

# Expo \$HOPPER

## 1st Stop to Shop Lake of the Ozarks

Mobile Marketing Solution for Supermarkets & Retailers

One-Touch Shopping Online

Mobile-to-Go Promotions

Target Audience eBlast

Branded Ad Display

*A Product of*

**LakeExpo.com**

Coming in 2013  
Nationwide App Distribution



Advanced Search

# LakeExpo.COM

HOME • NEWS • MUSIC WEATHER EVENTS • BOATING • PHOTOS COMMUNITY • CLASSIFIEDS • HOMES RENTALS BOATS AUTO POSTAD

LAKE ALERT MOBILE EXPOSHOPPER DAILY DEAL FREE STUFF RSS MEDIA KIT CONTACT US LETTERS PSA/NEWS RELEASE

## ExpoShopper

back home >

**Best of the Best**  
Voted #1 Grocery Store  
2003 | 2004 | 2005 | 2006 | 2007 | 2008

**Paul's Supermarket**  
A Fresh Experience!  
Serving the Lake Area for over 40 Years

Keyword Search...   View by department:  View by:  Single  Facing  All Pages

print email a friend (Click the product image to add it to your shopping list)

Now viewing page(s): 2/3

**GROCERY** | great prices and variety

Selected varieties  
Charmin Bath Tissue  
9 Mega or 18 Double Rolls  
**\$9.99**

**FRESH MEAT** | meat cutlets on hand daily

Selected Varieties  
Oscar Mayer Lunchables  
3.1 - 4.4 Oz.  
**10/\$10**

**My Shopping List**

View, E-mail, Print Your List  
Item added to your list will appear here.

Add your own items to your list.

Land O' Frost Lunch Meat  Remove

Oscar Mayer Lunchables  Remove

Charmin Bath Tissue  Remove

Sweet Sue Chicken & Dumplings  Remove

# Expo\$HOPPER



One-Touch Shopping Online

Mobile Promo to Go

- ExpoShopper clients receive **Branded Webpage** with **Full Mobile Version** at LakeExpo.com
- All Promotional Circulars are rebuilt dynamically in **One-Touch Technology**
- Shoppers tap once on SmartPhones, Tablets, and Desktops to add items to their personal **Shopping List**
- Customers can **text** or **e-mail saved Shopping Lists** to anyone ready to shop
- Shoppers everywhere actively **interact with promotions on any mobile device**
- **Coming in 2013!** Promotional ads will feed into **Deal Piranha**, a nationwide app that geo-locates mobile users to deliver deals and promotions closest to their current location, where ever they may be in the continental United States.



Send shopping list to anyone & take it with you on any mobile device

# > ExpoShopper > Online & Mobile Solution for Supermarket & Retail Marketing, Advertising & Promotion

# Expo\$HOPPER

## The Audience. The Customer.

The Lake of the Ozarks market is a unique mix **local residents, part-time homeowners and visitors**. LakeExpo.com specializes in reaching all three with more than 15,000+ regular readers. The Internet medium and text/e-mail Lake News delivery keeps locals and weekenders engaged whether they are at the Lake, Kansas City, St. Louis, all over Missouri, Illinois, Kansas, Iowa, Nebraska or beyond. Before ExpoShopper launched, this diverse audience had been difficult to reach consistently for Supermarkets and Retailers during the work week and off-season. The ability to bring both the local customer and weekender together in the same product is one of the most significant advantages of the ExpoShopper.

## Branded Ad Display

LakeExpo understands Brand is paramount to Supermarket and Retail customers. ExpoShopper clients receive **Brand-Consistent Banner Ads, Text Ads, and Featured Ads** (thumbnail & Text Links) to drive customers directly to ExpoShopper pages, also branded specifically to the Supermarket/Retailer with multiple pages of advertised product specials. All ads and pages are updated with the release of each new ad/circular cycle (usually weekly). Mobile ads are all updated seamlessly.

## eBlast Services

11,000+ eSubscribers

ExpoShopper clients benefit from three targeted **eBlasts** to opt-in subscribers of the **Lake Alert News eBlast** daily, **ExpoShopper eBlast** each Wednesday, the **ExpoDeals eBlast**, **LakeExpo Mobile App**, and across social networks on Facebook, Twitter, and LinkedIn.



Branded Online & Mobile

## > Banner Advertising Program

The screenshot shows the LakeExpo.com website interface. At the top, there is an "Advanced Search" bar and the "LakeExpo.com" logo. Below the logo is a navigation menu with categories like HOME, NEWS, MUSIC, WEATHER, EVENTS, BOATING, PHOTOS, COMMUNITY, CLASSIFIEDS, HOMES, RENTALS, BOATS, AUTO, and POST AD. A prominent banner for "SSE" (Schultz Surveying & Engineering) is displayed with the phone number 573-365-2003. Below this is an "ExpoShopper" section featuring deals from Paul's Supermarket, Folgers, Kellogg's, DiGiorno, and Coors. The main content area includes a "COMMUNITY" section with three photo thumbnails: "Westlake Street Machine Fall Follies Car Show", "Todd Akin at Rally in Camdenton", and "Highway Roundup: Crashes on Highways 5 and 54". A "LAKE ALERT" subscription bar is visible. On the right side, there is a "Paul's Supermarket" banner with various food items and prices, and a "MOSSBACK FISH ATTRACTOR" advertisement with the phone number 479.751.4100. At the bottom left, there is a "LAKE TV 90" video player showing a news update from Sept 11th. The footer contains "Lake News" with two headlines: "Alderman: Osage Beach 'at a crossroads' with Key Largo" and "Lake West Christian Academy receives \$500,000 donation".

# LakeExpo.com

## Pay-For-Performance Banner Advertising

\$6.50 CPM (Per 1,000 Ad Views)

Businesses advertising with LakeExpo.com always only pay for the Ad Views received. A banner advertiser paying \$200 per month is guaranteed to receive a minimum of 30,770 Ad Views. A monthly report of Ad Views appears on each invoice.

Cost: \$6.50 per 1,000 ad views of Banner/Image Ad at LakeExpo.com.

All ads link to Webpage of client's choice.

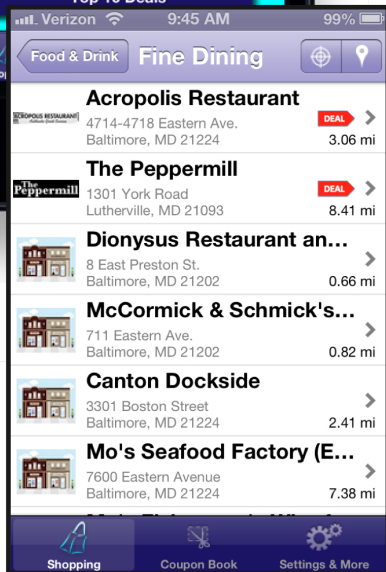
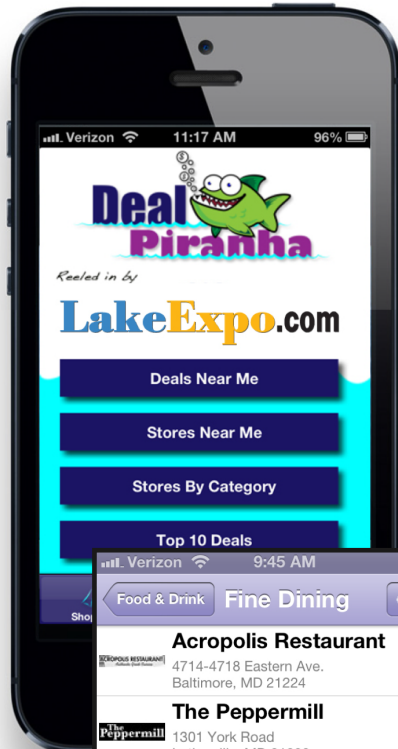
Ads appear with Daily News, Events, Business, and Boating coverage from Lake of the Ozarks, Mo. Local daily news and information engages a relevant readership of full-time and part-time residents, homeowners and boaters.

## Choose Your Monthly Budget

Advertisers set a maximum budget of \$200 or more. LakeExpo delivers pay-for-performance advertising on a CPM basis (per 1,000 impressions/Ad Views) not to exceed the advertiser's monthly budget.



# > Deal Piranha > The Killer Promotional App

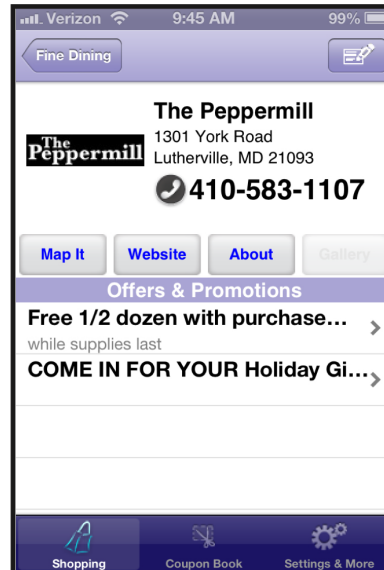


Your offer appears at the top of all listing pages - giving you maximum exposure!



Deal Piranha is the must-have mobile phone app to round out your advertising and marketing strategy. It's fast and easy because Deal Piranha posts your ads and enhances them with the option to create special deals and update your own merchant profile on both web and mobile. We even have options for us to update your deals and profile for you if you don't have time.

Talk to your LakeExpo.com account executive today!



Your ad detail page includes: your logo, address, phone, maps and directions to your store.

Plus your current deal to drive customers to your door.



Everyone loves a deal - and with the Deal Piranha online interface - you can create your own deal as often as you like.



The Deal Piranha package is just \$79.95 a month for LakeExpo.com advertisers.

## > Deal Piranha > The Killer Promotions App

### How to create a deal and drive traffic to your store!

#### Step 1: Sign In

Your LakeExpo.com account executive will provide you with your Merchant ID and password.

#### Sign In

Welcome to the Deal Piranha administration site.

Merchant ID:

Password:

Sign In...

#### Step 2: Review Your Merchant Details

As an active LakeExpo.com advertiser, your profile will have been pre-populated - but it is always a good idea to review it. If you make any edits, please be sure to hit the 'update' button to save your changes.

#### Step 3: Create Your Deal

Creating a deal is easy. Simply fill out the form with the appropriate information. Be as creative or as generous as you like - there are no minimums or rules you have to adhere to. Set any deal you are comfortable with. The idea here is to incentivize shoppers to come to your store over and over again.

Take advantage of the ability to add a photo and be descriptive in your 'deal details' so there is no confusion when the customers comes to your store to enjoy their deal.

Not all fields are required (such as "Deal Code") but if you need to insert a code for internal tracking purposes, you can.

Lastly - be sure to set your deal start and end date. You can always sign back in and extend or remove a deal at anytime.

LakeExpo.com

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### The Killer Promotions App

- It's the killer app for Restaurants and Retailers to promote deals, sales, regular daily specials, coupons and promotions anytime for any duration.
- It's Unlimited! Upload any promotion at any time for any duration
- The Deal Piranha App geo-locates users and brings Lake Area promotions closest to their mobile phones to the top of the list.
- Customers show promotional ads on their mobile phones to Restaurant and Retail Staff to make Return on Investment from Deal Piranha easy for merchants to track.
- Merchants with login credential may upload new promotions in real time, or the LakeExpo.com staff can update for you.
- One low monthly fee of \$79.95 puts merchants in front of thousands of Deal Piranha App users.