



## Partner Marketing

Your brand. Our customers.  
A perfect partnership.



### Connect with us

shoppermarketing@staterbros.com



### Fund Guidelines

All budgets for participation must not come from Trade Funds.



### After-Summary Report

Please request before the campaign starts.

## Average Metrics

Connect. Captivate. Convert.

### Social Media:

<b>750K+</b>	<b>70K+</b>	<b>700K+</b>
Impressions/yr.	Engagement/yr.	Reach/yr.

### Email Subscribers: 651K+

<b>33.4%</b>	<b>30%</b>
Open Rate	Industry Rate

<b>1.4%</b>	<b>1.0%</b>
Click Rate	Industry Rate

### Weekly Chainwide Store Visits: **2.5M+/wk.**

Captivate customers with in-store audio, theater signs, in-store activations, and more.

### Ad Views:

**1.2M+/mo.**

Capture customers with a digital page.

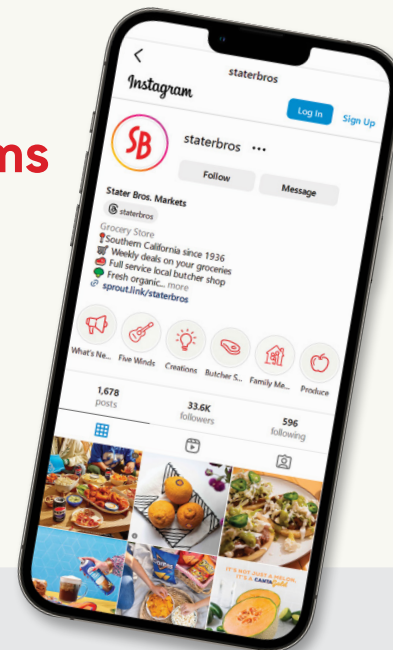
### Staterbros.com Views:

**2M+/mo.**

Maximize your reach on blogs or web ads.

## Social Platforms

Stories.  
Communities.  
Growth.



### Instagram Post:

33.6K+ Followers  
93K+ Impressions/mo.  
4K+ Engagement/mo.

Lifestyle photos, real brand connections.

**\$2,000**

### Instagram Reels:

Avg. 116K+ Views/mo.  
4.5K+ Engagement/mo.

Post. Click. Influence.

**\$4,000**



Facebook:  
62K+ Followers  
168K+ Impr./mo.  
11K+ Eng./mo.

Likes, shares, comments.  
Start the conversation.

**\$2,000**



TikTok:  
6K+ Followers  
263K+ Views/mo.  
2K+ Eng./mo.

Reach thousands with bite-sized videos.

**\$4,000**



Meta Ads:  
(Includes Boosting)

Leverage an engaged, trustworthy profile to geotarget customers.  
• Metrics vary based on campaign type.

**\$5,000**



YouTube Shorts:  
5K+ Subscribers  
4K+ Avg. Views/Video

Engage our audience with custom videos.

**\$4,000**

**Post Boosting:** Increase your reach with our audience. Ask for more details.

## Web+

### Email Buyout: **\$15,000**

651K+ email inboxes, 1 powerful email.

### Email Footer: **\$10,000**

Feature your brand in one of our weekly email blasts.

### Web Hero Ad: **\$10,000**


Get an exclusive 2-week active feature on staterbros.com. Based on availability.

### Sponsored Blog: **\$7,500**

Your brand, custom-told on staterbros.com.

### Digital Only Ad: **\$9,000**

Get bold visuals with full details on an entire weekly ad digital page.

› Also featured on .

### Vendor Highlight: **\$5,000 - \$7,000**

Depending on placement.

A 2-week active spotlight on staterbros.com home page.

## Audio

### In-Store Audio: **2.5M+ Chainwide Foot Traffic/wk.**

- Build brand affinity, in-store.

**Starting at \$2,350/wk.**  
with 4 daily ads chainwide.

### Production:

- Includes copywriting, custom music bed, voice talent, recording session, all producer fees and final produced audio files.

**Starting at \$2,500**

- For partner-produced audio files, Stater Bros. Markets reserves the right for final approval.

## E-Commerce

### Sponsor Ads: **Pricing Varies**

- Convert online shoppers to your brand on [shop.staterbros.com](http://shop.staterbros.com).



Download our app.



### Custom Aisles: **\$10,000/wk.**

- Promote your brand with tailored aisles on shop.staterbros.com and on our mobile app.
- Includes digital banner.
- Based on availability.
- 2 week run.

### Ecomm Banner: **\$14,000/wk.**

- Based on availability.
- Includes shoppable landing page.
- Complimentary Facebook, and Instagram included with purchase.
- 2 week run.

### Shoppable Recipe: **\$14,000/wk.**

- Complimentary Facebook, and Instagram posts included with purchase.
- Includes sponsored section on our homepage.
- Based on availability.

### Shoppable Landing Page: **\$14,000/wk.**

- Complimentary Facebook, and Instagram posts included with purchase.
- Includes sponsored section on our homepage.
- Based on availability.
- 2 week run.

### Swish Bx: **Pricing Varies**

- Digital Sampling.

All holiday + high-traffic event messaging will incur a 10% surcharge. Holidays and high-traffic calendar dates include, but not limited to:

- |                      |                |
|----------------------|----------------|
| • New Year's Eve/Day | • Labor Day    |
| • Valentine's Day    | • Veterans Day |
| • St. Patrick's Day  | • Halloween    |
| • Easter/Passover    | • Thanksgiving |
| • Mother's Day       | • Christmas    |
| • Memorial Day       | • Olympics     |
| • Father's Day       | • World Cup    |
| • Independence Day   | • Super Bowl   |

## In-Store

### In-Store Activations: **Pricing Varies**

- Generate buzz with exciting events at our stores.

### Theater Signs: **Starting at \$5,000/wk.**

- Showcase your brand and offerings on our large theater sign located at the front of the store.

### Sampling opportunities available: **Pricing Varies**

For more information on in-store activations and sampling, email: [shoppermarketing@staterbros.com](mailto:shoppermarketing@staterbros.com)

## Creative

### Graphic Design: **Starting at \$150/hr.**

- Unlock your campaign's potential with our team of design experts.

### Video: **Pricing Varies**

- All-inclusive production.

## New Item Launch Package

Based on availability, includes:

- |                      |                        |
|----------------------|------------------------|
| • Free Facebook post | • Instagram post       |
| • Email buyout       | • Digital only Ad page |

**\$15,000** (\$30,000 Value)

**Click here  
to get started.**

Disclaimer: All offers are based on inventory availability.  
Effective as of January 2025.