



National InStore Media



Advertising & Marketing Solutions For Today's Communities



Who We Are

- National InStore Media (NINS) is the nation's foremost in-store / out-of-home media company, specializing in advertising and marketing to today's culturally diverse communities. Our main focus is posting signage and distributing printed materials throughout multicultural neighborhoods in the top 50 US markets and Puerto Rico.

In-store advertising boosts sales from 5 to 13 percent in c-stores according to *Point-Of-Purchase Advertising International* (POPAI).

*Source: POPAI's "Measured Medium" study



National Neighborhood Venues

Our Primary Focus is on:

- Financial Service Centers (Check Cashing Stores)

Other Venues in Our National Network Include:

- Community Medical Clinics
- Convenience Stores
- Laundromats
- Pharmacies
- Specialty Locations (Senior Centers, Pizzerias, etc.)

These venues allow advertisers to reach targeted consumers in their neighborhoods and in their language of choice



Financial Service Centers



“PAYDAY MARKETING”

- The concept of **Payday Marketing** is to hit the consumer on payday by handing them coupons, samples or literature of the client’s product at the time they are cashing their paycheck
- The Financial Service Center’s consumer demographics vary from community to community. The following information is based on a nationwide survey of non-bank financial institutions. Specific demographic breakouts are available for individual cities and zip codes, based on the latest Census information.
- NINS represents over 8,000 financial service centers coast to coast

*NINS is a member of both the New York and the National Check Cashers Associations (FISCA)

Typical Financial Service Centers:

- Middle to Lower Income Consumers
 - Younger Than the General Population
 - Ethnic Make-up Generally Mirrors MSA’s
- Demographic Profile
- Several Thousand Unique Transactions Per Month
 - Average Customer Visits Four Times Per Month

NINS Can Provide Specific Store Selection Criteria Such As:

- Zip Code
- County
- State
- City
- Specific Ethnic Segments



Community Medical Clinics

- The medical facilities that NINS represent are primarily Pediatric and Family Practice clinics which serve all age groups. The composition of the clinics' patients reflect the communities they serve and in most cases they are the primary health facility for the community.
- Average monthly traffic produces two million impressions per month
- Average patient waiting time is 25-30 minutes (Source: AMA)
- NINS represents over 5,000 medical clinics nationwide
- NINS can provide specific locations based on zip code, county, state, city or specific ethnic segment

NINS Can Provide Specific Store
Selection Criteria Such As:

- Zip Code
- County
- State
- City
- Specific Ethnic Segments



Target Your Audience

- NINS simplifies the process for both the advertiser and the agency by offering a turnkey program. Based on your specific needs, we will utilize our expertise to help you develop relevant advertising and marketing programs that are customized to meet your objectives and budget.
- NINS can be tailored geographically by markets, zip codes and / or ethnicity to accommodate the client's needs. NINS posters are available nationally, regionally or locally at various showing levels. Advertisers are able to choose their markets by state, region or within a local area.

NINS Covers the Top 20 Multicultural Markets, Including:

Chicago	Philadelphia
Dallas/Ft. Worth	Baltimore
Houston	San Francisco/Oakland/San Jose
Los Angeles	San Antonio
Miami/Ft. Lauderdale	Phoenix
New Jersey	Detroit
New York	Denver
San Diego	Washington DC
Albuquerque	Atlanta
Harlingen/Brownsville/McAllen	



In-Store Signage

- Standard in-store posters are featured in prominent locations such as windows, doors and other high-traffic areas, penetrating neighborhoods where other forms of out-of-home advertising often does not exist. This makes every store our billboard and gives us the ability to be in any market, city or town in the US and Puerto Rico.

Printed Materials & Sampling

- Pre-printed materials and hand-to-hand product sampling allow NINS to distribute materials such as brochures, applications, coupons, take-ones and product samples with or without the display of posters. The client's sample moves directly from the teller's hands into the hands of the consumer as their checks are cashed.

Rate Card



Financial Service Center / Community Medical Center / Convenience Store

Signage

<u># of Months</u>	<u>Unit Cost/Month</u>
1-3 Months	\$129
4-7 Months	\$119
8-12 Months	\$109

*Production Costs Not Included

Product Sampling

<u>Sample Quantities</u>	<u>Cost Per 1,000</u>
5,000-150,000	\$199
150,001-300,000	\$189
300,001-1,000,000	\$179
Over 1,000,000	\$149

*Pricing Subject to Weight, Size, Value & Sampling Qualifiers
 *All Rates are Net. Rates Effective March 1, 2005

Pre-Printed Distribution

<u>Quantity Cost</u>	<u>Without Signage</u>	<u>With Signage</u>
<u>Per 1,000</u>	<u>Cost Per 1,000</u>	<u>Cost Per 1,000</u>
250,000	\$109 cpm	\$44 cpm
500,000	\$99 cpm	\$40 cpm
1,000,000	\$85 cpm	\$38 cpm
Over 1 million	\$75 cpm	\$32 cpm

*Programs Cancelled Without 60 Days Prior Notice Based on the Scheduled Program Run Dates

Will Still be Obligated to the Payment Terms of Their Contract

*FSC Signage: (3M Scotch Print) – 20" x 16", 24" x 24", 28" x 18"

*CMC Signage: (3M Scotch Print or Metro Mark) – 20" x 16", 24" x 24"

*3M Scotch Print is a Plastic Film That Adheres to Any Surface but is Removable



Partial List of Recent Clients

- **Amerigroup Health Provider**
- **AstraZeneca**
- **Bank of America**
- **Center for Disease Control (CDC)**
- **Earthworks Films**
- **Fox Sports**
- **GlaxoSmithKline (Lexiva)**
- **Health First Health Provider**
- **Legacy Anti Smoking “Truth” Campaign**
- **Lifetime Channel**
- **Liquid Ice Energy Drink**
- **McDonald’s**
- **Neighborhood Health Providers**
- **New York Harbor Ale**
- **NYC Dept of Health**
- **Perdue**
- **PNC Bank**
- **Shark Energy Drink**
- **Telemundo**
- **Timberland/Footlocker**
- **Timberland-Community Builder Tour**
- **Together RX Access**
- **Truvada**
- **Woodhull Hospital**



Contact Us



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