

News Flash



If they've walked through the door, they've seen your ad.

SmartSource Entrance AdsSM wrap doorway security pedestals with full-color, oversized advertising that reaches every consumer as they enter the store.

Why SmartSource Entrance Ads?

- Advertisises brand to consumers at the beginning of the shopping trip
- Builds brand equity by extending your media campaign to the store
- Creates the largest in-store advertising space
- Reminds consumers to buy your product
- Delivers advertising to all shoppers, not just those that walk down your aisle
- Gives you ownership of all security pedestal placements at store entrance*

SmartSource Entrance Ads is the only in-store advertising program that guarantees 100% shopper reach.

Did you know?

Program Basics:

- Offers complete category exclusivity
- Installed by News America Marketing's in-house field force

*Program includes a maximum of 6 ads per store

Interested in advertising?

Call your News America Marketing sales representative today!