

C&S Robesonía Email Marketing Advertisement Program

As you know, email marketing is a cost effective vehicle to keep in contact with loyal and potential customers. C&S has a Marketing Program that will enable vendors to advertise within the email campaigns that are blasted monthly to registered Shurfine and ShurSave Market ad group customers.

PROGRAM ADVANTAGES

- **Vendors will be advertising to customers who want to be reached.** Shurfine Markets has approximately 5,400 recipients and ShurSave Supermarkets has approximately 10,000 recipients that have all opted in to receive email. So a very low spam reporting!
- **Low vendor cost:** The email set up fee is \$100.00 and the cost per email blasted is \$.02 per email. Vendors will be charged either by an A/P Deduction or from their Recip Account.
* Note: Emails that bounce will not be charged the \$.02 per email.
- **Successful email campaigns:** Our open rates and click-through rates are higher than the industry averages, and our bounce rate is nearly 6.5% lower than the industry average.

C&S Robesonía Campaign Success Rates	Retail Industry (online/offline) Averages
Click-Through Rate – 29.9%	Industry Click-Through Rate – 14.7%
Open Rate – 22.8%	Industry Open Rate – 17.6%
Bounce Rate – .7%	Industry Bounce Rate – 7.1%
* C&S Robesonía statistics are based on the results from a series of 9 blasts to ShurSave customers. Industry Averages based off Retail Averages. Statistics defined by Constant Contact.	

VENDOR SIGN-UP

Vendor Name:		Product:	
Contact:		Contact Phone:	
Check Method of Payment:	<input type="checkbox"/> A/P Deduct Vendor # <input type="text"/>	<input type="checkbox"/> Pay by Check	
URL to Link Ad to:			
Ad week to target: _____ Product UPC's: If submitting a print ready ad, it should be a minimum of 300 dpi and in JPG format. Ad size should be no more than 4" (or 273 pixels) wide. There is no specs to the length, however it is recommended that the ad not exceed 7" (or 448 pixels) long. If you need us to create your ad, please provide the text/verbiage you want in your ad in the below space: _____ _____ _____			

Please send all artwork and/or components to Nicole Peters at npeters@cswg.com.
For additional information, you may contact Nicole at 610-693-1483.