



Partner Marketing

Your brand. Our customers.
A perfect partnership.

Connect with us
shoppermarketing@staterbros.com

Fund Guidelines
All budgets for participation must not come from Trade Funds.

After-Summary Report
Please request before the campaign starts.

Average Metrics

Connect. Captivate. Convert.

Social Media:

750K+ Impressions/yr. | **70K+** Engagement/yr. | **700K+** Reach/yr.

Email Subscribers: 651K+

33.4% Open Rate | **30%** Industry Rate

1.4% Click Rate | **1.0%** Industry Rate

Weekly Chainwide Store Visits:

2.5M+/wk.

Captivate customers with in-store audio, theater signs, in-store activations, and more.

Ad Views:

1.2M+/mo.

Capture customers with a digital page.

Staterbros.com Views:

2M+/mo.

Maximize your reach on blogs or web ads.

Social Platforms

Stories.
Communities.
Growth.



Instagram Post:
33.6K+ Followers
93K+ Impressions/mo.
4K+ Engagement/mo.

Lifestyle photos, real brand connections.

\$2,000

Instagram Reels:
Avg. 116K+ Views/mo.
4.5K+ Engagement/mo.

Post. Click. Influence.

\$4,000



Facebook:
62K+ Followers
168K+ Impr./mo.
11K+ Eng./mo.

Likes, shares, comments. Start the conversation.

\$2,000



TikTok:
6K+ Followers
263K+ Views/mo.
2K+ Eng./mo.

Reach thousands with bite-sized videos.

\$4,000



Meta Ads:
(Includes Boosting)

Leverage an engaged, trustworthy profile to geotarget customers.
• Metrics vary based on campaign type.

\$5,000



YouTube Shorts:
5K+ Subscribers
4K+ Avg. Views/Video

Engage our audience with custom videos.

\$4,000

Post Boosting: Increase your reach with our audience. Ask for more details.

Web+

Email Buyout: **\$15,000**

651K+ email inboxes, 1 powerful email.

Email Footer: **\$10,000**

Feature your brand in one of our weekly email blasts.

Web Hero Ad: **\$10,000**

Get an exclusive 2-week active feature on staterbros.com. Based on availability.

Sponsored Blog: **\$7,500**

Your brand, custom-told on staterbros.com.

Digital Only Ad: **\$9,000**

Get bold visuals with full details on an entire weekly ad digital page.

› Also featured on .

Vendor Highlight: **\$5,000 - \$7,000**

Depending on placement.

A 2-week active spotlight on staterbros.com home page.

Audio

In-Store Audio: **2.5M+ Chainwide Foot Traffic/wk.**

- Build brand affinity, in-store.

Starting at \$2,350/wk.
with 4 daily ads chainwide.

Production:

- Includes copywriting, custom music bed, voice talent, recording session, all producer fees and final produced audio files.

Starting at \$2,500

- For partner-produced audio files, Stater Bros. Markets reserves the right for final approval.

E-Commerce

Sponsor Ads: **Pricing Varies**

- Convert online shoppers to your brand on shop.staterbros.com.



Download our app.



Custom Aisles: **\$10,000/wk.**

- Promote your brand with tailored aisles on shop.staterbros.com and on our mobile app.
- Includes digital banner.
- Based on availability.
- 2 week run.

Ecomm Banner: **\$14,000/wk.**

- Based on availability.
- Includes shoppable landing page.
- Complimentary Facebook, and Instagram included with purchase.
- 2 week run.

Shoppable Recipe: **\$14,000/wk.**

- Complimentary Facebook, and Instagram posts included with purchase.
- Includes sponsored section on our homepage.
- Based on availability.

Shoppable Landing Page: **\$14,000/wk.**

- Complimentary Facebook, and Instagram posts included with purchase.
- Includes sponsored section on our homepage.
- Based on availability.
- 2 week run.

Swish Bx: **Pricing Varies**

- Digital Sampling.

All holiday + high-traffic event messaging will incur a 10% surcharge. Holidays and high-traffic calendar dates include, but not limited to:

- | | |
|----------------------|----------------|
| • New Year's Eve/Day | • Labor Day |
| • Valentine's Day | • Veterans Day |
| • St. Patrick's Day | • Halloween |
| • Easter/Passover | • Thanksgiving |
| • Mother's Day | • Christmas |
| • Memorial Day | • Olympics |
| • Father's Day | • World Cup |
| • Independence Day | • Super Bowl |

In-Store

In-Store Activations: **Pricing Varies**

- Generate buzz with exciting events at our stores.

Theater Signs: **Starting at \$5,000/wk.**

- Showcase your brand and offerings on our large theater sign located at the front of the store.

Sampling opportunities available: **Pricing Varies**

For more information on in-store activations and sampling, email: shoppermarketing@staterbros.com

Creative

Graphic Design: **Starting at \$150/hr.**

- Unlock your campaign's potential with our team of design experts.

Video: **Pricing Varies**

- All-inclusive production.

New Item Launch Package

Based on availability, includes:

- | | |
|----------------------|------------------------|
| • Free Facebook post | • Instagram post |
| • Email buyout | • Digital only Ad page |

\$15,000 (\$30,000 Value)

**Click here
to get started.**

Disclaimer: All offers are based on inventory availability.
Effective as of January 2025.