



Shopper 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

Average Metrics

Connect. Captivate. Convert.

Social Media:

8.9M+ Impressions/yr. | **400K+** Engagement/yr. | **4.1%** Engagement Rate Per Impression

Email Subscribers: 618K+

52.3% Open Rate | **30%** Industry Rate

1.0% Click Rate | **1.8%** CTOR

Weekly Chainwide Store Visits:

1.7M+/wk.

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

Ad Views:

2.1M+/mo.

Capture customers with a digital page.

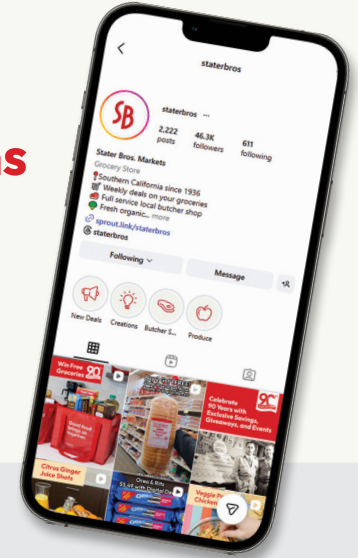
Web & E-Commerce Views:

5.3M+/mo.

Maximize your reach on blogs or web ads.

Social Platforms

Stories.
Communities.
Growth.



Instagram Post:
47.3K+ Followers
8.2K Avg. Impressions
3% Avg. Engagement Rate
Lifestyle photos, real brand connections.
\$2,000

Instagram Reels:
6.4K Avg. Impressions
3.7% Avg. Engagement Rate
Post. Click. Influence.
\$4,000

Facebook:
72K+ Followers
5.3K Avg. Impressions
4.7% Avg. Engagement Rate
Likes, shares, comments.
Start the conversation.
\$2,000

TikTok:
17.9K+ Followers
7.8K Avg. Impressions
5.2% Avg. Engagement Rate
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:
8.77K+ Subscribers
3.8K+ Avg. Views/Video
Engage our audience with custom videos.
\$4,000

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

Influencer Marketing: Pricing varies. Please inquire 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: **\$7,000**

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

Audio

In-Store Audio: 1.7M+ 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.

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**

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

Shoppable Recipe: **\$14,000**

- Complimentary Facebook, and Instagram posts included with purchase.
- Based on availability.

Shoppable Landing Page: **\$14,000**

- Complimentary Facebook, and Instagram posts included with purchase.
- Based on availability.
- 2 week run.

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 |



Download our app.



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

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:

- | | |
|-----------------|------------------------|
| • Facebook post | • Instagram post |
| • Web Hero | • Digital only Ad page |

\$15,000 (\$25,000 Value)

**Click here
to get started**

Disclaimer: All offers are based on inventory availability. Effective as of January 2026.