

# What Is Vendor Support?

# It's like advertising for FREE!

The Windsor Star's Vendor Support Program was created to allow traditional as well as non-traditional advertisers the opportunity to create a strong presence in The Windsor Star and windsorstar.com to promote their special event, occasion, anniversary or grand opening.

## HOW DOES IT WORK?

Vendor Support Programs are 100% paid by your suppliers. There are no matching fund requirements. This is achieved by utilizing your suppliers' advertising dollars, over and above normal co-op allowances to your advantage.

## WHAT ARE THE BENEFITS?

You control the storyline. The marketing plans are set by you, so you control the outcome. You will receive great public awareness in the pages of The Windsor Star.

## WHAT WILL IT LOOK LIKE?

The final result may take the form of a special section in The Windsor Star completely devoted to your business, or a series of large newspaper advertisements in conjunction with your event.

## IS IT FOR ME?

If you are a large or small retailer, service group, industrial company or virtually any organization, the answer is yes. If you want to maximize your exposure in your marketplace with NO COST TO YOU, then the answer is YES!



Sample Vendor Front



Sample Online Vendor Page



Sample Vendor Video Link



Web

**247,000**

Monthly Unique Visitors



Newspaper

**192,000**

Weekly Readers

Smartphone & Tablet



**102,000**

Monthly Unique Visitors

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# Vendor Support



## The 5 Steps of Vendor Support

1



### IDENTIFY YOUR VENDORS

We help you identify those suppliers that are most likely to support your promotion. These might include:

- suppliers or vendors of your top selling products
- suppliers or vendors who would like to increase their sales with you
- companies who are aggressive marketers
- new suppliers or vendors
- suppliers or vendors with a track record for participating in vendor support projects
- associates who would like to identify themselves with you
- anyone who depends on you to make a living



2

### PACKAGE THE PROMOTION

Along with you and your Star representative, we create a marketing plan that represents your business goals and is attractive to your vendors. Then we design a custom sales piece that describes your business, the promotion and how vendors may participate. This becomes the sales tool used to solicit vendor assistance. We ask them to fill out an enclosed form and return it indicating their level of participation.

3

### CONTACT YOUR VENDORS

After we have sent out the package to your vendors, it's time for you to contact those who have not responded. Remember, you will do the best job contacting your vendors because you know them and carry the most weight. Once a commitment is secured, it is our job to follow up and create their advertisement.

4

### YOUR PROMOTION

We work with you on the placement of your advertising program into the newspaper. We hire writers and photographers who will work with you. Our in-house artists and editors will polish up your section to ensure the utmost professionalism.

5

### FOLLOW-UP

The Windsor Star will invoice all vendors and supply tearsheets as proof of performance.



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