



# UNTAP

YOUR FUTURE WITH

**B**EEER STORE

**NEW**

## **2024 Bolton - Promotional & Advertising Opportunities**

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# ***Table of Contents***

## **Retail Opportunities**

- 3 Storefront Windows**
- 4 Savings Wall Takeover**
- 5 Lobby Impulse Display**
- 6 Brewer's Choice Pallets**
- 7 Brand Block Tables**
- 8 Cooler Impulse Fixture**
- 9 Digital Screens**
- 10 Application Process**
- 11 Let's Talk**

# Storefront Windows

## Overview

Use this prime real-estate to attract and connect with customers before they enter the store. Whether it's a Limited Time Offer or a brand message these windows are a great opportunity to amplify your brand message, attract new customers, educate with your special offers and create excitement.

### What's Included:

- Access to storefront windows to promote one brand, multiple skus
- Costs include set up fee, print production, installation and removal
- Two 3-pane windows available (A & B)
- Four 2-pane windows available (C, D, E & F)
- Promotions will align with TBS standard 4-week marketing cycles

### Fee:

\$1,500 per cycle (3-pane window)

\$1,200 per cycle (2-pane window)

### How It Would Look



# Savings Wall Takeover

## Overview

Showcase customer savings when purchasing a 24 or larger case in comparison to 4 x 6 packs. The Savings Wall is featured with access to a digital screen and display table, allowing you to feature both dynamic and animated brand messaging along with product display!

### What's Included:

- Five digital screens
- Content can be created treating each screen in isolation or together
- Display 1 brand: 1 small pack + 1 large pack
- Promotions will align with TBS standard 4-week marketing cycles

Fee: \$400 per cycle

### How It Could Look



#### Digital Screen Sizes

1080x1920  
1080x1080

#### File Format

High Res .PNG, .JPG, or .JPEG  
Working File .PSD or .INDD

Video File MP4

Max 3 GB



# Lobby Impulse Display

## Overview

Feature your brand and promotion on multi-tier impulse tables in the lobby with advertising on the entrance doors to the cooler. Intercept the customer with a promotion or limited time offer of your choice.

### What's Included:

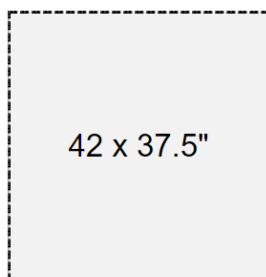
- Each promotion can feature one brand and multiple skus
- Brewers will design custom advertising according to TBS provided template
- Fees include print management, production, installation and removal of the decal along with set up of the product display
- Promotions will align with TBS standard 4-week marketing cycles

Fee: \$400 per cycle

Window Pane  
42 x 37.5"

Bleeds  
0.125"

File Format  
.PDF, .PSD, or .AI



### How It Could Look



\*For placement only, subject to change

# Brewer's Choice Pallets

## Overview

Take advantage of the prime placement within the first steps of the cooler to display your special offer, whether it be contest, value add, limited time offer or a TBS exclusive. Use your creativity to customize the display screen and setup of these Brewer's Choice Pallets to really catch your shopper's attention.

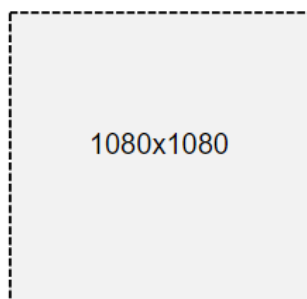
### What's Included:

- Prime pallet position upon entering the shopping area
- Includes an LED digital screen and a large digital price ticket
- Each promotion can feature one brand/one pack
- 3 opportunities available
- Promotions will align with TBS standard 4-week marketing cycles

Fee: \$400 per cycle

Digital Screen Size  
1080x1080

File Format  
.PDF, .AI, or .EPS



### How It Could Look



For placement only, subject to change

# Brand Block Tables

## Overview

Display complimentary brands together or multi pack sizes of the same brand on nested tables and accompanying mini pallet situated behind the tables including two large digital price tickets

### What's Included:

- Nested tables for product presentation, a rubber mat underneath for additional stock and accompanying mini pallet situated behind the tables including two large digital price tickets
- Each promotion can feature a maximum of 3 brand or skus
- 4 opportunities available
- Promotions will align with TBS standard 4-week marketing cycles

Fee: \$350 per cycle

### How It Could Look



For placement only, subject to change

# Cooler Impulse Fixture

## Overview

Add visibility to your product by merchandising your brand on the mini - but mighty - 2'x2' mini pallet in the shopping area. Whether it be new, limited time offer, or a classic favourite, showcase a sampling here.

### **What's Included:**

- Each promotion can feature one brand/one pack
- 2'x2' platform with 1 large digital price ticket
- 3 opportunities available
- Promotions will align with TBS standard 4-week marketing cycles

Fee: \$100 per cycle

### **How It Could Look**



For placement only, subject to change



# Digital Screens

## Overview

Our newly designed Bolton store offers 14 screens available for your brand to feature innovation, sales, highlight an occasion and more in a static or video format. Located on the exit wall of the cooler and also at the point of sale in the lobby, we want to invite you to tell your brand story. Book a time segment now!

### What's Included:

- Access to a total of 14 screens located on the exit wall of the cooler and also at the point of sale in the lobby
- Promotion can include one brand, one sku
- Each booking can be displayed from 10-30 seconds each for static or video formats
- Promotions will align with TBS standard 4-week marketing cycles

Fee: \$350 per cycle

#### Digital Screen Sizes

1080x1920  
1080x1080  
1920x1080

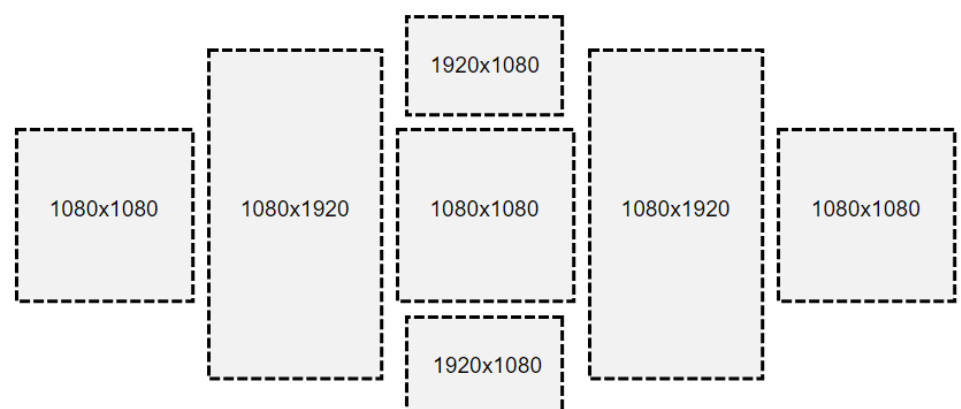
#### File Formats

High Res .PNG, .JPG, or  
.JPEG  
Working File .PSD or .INDD

Video file MP4

Max 3 GB

#### How It Would Look



# Application Process



## Overview

TBS standard marketing cycles are 4 weeks in duration, Monday to Sunday and are subject to statutory holidays. Cycles that do not follow this schedule will be called out specifically by program within this package.

Contact [BrewerPrograms@thebeerstore.ca](mailto:BrewerPrograms@thebeerstore.ca) to secure your preferred bookings and for more information. Programs will be booked on a first come first serve basis.

Cycle	In-Market Dates	Application Deadline
4	March 25 - April 21	Wednesday, February 21
5	April 22 - May 26	Wednesday, March 13
6	May 26 - June 23	Wednesday, April 10
7	June 24 - July 21	Wednesday, May 8
8	July 22 - August 18	Wednesday, June 5
9	August 19 - September 15	Wednesday, July 3
10	September 16 - October 13	Wednesday, July 31
11	October 14 - November 10	Wednesday, August 28
12	November 11 - December 8	Wednesday, September 25
13	December 9 – January 5	Wednesday, October 23

# Let's Talk

Contact [BrewerPrograms@TheBeerStore.ca](mailto:BrewerPrograms@TheBeerStore.ca)

Please reach out to us for any Promotional & Advertising Opportunity inquiries. For specific programs of interest, include the desired Program Name and Cycle Date in the subject line of the email to enable our team to best support you.

**BEER  
STORE**