



# 92 Ace Hardware Stores

Colorado ▪ Wyoming ▪ New Mexico ▪ Nebraska

**\$140 Million Wholesale**

**\$280 Million Retail**

**59 Million Annual Impressions**

## Digital Programs

### Facebook & Instagram

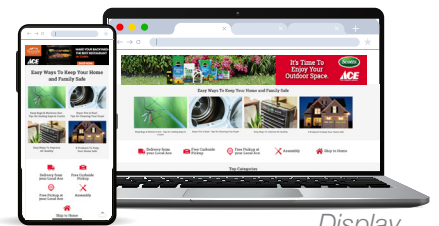
- Product featured on 60+ store pages
- 200,000+ impressions
- ROI measured by impressions & engagements



Social Media

### Display Ads

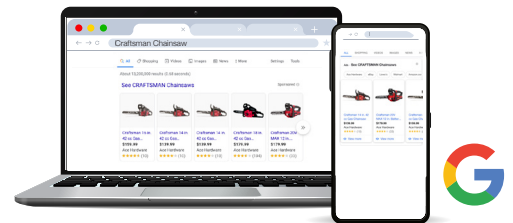
- Reach the right customer at the right time on desktop & mobile devices with behavioural & geotargeting
- 100,000 impressions
- ROI measured by impressions, retail sales, foot traffic studies



Display

### Google Paid Search

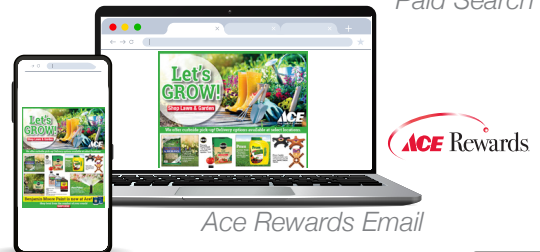
- Reach customers when they are searching for your product
- Ads linked to stores' inventory through acehardware.com
- ROI measured by impressions, retail sales, foot traffic studies



Paid Search

### Ace Rewards Email

- Email delivered to our best customers
- 50,000 impressions
- ROI measured by impressions, open rates, and click through rates



Ace Rewards Email

### Local Influencer Campaign

- Must add-on to another campaign
- Build awareness and encourage sales in our region through local social media celebrities
- Includes 2 Instagram Posts and 1 Instagram Story
- ROI measured by impressions and engagements



Influencer Campaign

### Retailer Email & Web Ad

- Feature your items in an email to our retailers
- Also includes a placement on our retailer intranet

### Video Spotlight

- Post a short video to our RMAS Members Facebook page
- Also includes a cover photo on the page for 2 weeks



Retailer Email & Video Spotlight

**Sign-up for our All-in Bundle to get package pricing!**



**Pricing on the following page!**