

SmartSource Carts[®]



Puts your message in front of consumers throughout their entire shopping trip

Fast Facts

- Motivates impulse purchases from every consumer in the store
- Drives traffic to your brand
- Displays your ad in front of consumers during the entire shopping trip, delivering top-of-mind awareness
- Reaches shoppers who may not be shopping your aisle
- Builds equity in-store
- Highlights brands with limited or poor shelf space
- Directs consumers to your brand

Basics:

- Available in single and consecutive-cycle buys
- Offers category exclusivity
- Provides the highest-quality field execution in the industry
- Installed and regularly maintained by News America Marketing's in-house field force



SmartSource CartsSM Quick Statistics



Our innovative
Carts[®] custom
options provide the
creative flexibility
to maximize your
brand's presence
in store!

Sales Lift:	+7-14% ¹
Adult Audience:	173 million ²
Adult Reach:	80% ²
Frequency:	7x per cycle ²
Impressions:	1.2 billion per cycle ³
CPMI:	\$0.69 ⁴
Network ⁵ :	12,000+ Food stores 1,250+ Drug stores

Source: ¹GfK NOP; IRI Census Data; MASI

²Simmons, Spring 2007, based on cycle 10, 2007 food-store network

³Adult audience x frequency

⁴CPMI (cost per 1,000 impressions) = cost for a national buy/1,000 impressions
(calculated based on space and variable production costs)

⁵Network based on cycle 3/08 store list

SmartSource Carts solves your toughest brand challenges

Your Brand Challenge:

The Carts Solution:

Increase brand awareness

Provides a continuous reminder throughout the entire shopping trip

Build equity

Extends your campaign into the store and reinforces brand positioning

Drive traffic to brand

Directs consumers to your brand

Launch a new product or line extension

Announces new products or news with double-sided advertising that reaches consumers throughout the entire store



SmartSource CartsSM Custom Options



Chrome:

Catch consumers' attention with the upscale look of chrome. This shiny metallic enhancement adds a polished finish to graphics and adds realism to the creative.

Glitter:

Let your product sparkle and shine with glitter enhancements. Metallic flakes are available in different sizes and colors for even more customization.



Neon:

Make your ad stand out with fluorescent colors that provide bright, bold, glowing colors that consumers can't miss. Neon is ideal for advertising that reaches both children and parents.

3-D Lenticular:

Produces animated images creating a multiple layer of depth to deliver creative that draws consumers to your advertising.



3-D Raised:

Capture and hold consumers' attention with a stunning pop-up effect that adds dimension to graphics.



Lighted:

Automatic-flashing LED lights in red, green or amber applied to the ad.

Did you know?

Local advertising opportunities are now available! Our partnership with **StarKart** allows local businesses to place advertising within their geographical area.



Did you know?

There are more than 4.6 million SmartSource CartsSM advertisements roaming the country's supermarkets placing messages in front of consumers.



Receive an even greater sales lift by integrating Carts[®] with other SmartSource[®] programs

SmartSource Carts delivers an average sales lift range of **+7-14%**

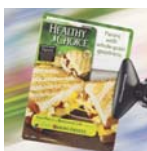
Combine with **SmartSource Coupon Machine[®]**...



... to drive consumer awareness and direct them to Coupon MachineSM savings.

→ **The result: SmartSource Carts adds +3.5 percentage points to your average SmartSource Coupon Machine sales lift!**

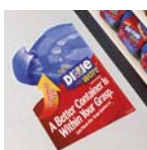
Combine with **SmartSource ShelftalkSM**...



... and drive consumers to your aisle where Shelftalk[®] encourages them to purchase your brand.

→ **The result generates a +14.5% sales lift!**

Combine with **SmartSource Floortalk[®]**...



... and lead shoppers to the aisle where dramatic FloortalkSM advertising stops them in their tracks in front of your brand.

→ **The result generates a +14.5% sales lift!**

Source: IRI Census Data; GfK NOP; MASI
Note: Percentage points equal one percent

SmartSource CartsSM

Take action today!

Call your News America Marketing[®] sales representative or 1-800-462-0852 to add **SmartSource Carts** to your next media campaign.

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