

SaveCoin

I offer the most unique and dynamic advertising of any media in the area through a variety of advertising programs. We do campaigns for many different types of businesses.

- **Daily Deal Campaign** – Special 1-time performance-based multimedia ad campaign offering the **lowest customer acquisition cost & the most measurability**. Most of our advertisers do 1 – 3 campaigns with us over the course of a year.
 - **Here's How It Works:**
 - **You pay NO (\$0) upfront advertising fees!** It's completely performance-based, thus no risk
 - **We create the 1-time campaign, which:**
 - will run for 7 – 14 days
 - will include a special half off offer that people can buy
 - **We Promote the campaign through several media in Fargo including:**
 - **Email** – custom email sent to our 34,000 local subscribers
 - **Social Media** – special posts to our 9,800 facebook & 600 Twitter followers
 - **Mobile App** – 6,500 users
 - **SMS/Text** – 365 subscribers
 - **Our website** – 26,000 unique visitors go directly to our website
 - **Other media websites** – banner ad running on www.onthemindsofmoms.com, www.fargomoorhead.org
 - **Monitor Marketing** – network of 25 high traffic FM locations & 2 lakes area locations with 40" - 55" HD digital screens displaying custom designed ads
 - **Consumers buy the deal, we split the purchase revenue and We Pay YOU!**
 - **100% measurable results!**
- **SaveCoin Coupon Program**
 - **Weekly email & daily website**
 - Email sent out every Tuesday to all of our subscribers
 - Get 1 spot in every email
 - Coupon website available 24/7
 - Get multiple offers/promos on website
 - **Coupon book**
 - Printed 3 times per year – April, August & December
 - 25,000 copies printed and distributed free to pick up at all area Hornbachers, Family Fare, and Cashwise grocery stores, NDSU & MSUM student unions, Fargo Moorhead Conventions & Visitors Bureau, and dozens of hotel and business lobbies and waiting rooms.
 - 3 ad sizes: 1/6th page, custom 1/2 page, and custom full page
 - **Ala cart pricing starts at \$175/mo**
- **SaveCoin "Showcase" email promotion** – exclusive and custom designed email promotion sent to our subscriber base promoting anything you want whether it be holiday/event based or lunch specials...we custom design it to your specs.
 - [CLICK HERE](#) to preview some examples
- **SaveCoin Banner Ads** – Custom designed banner ads with placement options on our home page and coupon page, and also a spot in our weekly coupon email.
- **SaveCoin Text Club program**
 - We can setup and manage a text club for your business that uses a short code and key words for people to subscribe and be sent regular special text messages
 - Rates start at just \$50/month based on volume



Monitor Marketing - is the largest indoor digital advertising network in the Fargo-Moorhead area with several host locations in the lakes area as well. The monitors are basically indoor digital billboards that enable you to reach a captive audience with creative capabilities. Also, this is not bathroom advertising, our monitors are placed in the large open traffic areas of the host businesses.

- **Ideal Demographics**
 - Average age range 22 – 56 years old
 - Female = 57% | Male = 43%
- **Optimal Reach**
 - We currently have 25 host locations through the FM area, and 2 in the Lakes area.
 - Our ads are 30% longer in duration than most other indoor & outdoor digital billboards (10 seconds)
 - With the high traffic locations we have and the limited quantity of ads allowed to run at each host location we can deliver 248,000 customer ad impressions per month per location.
- **Outstanding Recall**
 - We offer a long engagement period with consumers, our host locations have an **average 41 minute customer dwell time per visit**
 - Limited quantity of ads run at each location, combine that with our short 4 minute ad loop and each ad will be displayed 10+ during each customers visit
 - Hyper-local content to further draw customer attention to your ad (weather conditions, news ticker, trivia)
 - **41 minute customer dwell time + 4 minute ad loop = Your Ad Displayed 10+ Times For Every Customer's Visit!**
- **Visual Impact**
 - Great creative ad options – 3 ad types → static, animated or even **video**
 - Great scheduling & updating flexibility - the ads can updated any time needed and even programmed to change by location, day of week or even time of day, we can also rotate multiple ads through the spots, or run specific ads at even specific times of day...the possibilities are endless.
 - Free ad design included, or you can submit finished ads any time for changes

I have also partnered with iDigital Outdoor, which has the largest network of digital billboards in Fargo-Moorhead. We've created a great discounted package for combining Monitor Marketing and iDigital Outdoor for the best indoor/outdoor digital billboard package.

iDigital Outdoor - is the largest outdoor digital advertising network in the Fargo-Moorhead area.

- **Advantages**
 - Your ads will rotate through all 14 of the FM area locations
 - Great high traffic volume billboard locations through the metro area
 - Ads run and rotate 24/7
 - Ads are 33% longer than other outdoor digital billboards – 10 seconds
 - 6 advertisers per minute versus 8 advertisers per minute with other outdoor digital billboard companies
 - Low CPM (cost to reach 1,000 people)
 - Great scheduling or updating flexibility
 - Free ad design included, or you can submit finished ads any time for changes