



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 across the DFW 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.

iB INDIA BAZAAR
nobody gives you india like we do!™

10
LOCATIONS IN
DFW METROPLEX

EAST PLANO
WEST PLANO
VALLEY RANCH
SOUTH IRVING
LEWISVILLE
LITTLE ELM
ELDORADO
RICHARDSON
CARROLLTON

RAJULA'S KITCHEN
Indian Vegetarian Eatery

5
LOCATIONS IN
DFW METROPLEX

EAST PLANO
VALLEY RANCH
LEWISVILLE
ELDORADO
CARROLLTON

Explore Our **ADVERTISING OPTIONS**

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Weekly Newsletter Blast
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Facebook Fusion
[CLICK TO KNOW MORE >](#)

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Digital Ad Screen
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Direct Mailers
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Booth Blast
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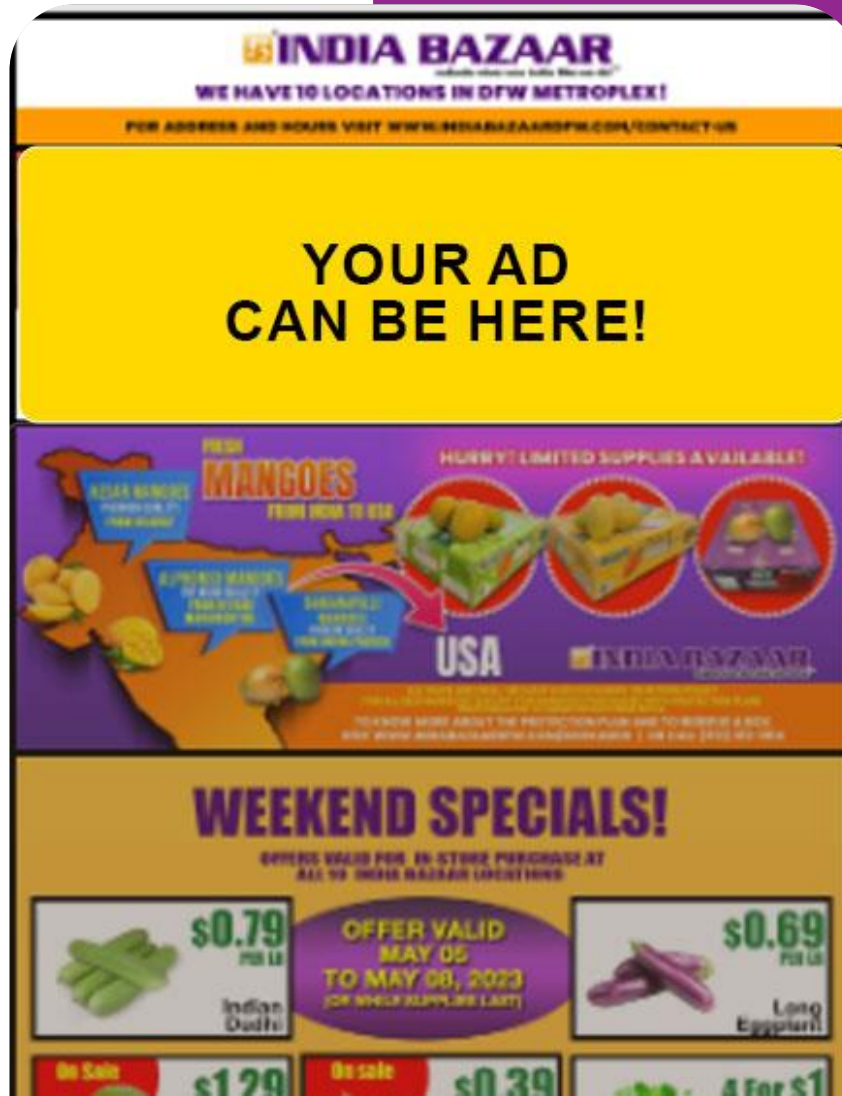
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Website Ads
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IB STORES LLC
A BUSINESS MANAGEMENT COMPANY

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Weekly Newsletter BLAST

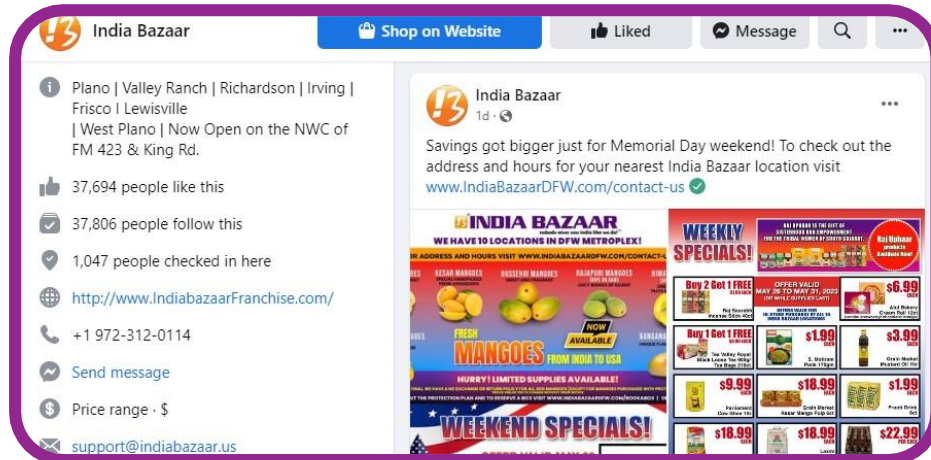
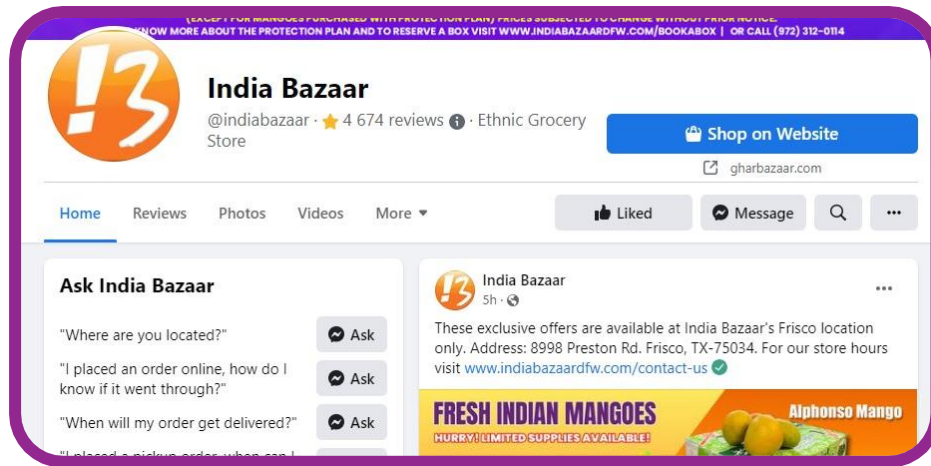
India Bazaar shoppers wait eagerly to receive our weekly specials, discounts and other updates in their emails. Take advantage of our subscriber list by choosing our email blast option

COST:
\$200/SEND

SUBSCRIBERS:
70K+

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:
37K+

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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)



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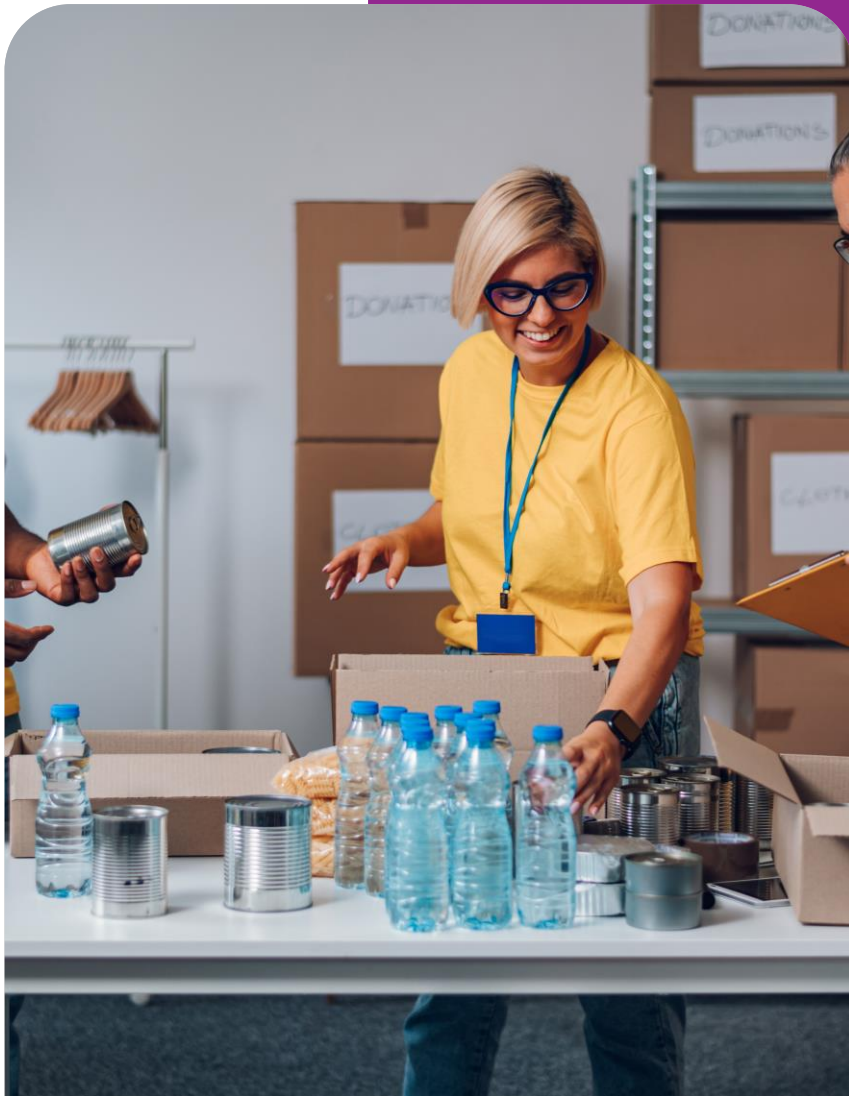
Direct MAILERS

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.

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Booth **BLAST**

India Bazaar also provides a local booth for your business at its any store located in the DFW 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

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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

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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

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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 160K invoices being rolled out each month across all our DFW Metroplex stores.



Shopping **BAGS**

Take the advantage of the most circulated advertising opportunity. As we distribute over 480K 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

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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

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Bollard COVER

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

COST:

\$100/MONTH PER STORE



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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



Table TOP

Let your business communicate with people while they are enjoying 100% vegetarian delicious food at our sister company called Rajula's Kitchen. This Plano location has a huge turnout of families visiting for true authentic vegetarian options. A table top sitting right in the middle of each table certainly garners a lot of attention and views!

COST:
\$200/MONTH PER LOCATION



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Promotion in UBEREATS ORDERS

Rajula's Kitchen has multiple locations across DFW metroplex and to expand its reach across the DFW 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

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Website Ads

In the current digital era, with an average of more than 19K unique monthly visitors IndiaBazaarDFW.com is one of the best online advertising platforms. Get your brand the exposure it deserves.

COST:

\$100/MONTH

The screenshot displays the IndiaBazaarDFW.com website. The browser address bar shows the URL <https://www.indiabazaardfw.com>. The navigation menu includes links for HOME, SERVICE, JOBS, LOYALTY, HOME DELIVERY, WEEKLY SPECIALS, MANAGERS SPECIALS, TELL US/ FIND US, and BOOK A BOX. A search icon is located on the right. A 'News Letter Interest' form with a 'SUBMIT' button is positioned on the right side of the header. The main content area features a 'Home Delivery!' section with an image of a person holding a shopping basket, an 'Our Journey!' section with a video player showing a play button and a progress bar (00:00 to 03:01), and two large empty rectangular boxes outlined in orange. A disclaimer at the bottom states: 'DISCLAIMER: This site, including all materials, services, software, information and other content available on and/or through this site, is provided by India Bazaar "as is", without warranty of any kind, expressed or implied, including but not limited to implied warranties of merchantise, fitness for a particular purpose, non-infringement, continued availability, quality, accuracy and/or system compatibility. In addition, no warranties shall arise from any course of performance, course of dealing or usage of trade.' The footer contains links for IndiaBazaarDFW.com, Mobile App, Apply for Job, Gift Cards, Return Policy, Privacy Policy, Term of Use, Rewards, and Sitemap, along with the copyright notice 'Copyright © 2023 India Bazaar DFW.com. All Rights Reserved' and the India Bazaar logo with the tagline 'nobody gives you india like we do'.

CONTACT US TO CUSTOMIZE YOUR PACKAGE





Thank You!

CLICK TO GET IN TOUCH WITH US NOW!



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