

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

Advanced Search GO **LakeExpo.COM**

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

LakeAlert Mobile ExpoShopper Daily Deal Free Stuff RSS Media Kit Contact Us Letters Press 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: GO View by department: View by: Single Facing All Pages

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

Shopping Cart

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

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

Expo\$HOPPER

Advertising a La Carte v. Software Solutions

Many Supermarkets and Retailers have a strong, intuitive presence online. Some are still looking for the right solution. LakeExpo has covered both with Advertising & Software accompanied by full ad processing services.

Advertising a la Carte

(All Rates Calculated Monthly)

- ExpoShopper eBlast: \$400
- Lake Alert eBlasts: \$280
- Mobile Ads: \$200
- Banner Ads \$200
- Text Ads - \$100
- Featured Ads - \$100



Software & Full Service

- Ad Conversion to Mobile & Desktop Platforms
- Branded Client Webpages
- Dynamic One-Touch Ads
- Shopping Cart/Coupon Clipping
- Social Sharing & Posting
- *All Advertising Services (at left)*

All Inclusive: \$750 (40% Savings)

COST: 39.95 per page converted





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 1.8 Million sessions per year. 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

17,500+ 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.



> Banner Advertising Program

Advanced Search **LakeExpo.com** 

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

LAKE ALERT MOBILE EXPOSHOPPER DAILY DEAL FREE STUFF RSS MEDIA KIT CONTACT US LETTERS PSANEWS RELEASE

SSE Call the experts at Schultz Surveying & Engineering **573-365-2003**
an Inc 500 company

ExpoShopper Paul's Supermarket >> Folgers 34oz \$5.99 Kellogg's Cereal 2/35 DiGiorno 2/\$11 Coors 24PK \$11.99

COMMUNITY

Photo: Woodlake Street Machine Fall Folies Car Show

Photo: Todd Alkin at Rally in Canderton

Highway Roundup: Crashes on Highways 8 and 54

LAKE ALERT - Local News Delivered Daily to Your Inbox

LAKE TV 90 Latest Videos Latest Photos

Lake TV / Lake Expo.com News

Lake TV / Lake Expo.com News Update Sept 11th

LOMDA Boat Show

Saturday, Sept. 15, 2012

The Lake of the Ozarks Marine Dealers Association September In-Water Boat Show Clearance happens September 14-16 at Capt Ron's

Lake News

Alderman: Osage Beach 'at a crossroads' with Key Largo

Lake West Christian Academy receives \$500,000 donation

Paul's Supermarket
A Fresh Experience! **EXPOS**
Add Us to www.lakeexpo.com

Weekly Deals, September 7th to September 13th, 2012

	
\$1.79	
	
\$3.59	\$5.99
	
\$6.99	5/\$10

MOSSBACK FISH ATTRACTOR

No Matter How You Stack 'Em, We Attract 'Em.

479.751.4100

LakeExpo.com

Pay-For-Performance Banner Advertising

\$7.50 CPM (Per 1,000 Ad Views)

Minimum Monthly Cost: \$200

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 26,666 Ad Views. A monthly report of Ad Views appears on each invoice.

Cost: \$7.50 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 minimum 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 cost of the advertiser's monthly budget.



DAILY LAKE ALERT

Delivering all the latest Lake news directly to you

LAKE OF THE OZARKS



Lake Alert eBlast

COST: \$35 Per eBlast

Subscribers: 10,000+ ACTIVE USERS

Cost per Inbox: \$0.0035

Reaching a target audience where they live, work and play has never been easier, or more cost effective.

Lake Alert subscribers opt in to receive DAILY NEWS reports via e-mail to their mobile phones, iPads, laptops and desktops. Lake Alert advertisers benefit from the direct delivery of text/link advertising to subscriber inboxes. Advertiser messages are carefully paired with the most relevant news content and/or released on a date-specific basis to further refine the audience to the readers most likely to act.

Advertisers may purchase or change a promotion at any time by simply e-mailing lakeexpo@gmail.com

The Lake Alert currently serves more than 10,000 ACTIVE subscribers.

Find reports & more

Intelligence Events

Real-Time

Location

ALL » COUNTRY: United States » REGION: Missouri

Customize Email Export Add to Dashboard Shortcut



Jan 1, 2014 - Dec 31, 2014

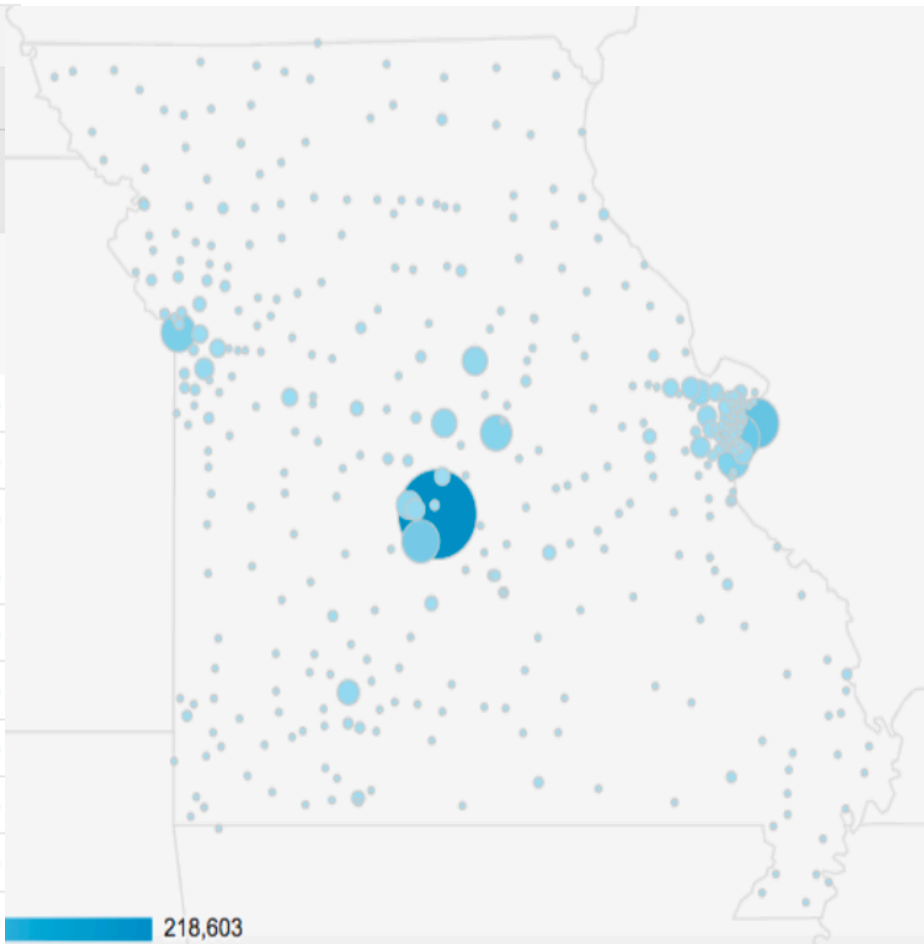
All Sessions
48.56%

+ Add Segment

Primary Dimension: **City** Metro Other

Secondary dimension

City	Acquisition		
	Sessions	% New Sessions	New Users
	915,494 <small>% of Total: 48.56% (1,885,279)</small>	35.99% <small>Avg for View: 57.70% (-37.63%)</small>	329,475 <small>% of Total: 30.29% (1,087,789)</small>
1. Osage Beach	218,603 (23.88%)	25.11%	54,893 (16.66%)
2. St. Louis	70,318 (7.68%)	38.36%	26,976 (8.19%)
3. Affton	61,939 (6.77%)	33.49%	20,745 (6.30%)
4. Camdenton	50,539 (5.52%)	22.89%	11,566 (3.51%)
5. Kansas City	43,907 (4.80%)	44.76%	19,651 (5.96%)
6. Arnold	35,847 (3.92%)	25.98%	9,313 (2.83%)
7. Jefferson City	31,005 (3.39%)	47.59%	14,756 (4.48%)
8. Columbia	20,098 (2.20%)	57.58%	11,572 (3.51%)
9. Laurie	19,398 (2.12%)	22.81%	4,425 (1.34%)
10. California	18,919 (2.07%)	27.36%	5,176 (1.57%)



Jan 1, 2014 - Dec 31, 2014

Location

ALL » COUNTRY: United States

Customize Email Export Add to Dashboard Shortcut



All Sessions
96.89%

+ Add Segment

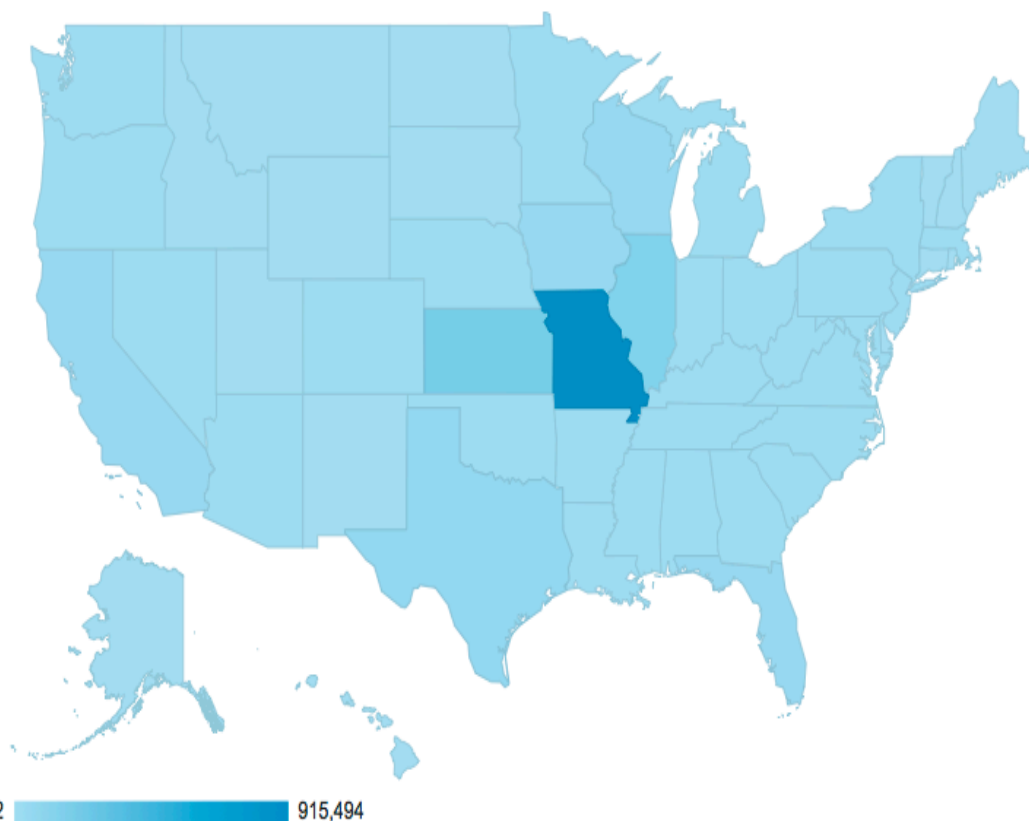
Map Overlay Explorer

Summary Site Usage Ecommerce

United States

Sessions

Region	Acquisition		
	Sessions	% New Sessions	New Users
	1,826,684 % of Total: 96.89% (1,885,279)	56.78% Avg for View: 57.70% (-1.60%)	1,037,110 % of Total: 95.34% (1,087,789)
1. Missouri	915,494 (50.12%)	35.99%	329,475 (31.77%)
2. Kansas	198,130 (10.85%)	38.46%	76,208 (7.35%)
3. Illinois	143,652 (7.86%)	42.31%	60,782 (5.86%)
4. Texas	66,594 (3.65%)	80.93%	53,893 (5.20%)
5. Iowa	48,135 (2.64%)	41.23%	19,844 (1.91%)
6. Wisconsin	47,509 (2.60%)	269.56%	128,064 (12.35%)
7. Florida	43,140 (2.36%)	107.77%	46,490 (4.48%)
8. California	41,411 (2.27%)	63.00%	26,090 (2.52%)
9. Nebraska	24,487 (1.34%)	40.36%	9,882 (0.95%)
10. New York	21,776 (1.19%)	225.02%	49,000 (4.72%)



Find reports & more

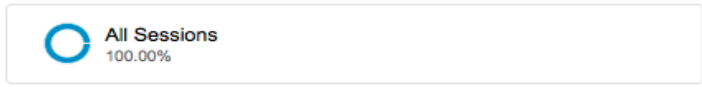
- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
 - Overview
 - Demographics
 - Overview
 - Age
 - Gender
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile

Demographics: Overview

Jan 1, 2014 - Dec 31, 2014

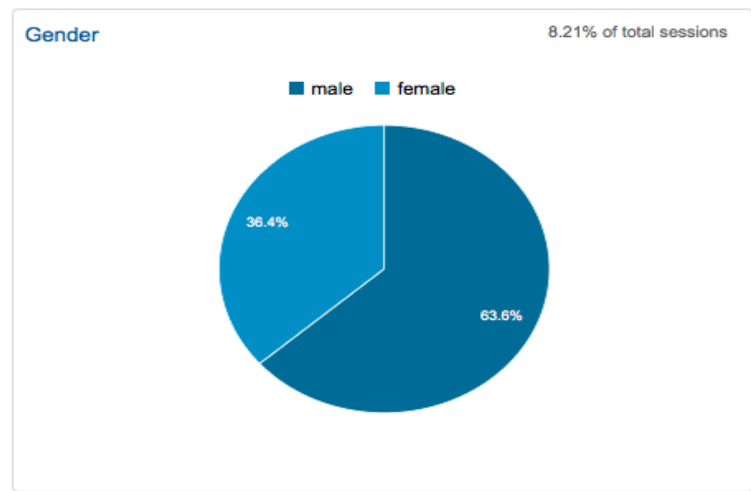
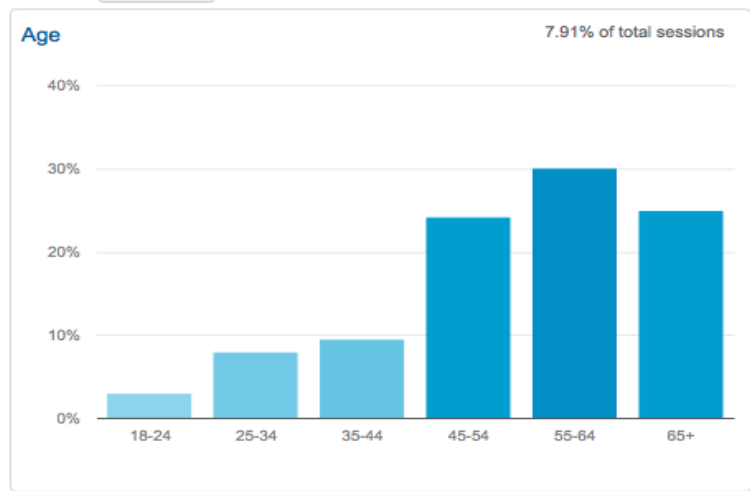
Some data in this report may have been removed when a threshold was applied. [Learn more](#)

Email Export Add to Dashboard Shortcut



+ Add Segment

Key Metric: Sessions

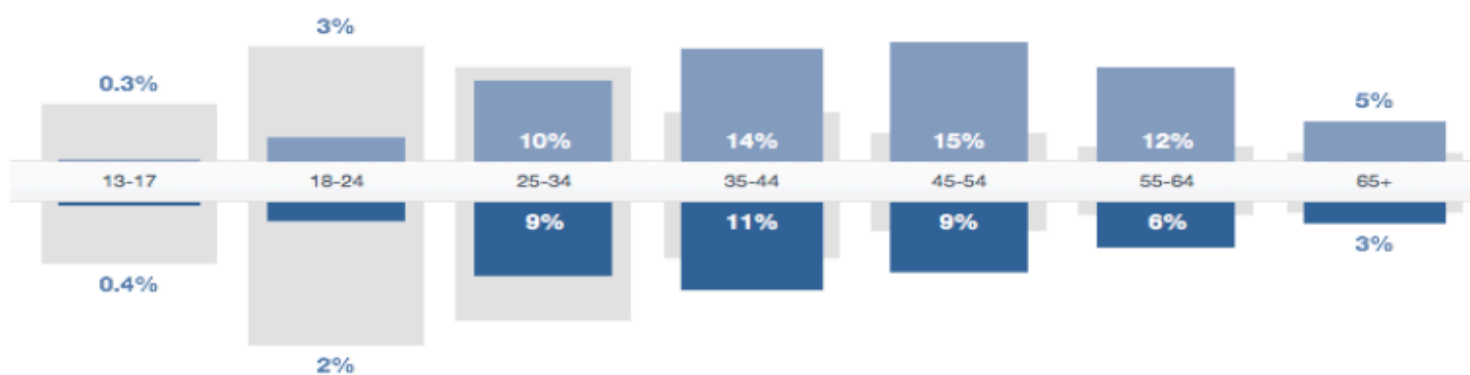


This report was generated on 1/9/15 at 4:40:52 PM - Refresh Report

The people who like your Page LakeExpo Facebook Demographics

Women
59% Your Fans
46% All Facebook

Men
40% Your Fans
54% All Facebook



Find reports & more

Overview

Jan 1, 2014 - Dec 31, 2014

Customize Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

Explorer

Summary **Site Usage** Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions

80,000

40,000

April 2014 July 2014 October 2014

Primary Dimension: **Device Category**

Plot Rows Secondary dimension Sort Type: Default

advanced

Device Category	Acquisition			Behavior			Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	1,885,279 <small>% of Total: 100.00% (1,885,279)</small>	57.72% <small>Avg for View: 57.70% (0.04%)</small>	1,088,198 <small>% of Total: 100.04% (1,087,789)</small>	66.44% <small>Avg for View: 66.44% (0.00%)</small>	2.95 <small>Avg for View: 2.95 (0.00%)</small>	00:01:37 <small>Avg for View: 00:01:37 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	
1. mobile	844,806 (44.81%)	41.88%	353,810 (32.51%)	70.69%	1.69	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)	
2. desktop	778,402 (41.29%)	80.55%	627,034 (57.62%)	63.07%	4.61	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)	
3. tablet	262,071 (13.90%)	40.96%	107,354 (9.87%)	62.70%	2.11	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)	

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 - Network
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 - Custom
 - Benchmarking
 - Users Flow
- Acquisition
- Behavior