Shelftake One SamplingSM**.

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Take action today!

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

For more information visit us at
www.newsamerica.com

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