

***Marketing Opportunities 2024***

**Passport to Savings Option 1: $3,300**

We will run two ***Passport to Savings*** programs in 2024. The spring edition will be effective

**April 03, 2024 to May 28, 2024** and the fall/winter holiday edition will be effective

**September 04, 2024 to October 29, 2024**.

* 100K copies distributed on top of the LA Times
* ~60K distributed to stores
* Included in weekly email
  + 90K+ subscribers
* Point of sale item signs (Shelf Talkers)
* Programmed shelf tags
* On the website homepage for run of campaign (with clickthrough to PDF)
* E-Commerce: 1,000,000+ user reach across all web and app platforms ([www.amazon.com](http://www.amazon.com), [www.instacart.com](http://www.instacart.com), [www.doordash.com](http://www.doordash.com), [shop.bristolfarms.com](https://shop.bristolfarms.com))
* 35,000+ repeat customer impressions
* Estimated incremental sales lift: 5-10%+ on ecommerce

**Passport to Savings Option 2: $3,800**

Option 2 includes the features that are included in Option 1 with the addition of a Farmfresh Ad during the Passport timeframe.

**Visiting Vendor In-Store Demos**

We also allow **your** staff or a third party demo agency to perform samplings in our stores.

This is our *Visiting Vendor Demo Program*.  Please submit your proposed demo schedule using the

link below.

* + Regular Demos: **New Bristol Farms Vendor Demo Portal:** <https://demo.bristolfarms.com/>

**Farmfresh Ad $1,300**

Two week Farmfresh Ad.

See 2024 Promo Calendar for effective start dates. Ads start at $1,300.

Larger ads are negotiable. Please negotiate with your respective Category Manager.

**Combo Ad & Secondary Grocery Floor Display $1,800**

Two week Ad and Secondary Grocery display. Product allocation quantities can be negotiated with respective Category Manager. Promotional retails can run for a longer duration. Negotiate with your Category Manger.

**In-Store TPR Shelf Tags $350**

In-store TPR shelf tags for the duration of the allowance run $350.