

SHOPICO.ca

THE LEADER IN ADVERTISING FUNDING

Optimize your cash flow!

With Shopico.ca, your clients save - and so do you. **Each dollar invested** in the sale of gift certificates on our website **is paid back to you in the form of advertising campaigns*** on certain Bell Media properties.

PURE COUNTRY * 99

TODAY'S BEST VARIETY move

103.7 BOB FM
80's...90's...& WHATEVER!

200+ premium and secure websites represented by Bell Media, including:

Sympatico.ca **the loop** **the social** **THE MARILYN DENIS SHOW MARILYN**

CTV **astral**

A very profitable and flexible tool if you want to :

- Finance an ad campaign on a tight budget
- Introduce your products and services to a new clientele
- Increase your sales during low season, or liquidate your surplus inventory

A financing solution that works for you

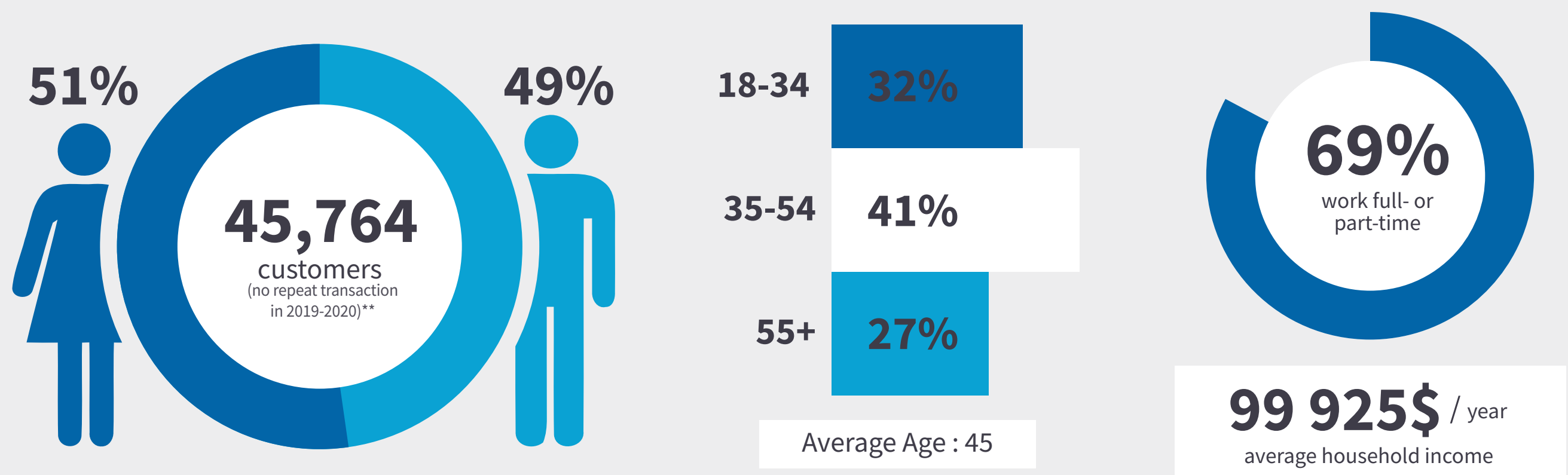
Shopico.ca has everything it takes to offer your company the attention it deserves, powered by the following Bell Media assets :

- 250 000 potential clients across Kingston/Brockville
- Radio, TV and digital
- Free mentions on Shopico's promotional spots (subject to availability)
- Controlled traffic throughout the year

*Costs of ad campaigns vary according to the desired media and markets.

Shopico.ca : A premium clientele

Group-buying websites



SHOPICO.ca - Demographics (Ontario website visitors)
Source: Google Analytics - SHOPICO.ca, 2020

Bell Media – Strategic Insights
Source: Numeric RAE, Fall 2020, PQ 18+

A brand in the process of rapid expansion

When you look at the numbers, it's easy to understand why over 3,000 small and medium-sized businesses already use Shopico.ca to finance their ad campaigns.

45,764 active consumers in 2019-2020

	2020
Page Views	8,287,924
Unique Visitors	573,385
Shopico.ca Newsletter Subscribers	121,792
Mobile Users	65 %

Source : Google Analytics, 2020



The ABCs of Financing Your Advertising

Invest to provide a certain quantity of paper or electronic gift certificates to be available for purchase on our website.

Receive an ad campaign on the platform of your choice (certain conditions apply). The campaign includes :

- Your logo & text on Shopico.ca for the duration of your offer online
- Mention in the newsletter published by participating stations in your market
- Mention in Shopico's promotional spots broadcast on participating stations (subject to availability)
- Visibility on the website and in the newsletter, at no extra cost

Contact your account manager to book your first ad campaign.

**Cumulative data for all active regions only from 2019 to 2020 (Atlantic, Quebec and Saskatchewan).