

## Benefits to You

### Branded Distribution

Consumers can take your marketing materials with them – extending your brand and product shelf-life.

### Targeted Marketing and Demographics

We partner with the nation's top chains to offer you customized advertising display programs with the best consumer reach.

### Customizable Programs

Advertising and marketing program(s) can be customized to meet your needs.

### Repetitive High Traffic Exposure

Our displays are placed in key locations like the entrance and exit doors to provide prime visibility and high volume foot traffic.

### Premium Product Placement

Information on our displays can be seen by tens of thousands of local consumers each week and the millions of people who visit retail stores every year.

### Cost Effective Advertising

Our display advertising is often more cost effective and efficient than TV, radio, newspaper, phone directory and billboard advertising.

### Eliminates Barrier to Entry

We break down the barriers to position your brand in the nation's top retail locations.

## Experience

DistribuTech's community center display program is specifically designed for free publication distribution and allows you to promote your business to millions of consumers – on a local or a national basis. Our reach is made possible by our exclusive agreements with many of the nation's largest retailers. We place our displays in high traffic areas, such as the entrance and exit areas of the stores, to provide your publication with maximum impressions and pick-up. Your publication is delivered and merchandised weekly, to ensure efficient product placement and extended shelf-life.



For more information, contact us at  
**advertise@distributech.net**  
OR **1-800-720-2225**  
**www.DistribuTech.net**

# FREE PUBLICATION DISTRIBUTION

REACHING CONSUMERS



They say **first impressions** are the **most important...**



...but we say **the next 499 million** are **significant too!**

**TOP FIVE FREE PUBLICATION CATEGORIES**

- REAL ESTATE
- AUTOMOTIVE
- EMPLOYMENT
- ALTERNATIVE
- CLASSIFIED



## Demographics

### GROCERY STORE

- Average income of \$48,000
- 35% male and 65% female
- 37% between the ages 18-34
- 37% between the ages 35-54
- Average foot traffic of 12,000 per week

### VIDEO STORE

- Mean income of \$50,000
- 50% male and 50% female
- 43% between the ages 18-34
- 42% between the ages 35-54
- Average foot traffic of 7,000 times per week

### DRUG STORE

- 69.4% have an income of \$30,000+
- 42% male and 58% female
- 23% between the ages 18-34
- 45% between the ages 35-54
- Average foot traffic of 2,000 per week

### CONVENIENCE STORE

- Average income of \$34,000
- 70% male and 40% female
- 51% between the ages 18-34
- 40% between the ages 35-54
- Average foot traffic of 2,000-3,000 per week

SOURCE: Based on 2009 DistribuTech research.

## SAP - Top 100 Retailers

### RETAIL CHAIN PROGRAM

Kroger	#2
CVS®	#7
Sears/Kmart	#9
SUPERVALU®	#11
Food Lion®	#18
7-Eleven®	#22
AAFES®	#43
QuickTrip®	#45
Whole Foods Market®	#48
Giant®/Stop & Shop	#57
Albertsons®	#64
Harris Teeter®	#91
Raley's®	#92
Wawa®	#99



CVS/pharmacy®



Wawa®

Harris Teeter



SAP - Systems Applications and Products in Data Processing (August 2009)

Call us at 800-720-2225 or email [advertise@distributech.net](mailto:advertise@distributech.net)