

# LakeExpo.com

**The Lake's #1 Most Trusted News Source**

**ExpoSHOPPER**

**Mobile Advertising**

**E-mail Marketing**

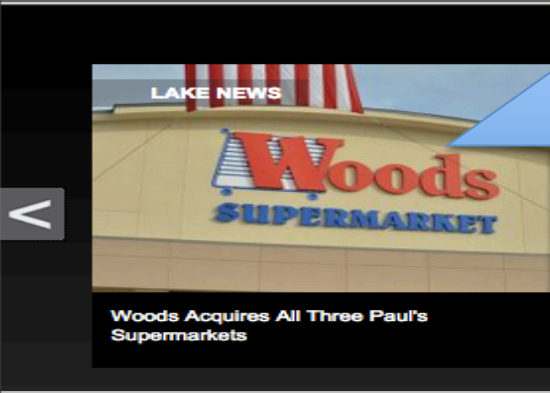
**Branded Banner & Textural Advertising**

**Social Media Services**


**Most Relevant Audience Online**

## Retail & Supermarket Display Advertising

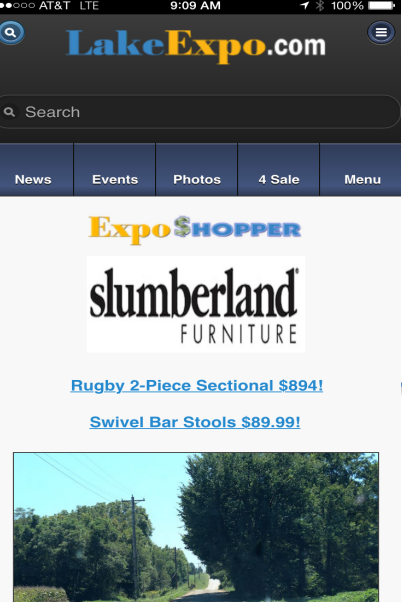
**Expo Shopper** Paul's Supermarket >> Rewards Card Savings! 2-Day Sale! Best Choice Sugar 2/\$3 Malt-O-Meal Cereal 2/\$5



**Textual Ad**  
536,814  
Ad Views  
(1 Year)  
8/1/14-  
7/31/2015

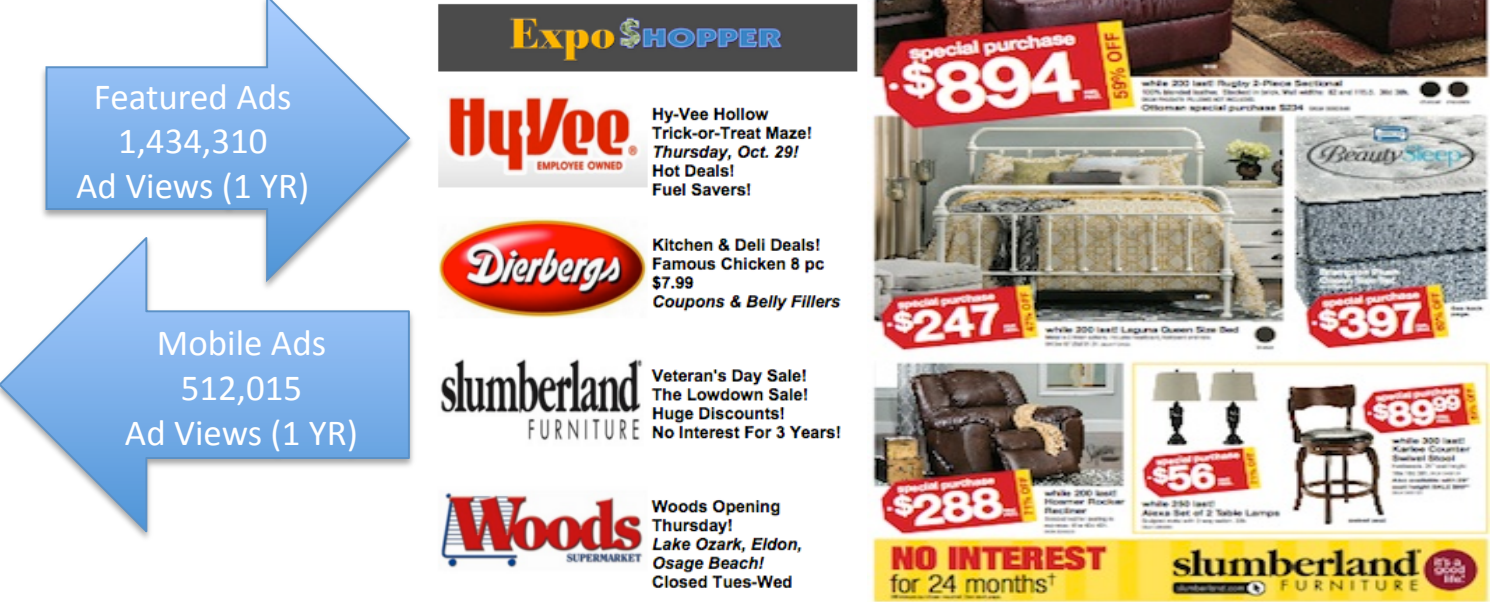


**Full-Site Banner Ad**  
515,127  
Ad Views (1 YR)



**Featured Ads**  
1,434,310  
Ad Views (1 YR)

**Mobile Ads**  
512,015  
Ad Views (1 YR)



**Expo SHOPPER**

- HyVee** Hy-Vee Hollow Trick-or-Treat Maze! Thursday, Oct. 29! Hot Deals! Fuel Savers!
- Dierbergs** Kitchen & Deli Deals! Famous Chicken 8 pc \$7.99 Coupons & Belly Fillers
- slumberland FURNITURE** Veteran's Day Sale! The Lowdown Sale! Huge Discounts! No Interest For 3 Years!
- Woods SUPERMARKET** Woods Opening Thursday! Lake Ozark, Eldon, Osage Beach! Closed Tues-Wed

**slumberland FURNITURE** SHOP NOW FOR LIMITED TIME OFFERS & BIG MANUFACTURER DISCOUNTS!

**special PURCHASES!** UP TO 70% OFF!

- special purchase \$894** 59% OFF while 200 seat Rugby 2-Piece Sectional 50% stored buffer. Stocked in brick. Val with: 42 and 110. 360 36. Ottoman special purchase \$234
- special purchase \$247** 47% OFF while 200 seat Legane Queen Size Bed
- special purchase \$397** 50% OFF while 200 seat Beauty Sleep
- special purchase \$288** 41% OFF while 200 seat Hooper Rocker Recliner
- special purchase \$56** 71% OFF while 200 seat Alexa Set of 2 Table Lamps
- special purchase \$89.98** 51% OFF while 200 seat Karlee Counter Swivel Stool

**NO INTEREST for 24 months\*** **slumberland FURNITURE** It's a Good Deal!

# Lake Alert eBlast & Social Media Services – 11,600+ eBlast Subscribers

## Expo\$HOPPER



**10 For \$10 Sale!**  
**Mix or Match!**  
**Get the 11th Item FREE!**  
**Coupons & Belly Fillers**



**Woods Grand Opening!**  
**Lake Ozark, Eldon, Osage Beach!**  
**Gift Card Giveaway**  
**FREE Coke & Pepsi!**



**Hot Deals!**  
**Hy-Vee Angus Reserve Boneless Chuck \$3.99/lb**  
**Fuel Savers!**

**Dierbergs LAKEVIEW POINTE**

**Center Cut Meats**  
Center Cut Pork Steaks **\$1.49**

**Lean Beef for Stew**  
Boneless Top Round Roast **\$4.47/lb.**

**Perfect Fresh Chicken**  
Thighs or Drumsticks **99¢**

**10\$ FOR 10 MIX OR MATCH**

**GET THE 11TH FREE!**

**Microsoft Document**



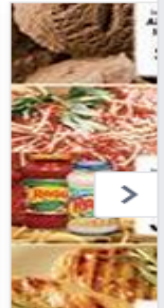
Super Supermarket Specials This Weekend!



[exposhopper.p21online.com](http://exposhopper.p21online.com)



[exposhopper.p21online.com](http://exposhopper.p21online.com)



[exposhopper.p21online.com](http://exposhopper.p21online.com)

## Lake Alert

### ExpoShopper

Weekly Specials from Stores You Love to Shop

### Paul's Supermarket

**Paul's Rewards!** Whole Fryers 79¢ lb., Jonathan Apples \$1.99, Best Choice Ice Cream 2/\$5!  
**2-Day Sale! Wednesday & Thursday ONLY!** Doritos 2/\$4 and Best Choice Yogurt 4/\$1!

### Dierbergs Lakeview Pointe

**5 For \$10 Sale! Mix or Match!**  
Get the 6th item FREE When You Buy 5 Items for \$10

### Hy-Vee - Osage Beach

**Hot Deals!** Hy-Vee Chicken Breast \$1.98 lb., Jack's Pizza \$1.99, Hy-Vee Drinking Water 4/\$10!  
**Pet Sale!** Offers "Impawsible" to Resist!

### LakeExpo.com News

[Wife Of WWII Veteran Has 50-Year VFW Legacy](#)

[Second Home Living 'Inspiration Home' To Showcase One Man's Vision For The Lake](#)

[PHOTOS: A Toast To Local Charities At The Champagne Campaign](#)

### Get Cannon Smoked BBQ At The Stables!

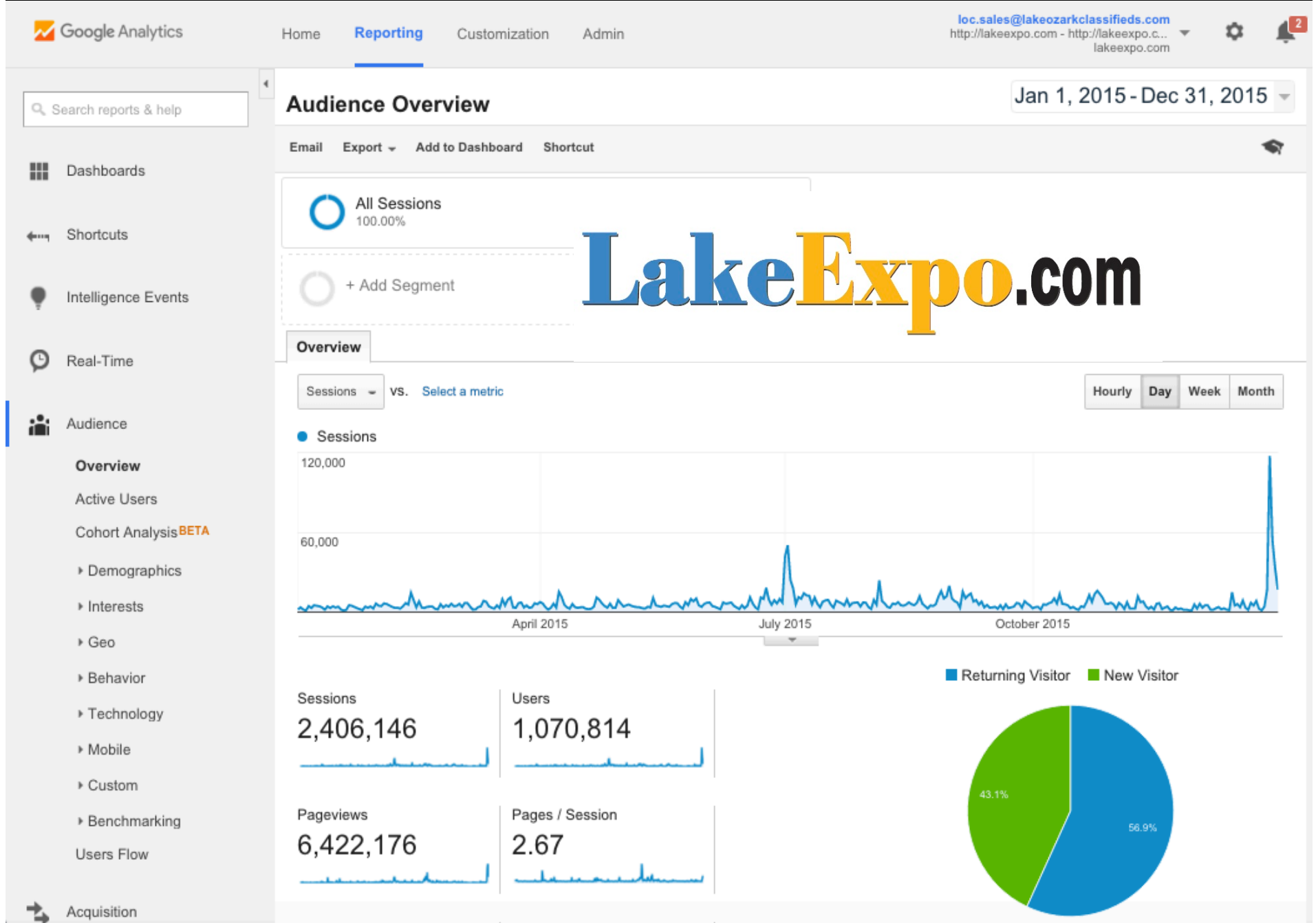
Cannon Smoked Saloon is opening for lunch and dinner at The Stables (just next door) beginning Thursday! There's a full bar and big screen to watch the games — come enjoy the lunch buffet during the week and prime rib buffet on Friday and Saturday nights. Most items from the renowned Cannon Smoked menu will be served too! Cannon Smoked is a stop for Bikefest this week — all are welcome at The Stables from 11am – 8pm.  
[www.cannonsmokedatthelake.com](http://www.cannonsmokedatthelake.com)

[Still Controversial, Laurie Sidewalk Plans Go To MoDOT](#)

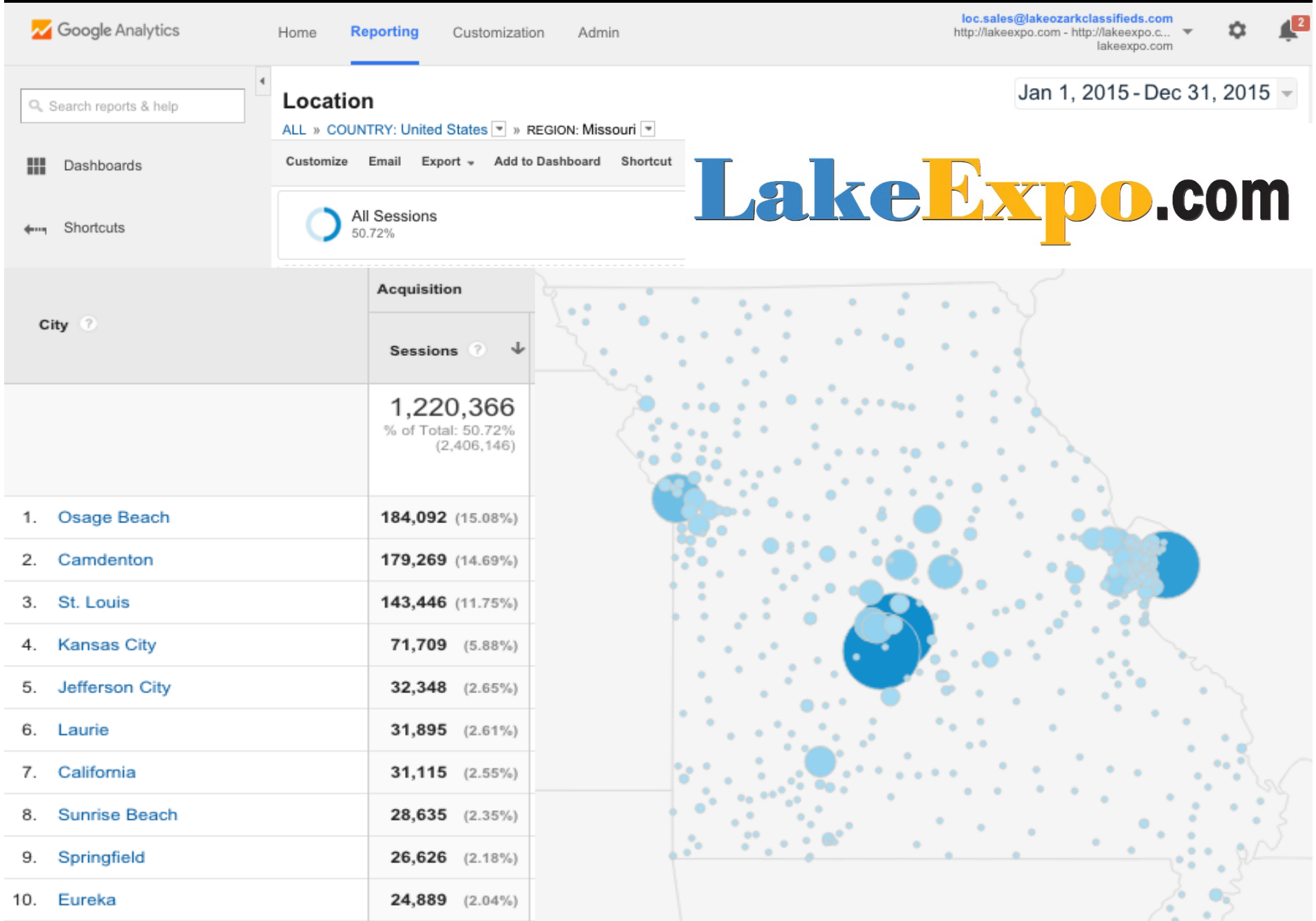
[Sheriff's Department To Host Meet & Greet At Shooting Range](#)

[11 Tips For Teaching Teens To Drive](#)

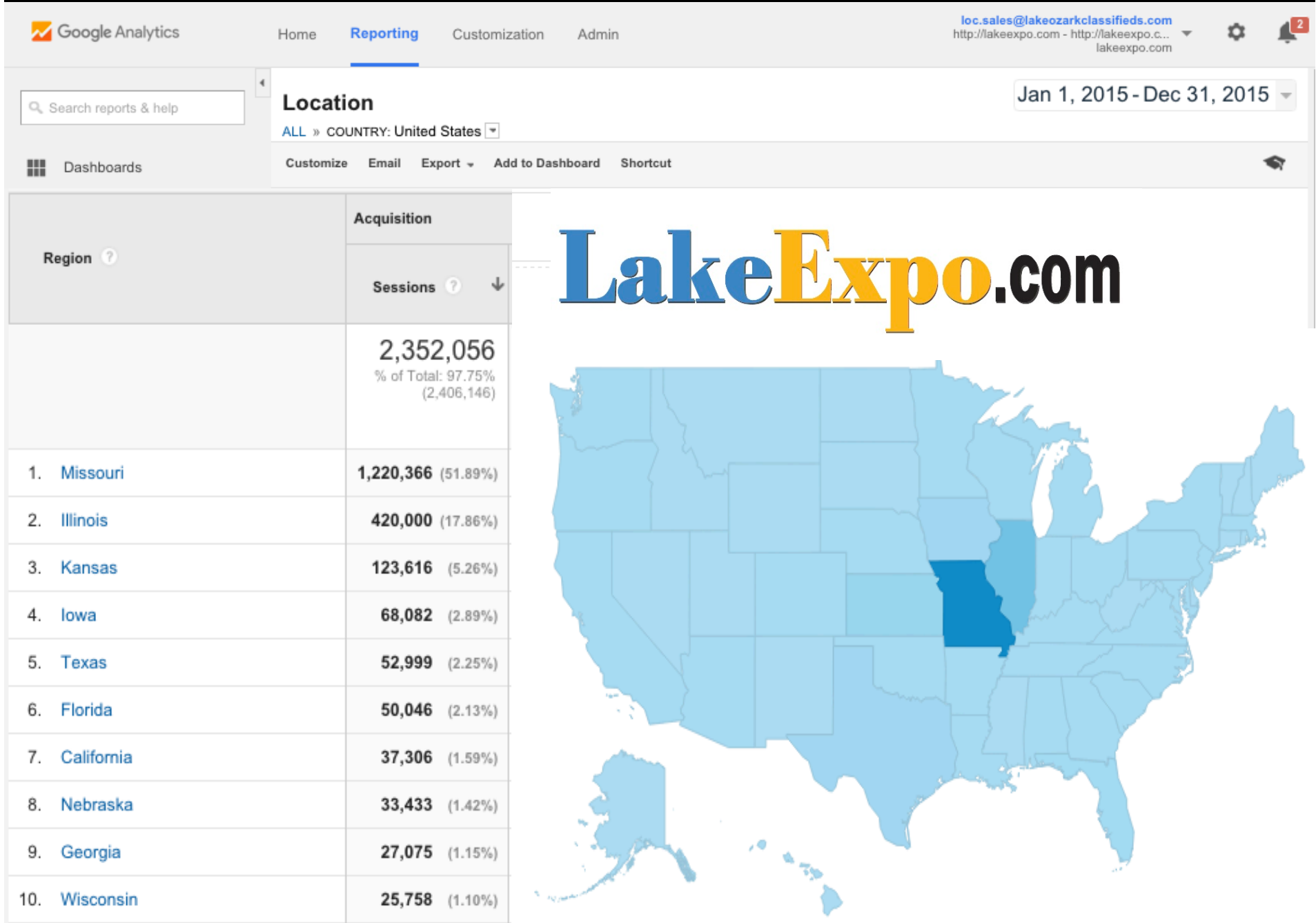
# LakeExpo.com Audience Statistics – 1 Year (Jan. 1, 2015-Dec. 31, 2015)



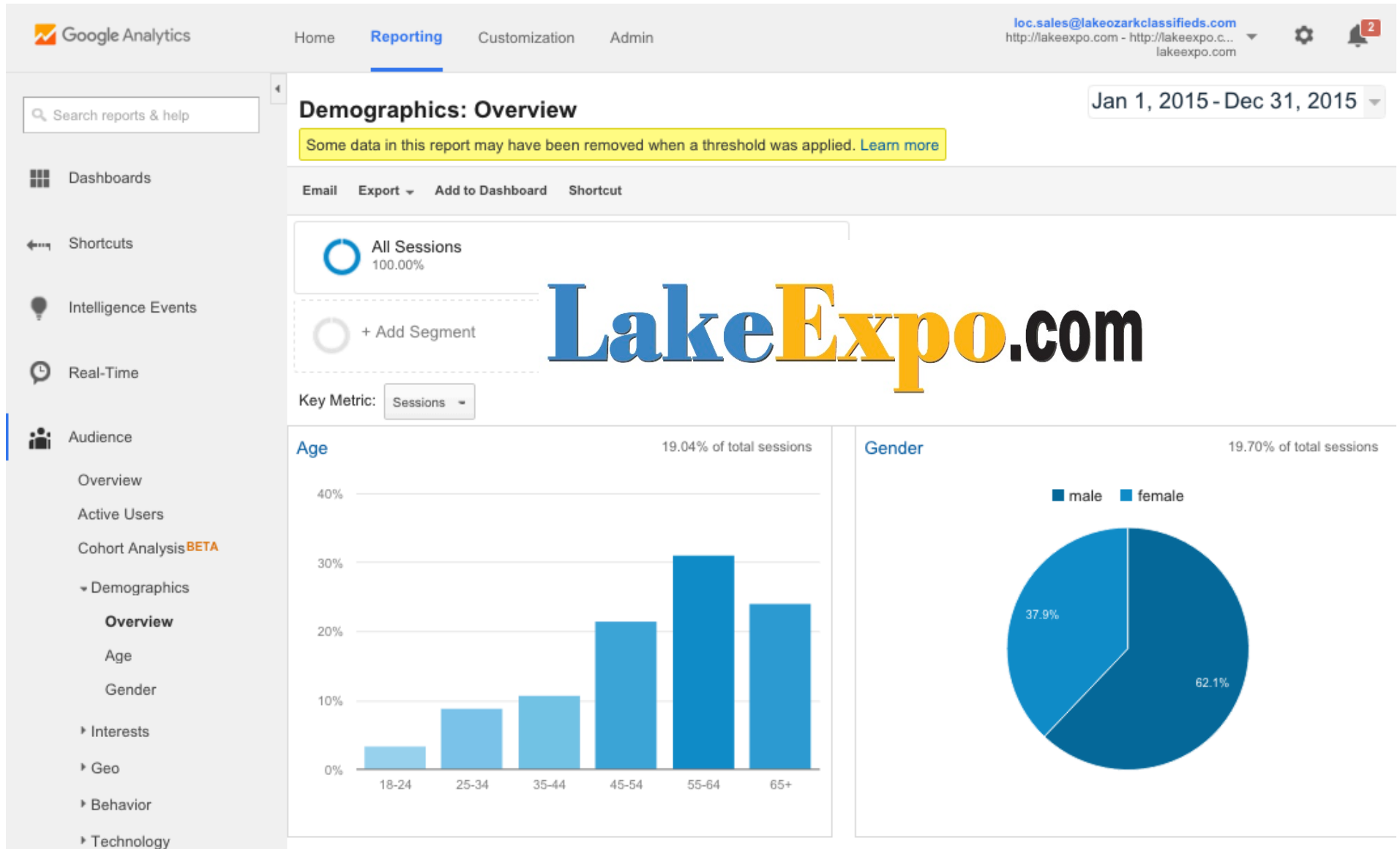
# LakeExpo.com Geo Demographics – Missouri - 1 Year (Jan. 1, 2015-Dec. 31, 2015)



# LakeExpo.com Geo Demographics – United States - 1 Year (Jan. 1, 2015-Dec. 31, 2015)



# LakeExpo.com Audience Demographics – 1 Year (Jan. 1, 2014-Dec. 31, 2015)



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 PSANSWER 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

**Shopping Cart**

My Shopping List

Hop on New Specials

Enter Email

View Email 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 Six Chicken & Dumplings  Remove

# 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

**All Inclusive: \$750 (40% Savings)**



### 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)**
- COST: 39.95 per page converted**

