



partner with our  
**SUPERMARKET REGISTERED  
DIETITIANS**

## **SOCIAL MEDIA**

Let's meet our customers where they are: Facebook. Our Registered Dietitian Team has built a strong following on Facebook through weekly Facebook Lives called 'Healthy Tip Tuesdays.'

## **TV SEGMENTS**

Today, shoppers rely on their devices for everything. Our team has been featured across all Minneapolis-St. Paul network stations with over 40 appearances on morning and daytime news and talk shows. Through interactive recipe and food demonstrations, we highlight unique ways to utilize featured products in recipes that draw attention to nutrition, all while keeping it fun and engaging!

## **E-COMMERCE AND DIETITIAN'S CORNER**

Bring attention to your product(s) by having them be featured on our e-commerce homepage, 'Dietitian's Corner' page, and offer exclusive deals to our guests through digital coupons.

## **IN-STORE MARKETING**

Reach out to our guests by in-store marketing that appeals to all of their senses. Our guests are able to taste, touch, smell, see, and hear all about your product(s) through demonstrations, intercom messaging and video. This guarantees that messaging will reach consumers in one way or another!

## **PRINT MARKETING**

Our dietitian team can offer nutrition tips and tricks, with easy to follow recipes alongside your product(s) in our ad. This helps make the healthy choice the easy choice for our guests!

## **COMMUNITY NUTRITION**

At Coborn's Inc., one of our core values is Community Giving. This doesn't stop at financial investment or volunteerism. Help us provide nutrition education and impact more of our community members.



Emily, MFGS, RD, LD



Amy, MS, RD, LD

# À LA CARTE

**SPONSORED FACEBOOK LIVE | COBORN'S**  
Includes a 7-day paid post with  
\$150 Coborn's gift card giveaway **\$600**

**SPONSORED FACEBOOK LIVE |  
MARKETPLACE FOODS**  
Includes a 7-day paid post with  
\$50 Marketplace Foods gift card giveaway **\$200**

**FACEBOOK POSTS**  
Limit 2 per month **\$200**  
per post

**TV SEGMENT | 6 MINUTE**  
Guaranteed, includes recipe and product  
promotion (40,000-75,000 live viewers) **\$3000**

**TV SEGMENT | 3 MINUTE**  
Pitched, Includes recipe and product promotion  
(40,000-75,000 live viewers) **\$1500**

## E-Commerce and Dietitian's Corner

**INTERACTIVE BANNER ON  
SHOP.COBORNS.COM**  
(1 week run) **\$500**

**BANNER ON  
'DIETITIAN'S CORNER' PAGE**  
(1 month run) **\$250**

## In-Store Marketing

**KID'S CLASS**  
Includes all costs associated with produce  
and recipe promotion **\$300**

**GAS STATION TV DIETITIAN TIPS**  
(1 week run) **\$750**

**IN-STORE INTERCOM MESSAGING** **\$500**

## Print Marketing

**IN-AD RECIPE** **\$1500**

**IN-AD PRODUCT DIETITIAN TIP** **\$750**

## Community Nutrition

**LOCAL SCHOOL TASTE TESTING** **\$500**  
per school

**LUNCH AND LEARN** **\$2500**  
This would include the cost of lunch for attendees.  
Live Recorded and made available for 9000+ employees.

**EMPLOYEE SAMPLING** cost of product

*\*all fees listed per item*



## 'FOODIE FEATURE' PACKAGE

**\$7500**

### SOCIAL MEDIA

- » Sponsored Facebook Live—Coborn's
- » Sponsored Facebook Live—Marketplace Foods

### TV SEGMENTS

- » TV Segment—6 minutes  
Guaranteed, includes recipe and product promotion  
(40,000-75,000 live viewers)
- » TV Segment—2-minute  
Pitched, includes recipe and product promotion  
(40,000-75,000 live viewers)

### E-COMMERCE AND DIETITIAN'S CORNER

- » Interactive Banner on Shop.Coborns.com  
(1 week run)
- » Banner on 'Dietitian's Corner' Page (1 month run)

### IN-STORE MARKETING

- » Gas Station TV Dietitian Tips (1 month run)
- » In-Store Intercom Messaging

### PRINT MARKETING

- » In-Ad Product Dietitian Tip

We pride ourselves on the integrity of our science-based programming for the well-being of our guests. All products, recipes and materials must be approved by our team of Registered Dietitians.



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