



Advertising Package

2023-2024


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Learn More




Why choose advertising with IB Stores?


IB Stores has multiple grocery stores and restaurant locations in the Chicago & Atlanta metroplex and by choosing IB stores as your advertising partner you get the unique opportunity of directly approaching the growing South Asian community who come to shop at our stores. With a great daily foot traffic across all stores and many ways to advertise, IB stores offers you the most effective advertising options.



!3 INDIACO®
NOBODY GIVES YOU INDIA LIKE WE DO!

3 **JOHNS CREEK, GA**
NAPERVILLE, IL
HOFFMAN ESTATES, IL


RAJULA'S KITCHEN
Indian Vegetarian Eatery


RAJULA'S KITCHEN
Indian Vegetarian Eatery

Explore Our **ADVERTISING OPTIONS**

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!3 INDIACO
NOBODY GIVES YOU INDIA LIKE WE DO!

INDIACO NAPERVILLE, IL STORE EXCLUSIVES
776 S ROUTE 59, SUITE 145, NAPERVILLE, IL 60540 | PH (630) 470-9388
OPEN EVERYDAY: SUNDAY TO THURSDAY - 9AM TO 8PM, FRIDAY & SATURDAY - 9AM TO 9PM

**YOUR AD
CAN BE HERE!**

WEEKLY SPECIALS!
OFFER VALID FOR INSTORE PURCHASE ORDERS
AVAILABLE EXCLUSIVELY AT OUR NAPERVILLE STORE

 \$0.79 PER LB Small Eggplant	 \$1.49 PER LB Long Green Beans	OFFER VALID JUNE 22 TO JUNE 27, 2023 (OR WHILE SUPPLIES LAST)
 \$1.49 EACH Methi Leaves	 \$2.49 PER LB Tandelo	
 \$0.99 EACH Spinach Bunch	 5 For \$1 Organic Green Onion	 \$0.79 EACH Green Mustard Leaves
		 2 For \$11 Kent Mangoes Case

Weekly Newsletter BLAST

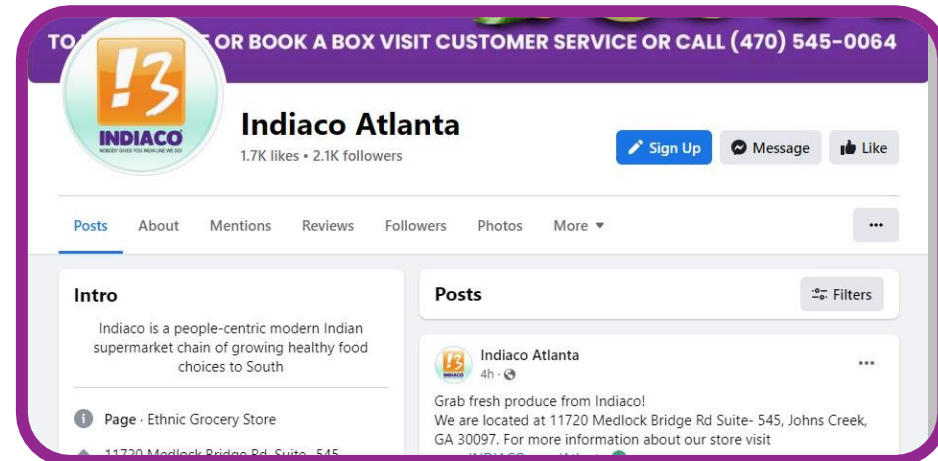
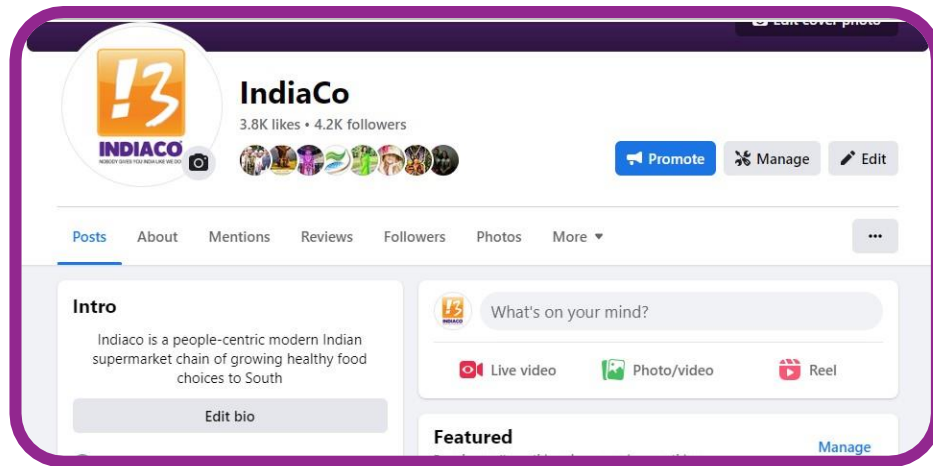
INDIACO shoppers wait eagerly to receive our weekly specials, discounts and other updates in their emails. Take advantage of our subscriber list by choosing our email blast option

COST:
\$200/SEND

SUBSCRIBERS:
\$4K+ - IL
\$2K+ - GA

CONTACT US TO CUSTOMIZE YOUR PACKAGE





Facebook FUSION

Social media is a powerful platform. Take the advantage of our loyal followers by advertising your ad on our Facebook page

COST:
\$50/POST

FOLLOWERS:
4.2K – IL
2.1K–GA

CONTACT US TO CUSTOMIZE YOUR PACKAGE



Digital AD SCREENS

Fast | Easy | Efficient | Effective

Present your product/business to every shopper through showcasing your promotional slide on Dolphin screens mounted to all our check counters inside the stores. All screens are mounted in prime areas such as checkout registers and entrances, that can't expect a miss of a vision and can turn most of the eyeballs around to look at what its' offering.

COST:
\$250/MONTH (PER STORE)



CONTACT US TO CUSTOMIZE YOUR PACKAGE





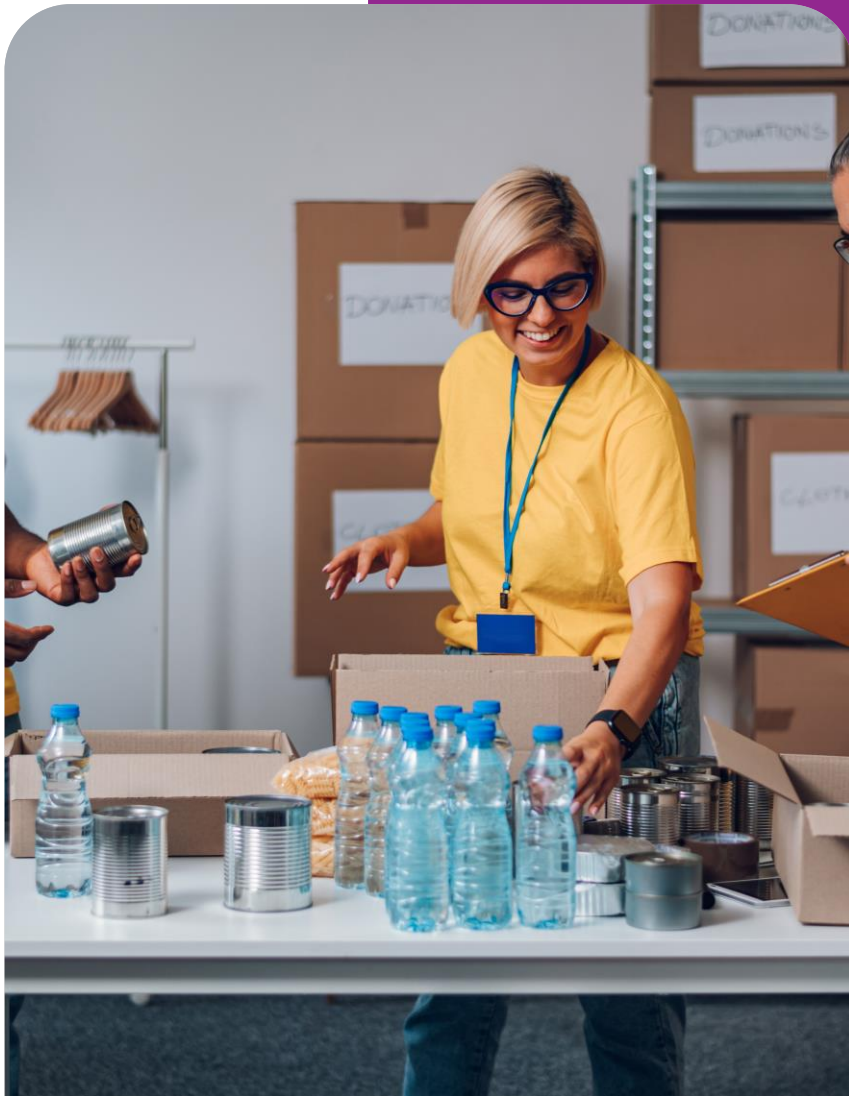
Direct MAILERS

Sale flyers & postcards are a great way to promote business. They not only inform the readers about the company, products, services, & prices but also make an impression about the organization on them. Our sale flyers / postcards are released multiple times a year which hit homes of thousands of people. All thanks to our amazing loyal customers that this list is ascending every year!! We keep this platform open for people like you to easily promote your business through a list that has been collected through the most organic way and has doubled over the years.

COST:
STARTS AT \$5000.

CONTACT US TO CUSTOMIZE YOUR PACKAGE





Booth **BLAST**

INDIACO also provides a local booth for your business at its any store located in the Chicago & Atlanta Metroplex. Choose your location, your traffic and let us know. Advertising and marketing has risen to whole new level over the last decade. The reach and the confidence that you can build with your target audience by having a local booth is direct and effective in person.

WEEKDAY COST:
\$150/DAY

WEEKEND COST:
\$300/DAY

CONTACT US TO CUSTOMIZE YOUR PACKAGE





Banner **BLAST**

Hang your banner in the store to be constantly noticed by multiple thousands of shoppers walking in and out of the store. Being in front of buyers' eyes is a vital and most popular formula to secure business. Get noticed by every customer as many times they visit us!



COST:
\$500/MONTH PER STORE

CONTACT US TO CUSTOMIZE YOUR PACKAGE



Standee

Place you're a standee with your ad at the entrance of our store to be constantly noticed by multiple thousands of shoppers walking in and out of the store.

COST:
\$300/MONTH PER STORE

CONTACT US TO CUSTOMIZE YOUR PACKAGE



Flyer FEVER



Flyers are great tangible way of marketing goods & services. This small paper can do wonders when it comes to advertising. Place your flyers at each checkout register's bagging area to grab every customer's attention while they check out their groceries.

COST:
\$200/MONTH PER STORE

CONTACT US TO CUSTOMIZE YOUR PACKAGE



Receipt **ROLL-OUT**

Get yourself noticed with every single receipt we roll out each day. You have a brighter chance to be looked at with over 23K invoices being rolled out each month across all our Chicago & Atlanta Metroplex stores.



Shopping **BAGS**

Take the advantage of the most circulated advertising opportunity. As we distribute over 70K shopping bags between ten stores per month, you get noticed by every customer checking out at our stores. Let your business kick a boost with being imprinted on our shopping bags that sit in the store, walk with customers to their homes, parks, schools, and several different places.



GET IN TOUCH WITH OUR ADVERTISING COORDINATOR FOR PRICING



Poster **PLAYOUT**

Marketing has been proven to be most successful when customers' attention is captured while they wait. Put your A4 size posters on each of our checkout counters or choose the option to just put a bigger 1.5x2' (wxh) poster at the entrance of the store to entice them while they wait for their check out process.



COST:
STARTS AT \$250/MONTH PER STORE

CONTACT US TO CUSTOMIZE YOUR PACKAGE





Restroom Poster

Let your business communicate with people while they are busy relieving themselves. It's one of the best platforms to showcase and promote your business and/or offers to people who could be your potential customers. An A3 poster on the restrooms' doors can do magic of communication just like that.

COST:
\$50/MONTH

CONTACT US TO CUSTOMIZE YOUR PACKAGE





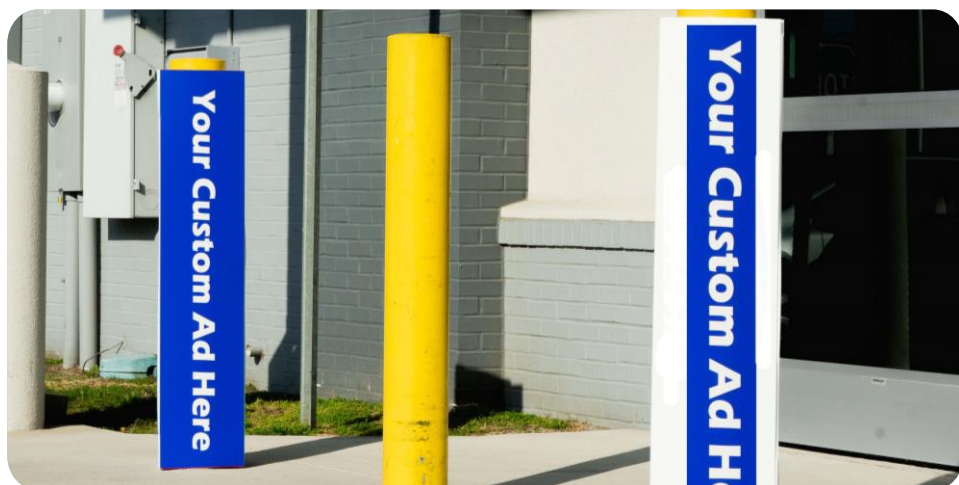
IB STORES LLC
A BUSINESS MANAGEMENT COMPANY

Bollard COVER

Make an attractive cover and put them over bollards and get the maximum exposure when people park in and out of the INDIACO lots.

COST:

\$100/MONTH PER STORE



CONTACT US TO CUSTOMIZE YOUR PACKAGE



Customer Service POSTER

If you have any questions or issues, you always come to a customer service of our store. Our customer service is a place where your ad can get the best exposure, as it is not a pass by area in fact it is an area where our customers stop by and interact with our representatives. Plus, its location in our stores is always near the entrance or near the checkout registers which makes it the perfect spot for walk through exposure.

COST: \$100/MONTH PER STORE





Promotion in UBEREATS ORDERS

Rajula's Kitchen has multiple locations across Chicago & Atlanta metroplex and to expand its reach across the Chicago & Atlanta community Rajula's Kitchen offers delivery through most major food delivering channels such as UberEats, Grubhub & Doordash. Take advantage of this opportunity by sending a flyer in each delivery order we fulfill for a customer through these delivery platforms.

COST:

**STARTS AT
\$100/MONTH PER LOCATION**

CONTACT US TO CUSTOMIZE YOUR PACKAGE

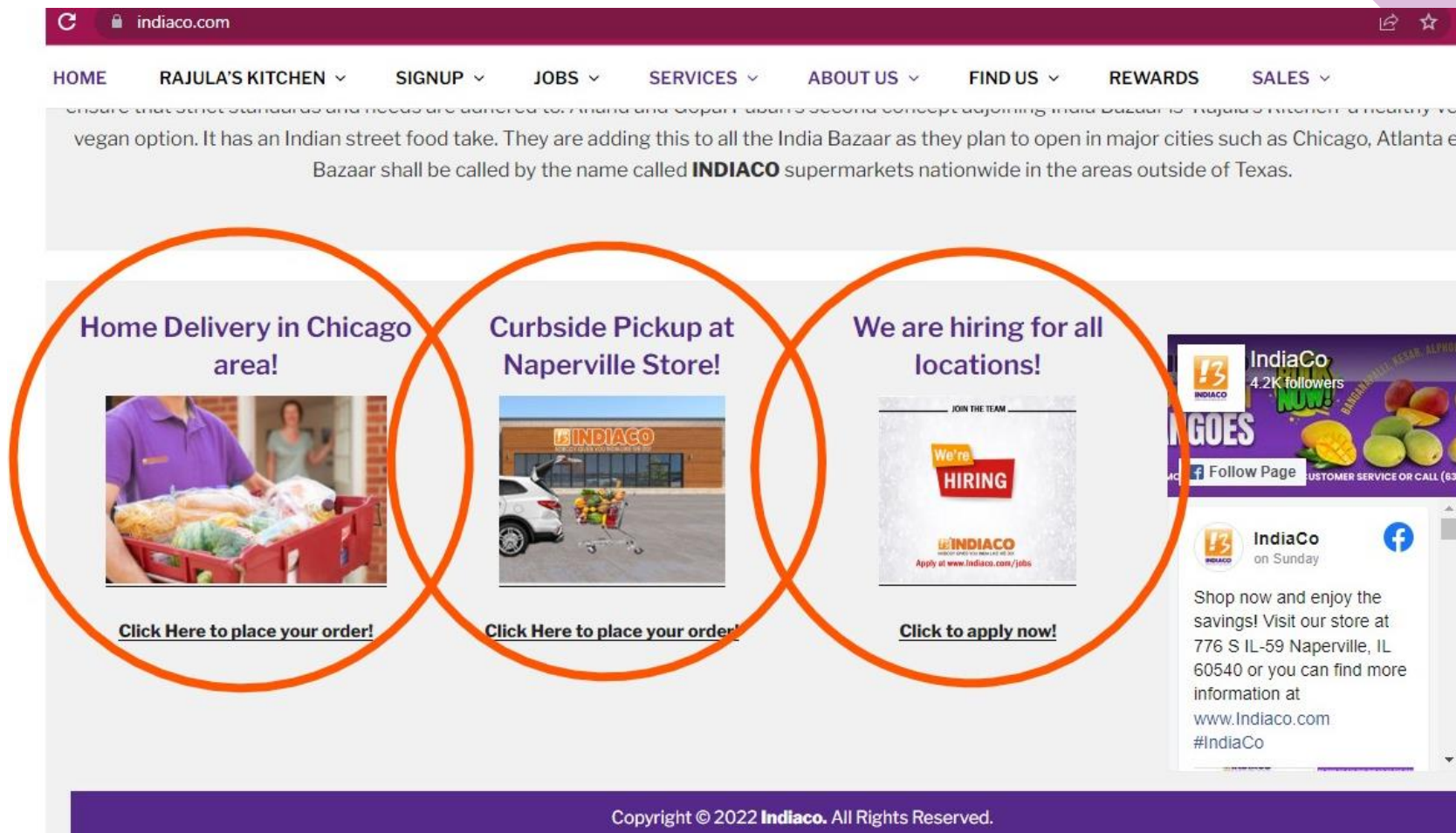


Website Ads

In the current digital era, with an average of more than 8.6K unique monthly visitors INDIACO locationsIndiaco.com is one of the best online advertising platforms. Get your brand the exposure it deserves.

COST:

\$100/MONTH



The screenshot displays the Indiaco website with a navigation bar at the top containing links: HOME, RAJULA'S KITCHEN, SIGNUP, JOBS, SERVICES, ABOUT US, FIND US, REWARDS, and SALES. Below the navigation bar, there is a paragraph of text about the company's expansion. The main content area features three large promotional banners, each circled in orange:

- Home Delivery in Chicago area!** (Image of a person in a purple shirt holding a red shopping basket filled with groceries) with the link [Click Here to place your order!](#)
- Curbside Pickup at Naperville Store!** (Image of a white car parked outside an Indiaco store with a shopping cart) with the link [Click Here to place your order!](#)
- We are hiring for all locations!** (Image of a hiring sign) with the link [Click to apply now!](#)

On the right sidebar, there is a Facebook post for IndiaCo with 4.2K followers, featuring a 'GOES' banner and a 'Follow Page' button. The post text encourages shopping at the store and provides the address: 776 S IL-59 Naperville, IL 60540, along with the website and hashtag.

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CONTACT US TO CUSTOMIZE YOUR PACKAGE





Thank You!

CLICK TO GET IN TOUCH WITH US NOW!



Advertising.lbstores@gmail.com



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