



METRO SUPER
SAVER™

Affordable Cross-Channel &
Multi-Channel Advertising
for Twin Cities Businesses

651.484.0031
support@metrosaversaver.com

ABOUT US: mnletsdobusiness.com
ONLINE COUPONS: metrosaversaver.com



 BILLIONS MEDIA LLC

1339 Co. Rd. D Circle East
Vadnais Heights, MN 55109

METRO SUPER SAVER BENEFITS

Starting At Less Than

1¢

Per Household Direct Mail



FULL SERVICE
Local Advertising

Locally Owned
& Operated

SINCE
1990



Experience with

3,000+

Clients

BEST
Quality

BEST
Service

BEST
Price

#1 In Direct Mail Advertising
in the Twin Cities

90% Retention

Local Leader in Ad Response, Repeat
Business & Customer Satisfaction



Find Us in Mailboxes
MONTHLY

+ on Our App & Website

24/7



Multiple Targeted
Mailing Areas

Multi Area & Multi
Month Discounts

Regional & Citywide
Rates for Best Coverage



SKILLED DESIGNERS

to Give Your Ad
Unique Personality

PLUS FREE QUOTES

on Additional Creative
Services: Video Content,
Logos, Brochures, Posters,
E-Mail Newsletters, Etc.



FREE

Advertising Online &
on Our Mobile App!



FREE

@MetroSuperSaver
Social Exposure!

COUPON USAGE

34%

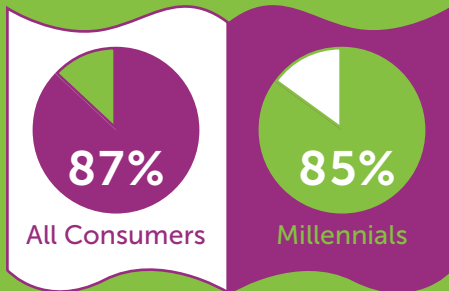
of Millennials
Report an Increase

in mail coupon usage, significantly higher than gen X and boomer users

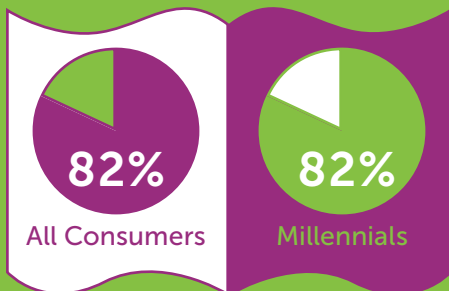


% of People
Who Use Coupons

from the Mail



from a Newspaper or Book



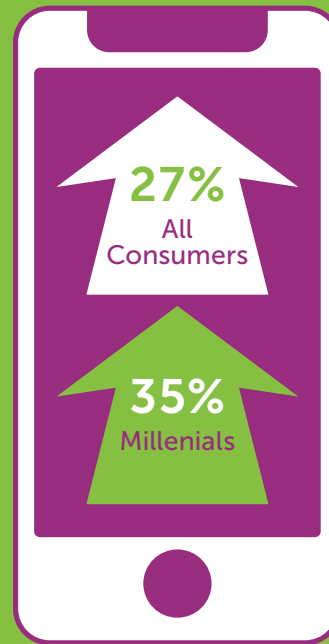
90%
of Shoppers
Use Coupons

% of People
Who Only Buy a
Product If There
Is a Coupon



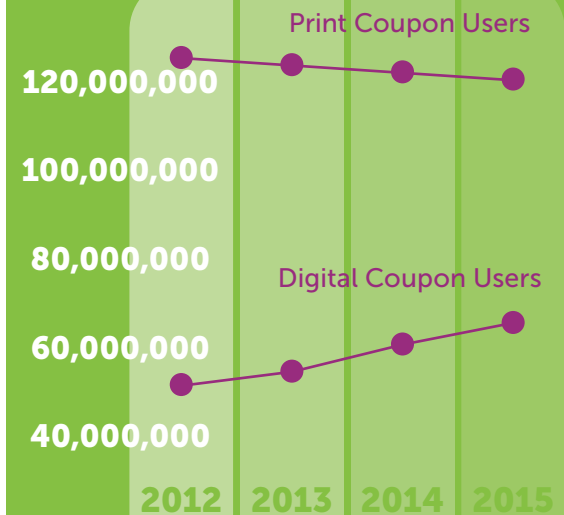
**Digital
Coupon Use
Increased**

% of People Who
Increasingly
Used Paperless
Discounts



Discounts received on their mobile phone and/or downloaded onto a store ID/loyalty card

**Savvy Shoppers
Rely on BOTH Print
& Digital Coupons**



Scarborough Multi-Market 2012-2015, Release 2 (includes coupons for all product categories)

Base: total respondents. Source: 2K16 Valassis Coupon Intelligence Report "Savvy Shoppers Provide Reality Check"

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PRINT COVERAGE MAP

601,868 HOMES

1 Albertville
Elk River
Otsego
Rogers
St. Michael

2 Andover
Anoka
Coon Rapids
Ramsey

3 Blaine
Ham Lake

4 Brooklyn Park
Champlin
Maple Grove
Osseo

5 Brooklyn Center
Crystal
Golden Valley
New Hope

REGION A
152,219 HOMES

REGION D
142,830 HOMES

REGION B
164,237 HOMES

REGION C
142,582 HOMES

19 Woodbury

20 Hudson
Lake Elmo
Oak Park Hts.
Stillwater

21 Maplewood
North St. Paul
Oakdale
Vadnais Hts.
White Bear

22 Arden Hills
Lauderdale
Little Canada
Roseville
Shoreview

23 Columbia Hts.
Fridley
Mounds View
New Brighton
Spring Lake Park

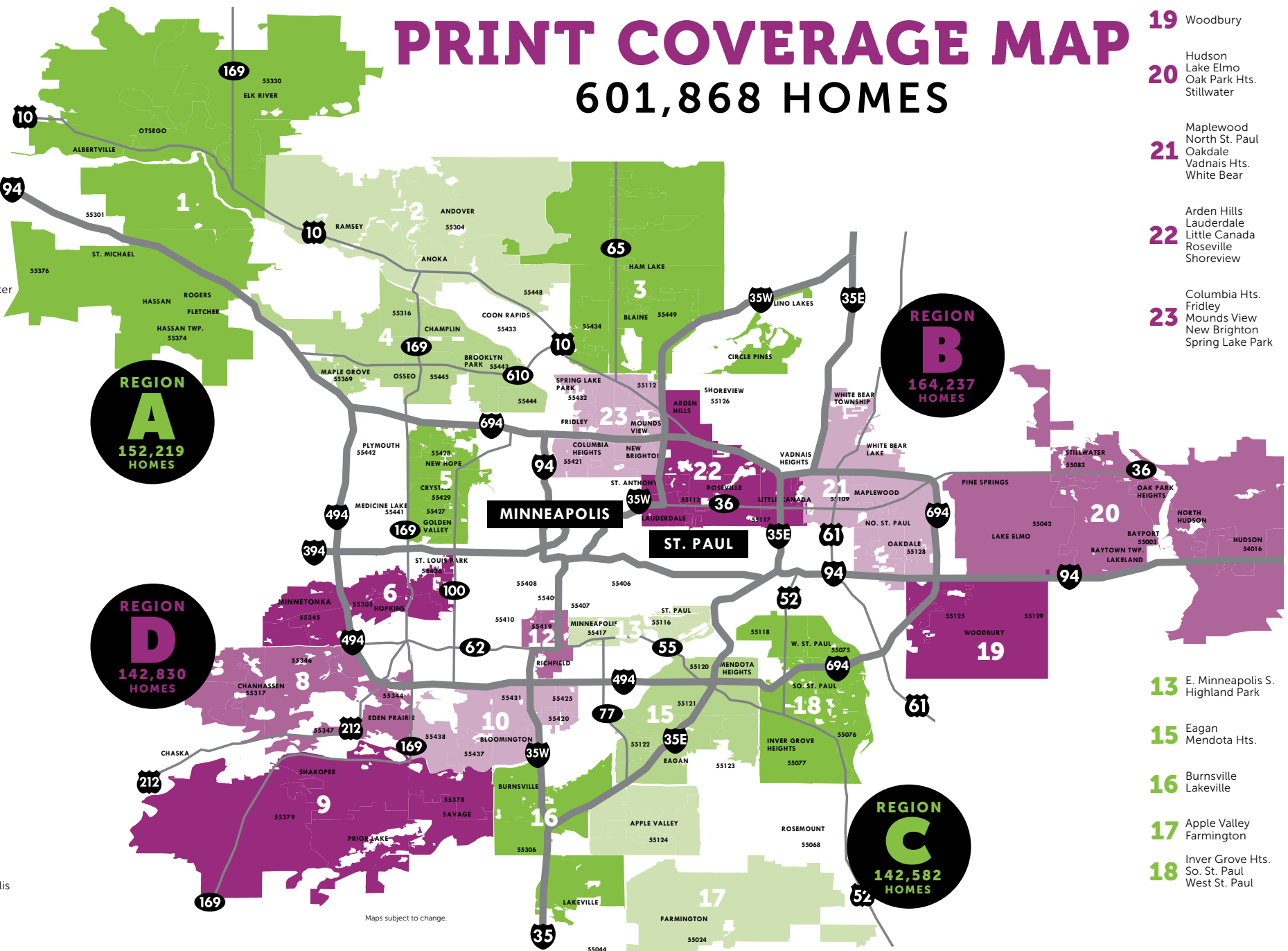
13 E. Minneapolis S.
Highland Park

15 Eagan
Mendota Hts.

16 Burnsville
Lakeville

17 Apple Valley
Farmington

18 Inver Grove Hts.
So. St. Paul
West St. Paul



Maps subject to change.



FREE DIGITAL ADS



The digital version of your direct mail ad is posted on the Metro Super Saver Mobile App & Website for FREE!

Discover local businesses, special offers, grocery circulars, prize giveaways & more!
Search by location, keyword or category.
Download with the QR codes to learn more.



— TRAFFIC STATS —

Metro Super Saver App

Number of Installs: **50,000+**
Average Visits per Month: **20,000+**

MetroSuperSaver.com

Average Visits per Month: **5,000+**

TRAFFIC STATS CONTINUE TO GROW



Asking consumers: when have you last seen or heard an advertisement that led you to take action?

| | RESPONDED LAST 30 DAYS | RESPONDED PAST 12 MOS |
|--|---------------------------|--------------------------|
| Ads/Coupons in your mailbox | 42.7% | 66.1% |
| Television (over-the-air, online, mobile or tablet) | 36% | 64.3% |
| Emailed ad or newsletter | 36% | 59.9% |
| Sponsored search result (like on Google, Yahoo or Bing) | 39.9% | 59.9% |
| Ad on a social network | 38.1% | 58.5% |
| Daily deals (like Groupon or LivingSocial) | 28.4% | 54.8% |
| Mobile smartphone app or text message | 32.6% | 50.5% |
| Radio (over-the-air, online, mobile or tablet) | 26.9% | 50.1% |
| Newspaper (print, online, mobile or tablet) | 28.2% | 49.4% |
| Internet banner ad | 28.2% | 49.3% |
| Magazine (print, online, mobile or on tablet) | 24.1% | 46.7% |
| Outdoor ad/Sign/Billboard | 20.1% | 42% |
| Text link ad on a website | 21.7% | 42% |
| Pre-roll video ads (the video that plays before the video you want to watch) | 19.8% | 36.7% |
| Directory search (online or printed Yellow Pages book) | 21.3% | 36.1% |
| Ads at movie theater | 18.3% | 34.3% |

SOURCE: 2019 AudienceSCAN®

* % total may not equal 100% because audience could select more than one answer to this question.

FULL LIST OF OUR SERVICES

Affordable cross-channel and multi-channel advertising:

- Metro Super Saver direct mail magazine
- Metro Super Saver mobile app via Google Play and the App Store
- www.metro supersaver.com
- Mobile advertising
- Social media advertising
- Business consulting

Graphic design and other creative services:

- Posters, flyers, brochures, invitations, brochures
- Logos and branding
- Menus and catalogs
- Web design
- Conceptual advertising campaigns
- Signage
- Product packaging
- Illustration
- Audio and video editing
- And more

LET US KNOW OF YOUR SPECIFIC NEEDS!

If there is anything else that we should consider, we'll further customize this advertising package!

Thank You!