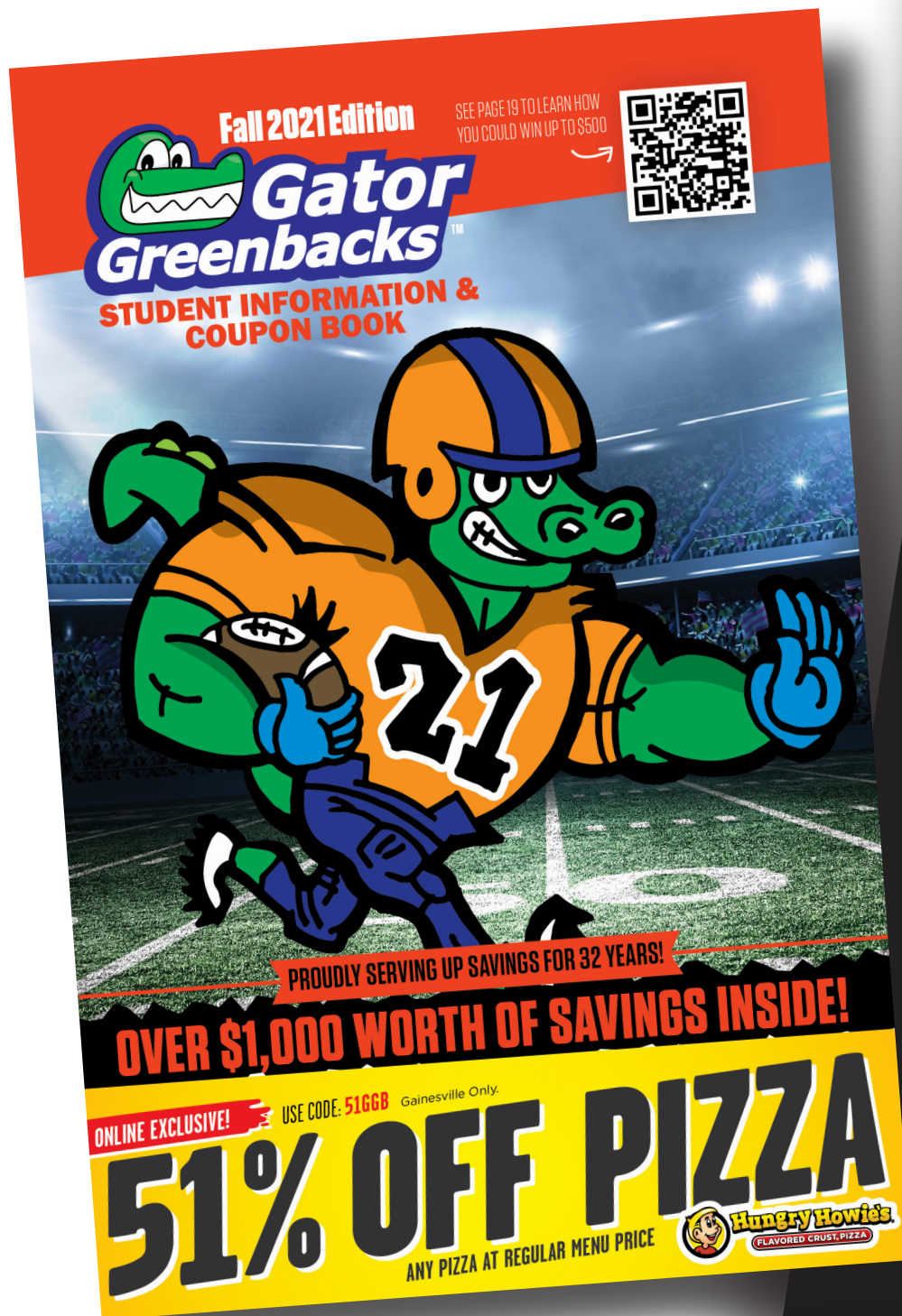




***Get More For Your
Advertising Dollars***



GATOR GREENBACKS, our flagship publication, is a response-driven, full-color hand distributed magazine proven to increase visibility, traffic, sales and new customer acquisition from students and faculty at the University of Florida and Santa Fe College. The outstanding results we deliver for advertisers is just one of the many reasons we've grown to become the go-to spot for local and regional savings.

Gator Greenbacks and its other products feature local advertisers and national brands to create a one-of-a-kind, community-oriented publication that reflects the unique "flavor" of Gainesville. Each edition offers special values on all goods and services desired and sought after by consumers.



SHELF LIFE - 4 FULL MONTHS Gator Greenbacks gives your business exposure for an entire 4 months with one of the longest shelf lives of any advertising format in the area. Consumers anticipate receiving their monthly copy and keep it as a constant resource until their next issue.

LOYAL READERSHIP A 32 year history, name recognition, monthly contests and a wide variety of advertisers have made the publication one that thousands of loyal readers anticipate and utilize each edition in their shopping and dining decisions.

EXTENSIVE DINING SECTION Nearly everyone enjoys a dinner out, and Gator Greenbacks has become a leading source

for dining and entertainment values. Everything from fast food to fine dining is offered to readers each edition. Readership generated by this section benefits all advertisers as consumers will constantly search for deals.

OVER 85% REPEAT RATIO More than 85% of our advertisers run in each and every issue of Gator Greenbacks, and there are many who have never missed an issue since its debut.

DIVERSITY OF ADVERTISING Gator Greenbacks features advertising from more than 100 local businesses each edition, offering readers a diversity of products and services. This diversity creates a true marketplace that our readers have come to rely upon

GATOR GREENBACKS EXCLUSIVES Highlight your advertisement by offering an exclusive offer in Gator Greenbacks.



LEVERAGE THE POWER OF DIRECT MAIL

76% of consumers trust direct mail when they want to make a purchase decision.

SOURCE: MARKETINGSHERPA

75% of households usually read, scan, or read some of their direct mail advertising materials.

SOURCE: THE HOUSEHOLD DIARY STUDY 2016, USPS®, TABLE A8-15

67% of Millennials see physical mail as being more personal than an e-mail

SOURCE: EXPERIAN

OUR POINT OF DIFFERENCE

Printed three times a year with a four month shelf life - the means consumers are constantly looking for advertisers in this book, giving our advertisers repeat exposure.

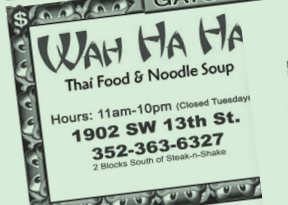
DIGEST SIZE makes it easy for people to hold onto their copy in their car or junk drawer

PERFORATED COUPONS allow consumers to easily remove the deals they want

BIG NAMES AND GREAT DEALS mean that consumers are actively seeking out their copy

TWO-PHASE DISTRIBUTION ensures that our magazines do not sit on racks and actually get in people's hands

Full color or green coupons create options for any advertising budget



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GatorGreenbacks.com

READERSHIP + SHELF LIFE = RESULTS!

- 42,000 copies distributed to UF/SFC students and faculty
- Outstanding return on investment for display advertising
- 32 years of delivering results
- Huge dining sections create readership and shelf life

RETURN ON INVESTMENT - GATOR GREENBACKS will generate new sales and develop new customer relationships for your business in a cost effective manner!

SALES GENERATED - A \$500 investment will require the following results to generate three times the revenue, or \$1500.

AVERAGE SALE: \$15

100 redemptions = \$1,500

AVERAGE SALE: \$30

50 redemptions = \$1,500

AVERAGE SALE: \$150

10 redemptions = \$1,500

NEW CUSTOMERS - Retail statistics indicate that the cost of obtaining one new customer is between \$150-\$200.

Based on this, if only **FOUR** new customers learn about and patronize your business as a result of one ad in Gator Greenbacks, your business will be on the positive side of the transaction!

COST PER 1,000 - One technique for evaluating advertising expense is to calculate the cost per thousand or cost per household.

Using this standard, a quarter-page ad will be delivered for less than **2 CENTS** per household.

With a quarter-page ad delivered to all zones, the cost per household drops to less than one penny per household!



CASE STUDY

TOTAL REDEMPTIONS

As of September 27th, 2021 (a little over a month since the books were distributed) Matt has received **459 coupons back** so far! This works out to be about 12.5 per day.

TOTAL SALES

As of September 27th, 2021 the total sales were **\$4,612.28!** We're super excited about this as it's one month into the semester. At this pace, the total sales could reach \$6,000 – \$8,000.

TOTAL ROAS

For the first month, he's already at **4.63x**. 4-5x seemed doable for the whole semester after the first batch of data but since he's already there and we still have 3 months to go we'll need to increase our expectations to 6-7x.

This is a true testament to the power of print advertising combined with a great product and excellent operations.

"After trying out several other advertising platforms, nothing brings people in like Gator Greenbacks."

Anthony Vance – Smoothie King

"We always let the store know when your book comes out because as soon as you drop there is a definite uptick in traffic."

Sally White – Burger Fi