

Anticipating your needs



Exceeding your expectations

# MLM Catalog

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# About us

Media Monkey is an approved LSM/MLM vendor dedicated to tapping into your market potential and building your comps. We utilize geo-grid marketing to target areas with consumers who are most likely to purchase your services in order to bring you the best ROI possible. We use premium art and premium delivery to create the best possible product for you.

At Media Monkey we understand that every company is different and has a unique community to market to. We specialize in finding the perfect solution to your company's needs. Our team of skilled professionals will be happy to help develop a solution to solve any problem, and build any company. Between using print, internet, and mobile marketing, among other tactics, we've got you and your business covered.

*Anticipating your needs, exceeding, your expectations.*

## We Specialize in: Geo-Grid Marketing

Geo-Grid marketing utilizes cross-platform advertising to reach customers within a specific radius around your restaurant. We can target both residential and commercial areas. Media Monkey will help determine your store's trade area and target market in order to build the most effective MyLocal Marketing plan. By focusing your marketing dollars on the specific areas that you're servicing, we help to increase your ROI.



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**All Day Breakfast 2.0**  
8.5" x 7" (folded)

### Case Study

Media Monkey direct mailers see redemption rates reach triple digits for our clients.

5,000 mailers distributed (60,000 coupons total).  
7,200 coupons redeemed.

Redemption by offer: 12%  
Redemption by mailer: 144%

- Direct Mail is an effective way to announce a grand opening, promote a specific event, and attract new customers to your location.
- Our Direct Mail Coupon Books contain 12 coupons and are **completely customizable!**
- They are mailed to the consumers near your store, arriving to residences as a solo mail piece, as opposed to Shared Mail, which combines your mail with dozens of other companies', limiting the effect of your message.
- Our direct mail total cost includes printing, postage, sorting, packing, a poster, and generating the list of mailing addresses.
- Performs better than our competitors!
- **Subscription orders are available!**



\*Example direct mail marketing map

\*Art subject to change.

Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.



## How does Hybrid Mail work?

### Your Data

1. Your data is imported to the Hybrid Mail system database. Here it is categorized and prioritized based on the type or quality of the customer and the recent purchases they have made.

### Who is buying from you?

2. The Hybrid System then pulls from the most recent aggregated reports available to determine the characteristics of your current customer base. And through a series of patented proprietary algorithms we are able to determine and calculate who is buying from you and why. We can then take this information to look for additional customers that fit the same criteria. This ultimately determines who is buying from you now and who will buy from you in the future.

### Mail your future customers

3. Media Monkey is then able to take this criteria and send mail to your future customers. This system dramatically reduces waste mail going to customers that have no interest in your products and/or services so that you can mail more customers that would be interested, thus dramatically increasing your return on investment.

### Standard Direct Mail

Saturation Mailing mails to the entire town.



### Hybrid Mail

Only mails neighborhoods with highest potential to purchase products & services.



*Hybrid Mail uses patented, proprietary systems to look into your customer history and determine who is buying your products or services. The hybrid mail system uses accumulated reports from multiple sources such as USPS, the United States Consensus and many other private data collection agencies. This method allows for the combined data to really “paint a picture” of your ideal customer, so that the hybrid mail system can then target those customers more efficiently.*





**A. Pumpkin Spice Latte**  
8.5" x 7" (folded)



**B. New 2016 Chicken McNuggets®**  
8.5" x 7" (folded)



**C. McCafé®**  
8.5" x 7" (folded)



**D. Global Mobile App**  
8.5" x 7" (folded)



**A. Grand Re-Opening Invite**  
11" x 6"



**B. Now Hiring**  
11" x 6"



**C. Global Mobile App**  
11" x 6"

**A. Direct Mail**  
11" x 17" (folded)

- Our Commercial Direct Mail piece is an effective way to increase your breakfast and lunch sales by targeting businesses within a specific zip code and radius around your restaurant.

- Commercial Mailers contain 20 coupons and arrive at their destinations solo and separate from shared mail to keep the attention on you.

- Bring in bigger breakfast crowds with a free McCafé® coffee, or increase your lunch sales with a BOGO Big Mac®.

- Let us know what offers you wish to distribute, and we will adjust our customizable commercial mailers accordingly.



**B. Keeper Coupons**  
2" x 3.5"

- Our Commercial Keeper Coupons are an effective way to create instant gratification for customers!

- With this plan, you purchase a premium list of businesses with the exact number of those employed at that location.

- We then send letter to HR and the specific number of keeper all employees get a card.



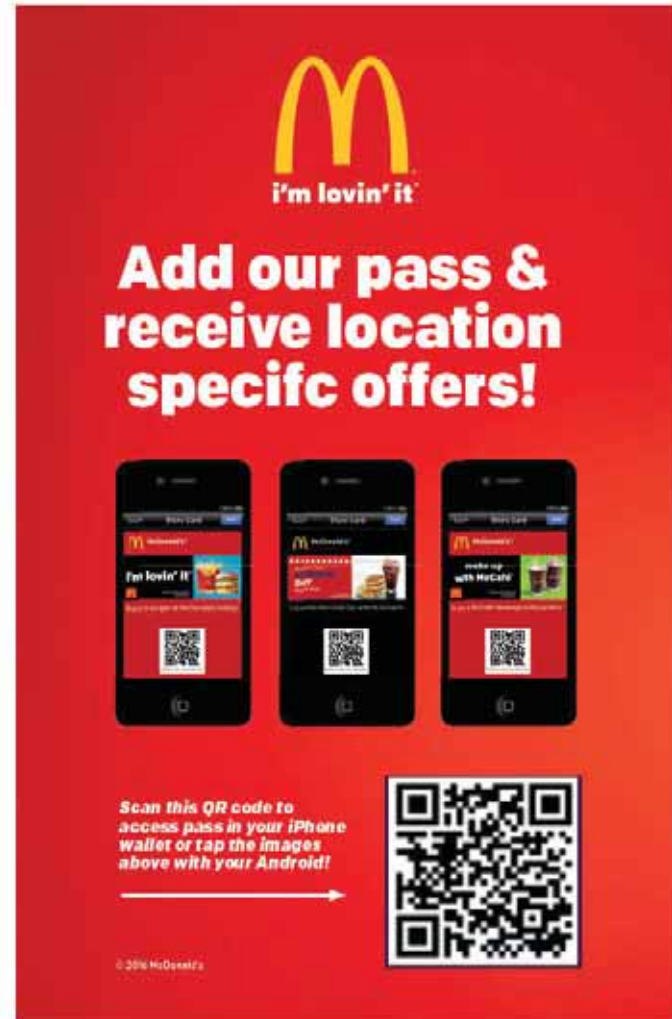


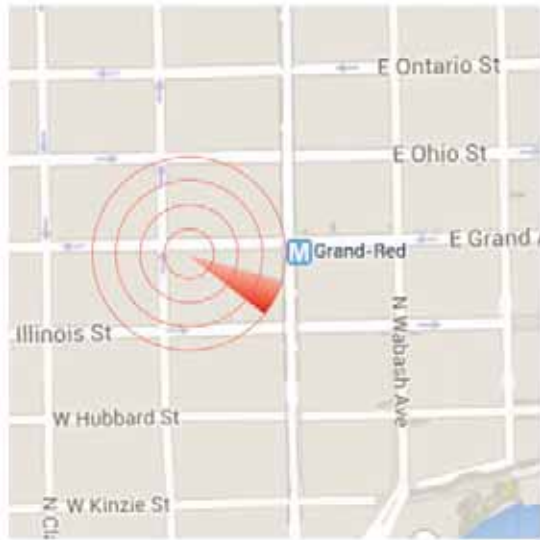
## How it works:

1. We target business areas, such as industrial parks, and send each business a poster, that is focused on sharing a mobile pass to receive McDonald's Offers.
2. Customers will download your individual store's (or group of stores') pass by scanning the QR code with their iPhone or Android device.
3. Once customers have added your pass, you can send them updates with offers based on time or a customer's location.

## Why it works:

1. A pass can be customized for a single store or a group of stores and can be easily be targeted to set a demographic with unique designs.
2. These passes give you a connection to your active customers and reaches people nearest to your restaurant.
3. Standard direct mail pieces have a specific number of offers, allowing for a limited number of customers to use the offers. By adding a pass, everyone can get an offer.





## Pass Anatomy

Logo and company name



Customizable image strip to highlight local offers



Customizable line of text to also highlight local offers



QR Code that allows pass holders to share the pass with their friends and family



Our passes are set to reach customers in the area surrounding the local McDonald's and to promote its local offers. Capabilities also include targeting neighboring areas to reach local events.



We can update the passes as the local offers change, and customers will automatically receive an updated pass.

\* Art may change upon legal approval



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. \*Art subject to change.

## Why Use a Bag Hanger?

The most effective messaging is on the bag – In a case study we performed we gave groups of individuals an EVM, one group was given bags with bag stuffers, while others were given bags with the bag hanger attached. Only 4-7% of individuals interacted with the bag stuffer while *100% interacted with the bag hanger.*

***Subscription orders are available!***

- Patented technology
- Bag Hangers can be pre-applied
- Strongly reinforces POP messaging
- Builds effectiveness by commanding guest attention and interaction
- Encourages bounce backs and builds guest counts by including coupon offers and by highlighting products, events, or other McDonald's® programing



**New 2016 Chicken McNuggets®**  
4" x 6"

# Bag Hangers



**A. ADB 2.0**  
4" x 6"



**B. ADB 2.0**  
4" x 6"



**C. Pumpkin Spice**  
4" x 6"



**D. McPick 2 for 5**  
4" x 6"



**E. Global Mobile App**  
4" x 6"



**F. Global Mobile App**  
4" x 6"



**G. Core**  
4" x 6"



**H. The Voice**  
4" x 6"



**A. Big Mac® Sandwich**  
4" x 6"



**B. Medium Fries**  
4" x 6"



**D. Real and Fresh Frozen Strawberry Lemonade**  
4" x 6"



**C. McCafé® Beverage**  
4" x 6"

## What are Box Toppers?

Box Toppers are essentially Bag Hangers, only in a 3"x3" format. Since they are smaller, restaurants can choose to stick them to food packaging, such as sandwich boxes. They can also be placed onto receipts to communicate a great eye-catching message for customers!

- Box Toppers can be pre-applied
- Strongly reinforces POP messaging
- Builds effectiveness by commanding guest attention and interaction
- Encourages bounce backs and builds guest counts by including coupon offers and by highlighting products, events, or other McDonald's® programing



**C. Global Mobile App**  
3" x 3"



**A. The VOICE**  
3" x 3"



**B. Regional ADB**  
3" x 3"



**D. ADB**  
3" x 3"



1.) Lift the bottom flap of the bag.



2.) Peel off a bag hanger from the pad & slide it in between the flap and the bag.



3.) Slide your finger along the top of the bag hanger to attach the bag hanger to the bag.



4.) Your bag and bag hanger are ready to be used and given to McDonald's guests.

## Additional Benefits

- Excellent ROI
- Patented Technology
- Effectively adheres to multiple bags types
- Repositionable
- Crew members can apply during off hours

Bag Hangers are completely customizable and can include coupons, local promotions, support new product launches or include important restaurant information like store hours or upcoming events.



***Kiddie Kloths™ are repositionable non-slip interactive place mats.***

## **Facts**

- Food safe product
- The piece is repositionable to any smooth surface and can go from pad to table, to fridge, cabinet, window, etc.
- Each pad of Kiddie Kloths™ contains 100 sheets and there are 18 pads per box.
- New designs quarterly!
- Patent Pending 62/329,739
- ***Subscription orders are available!***

Vertical (10" x 12")



*Real world restaurant example.*



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. <sup>\*</sup>Art subject to change.



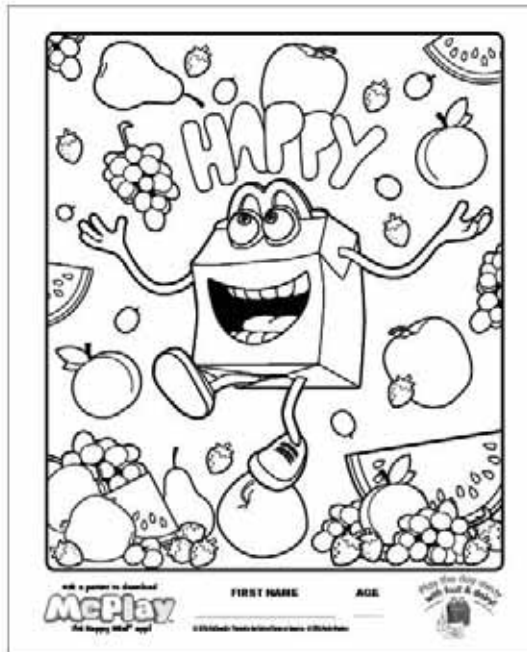
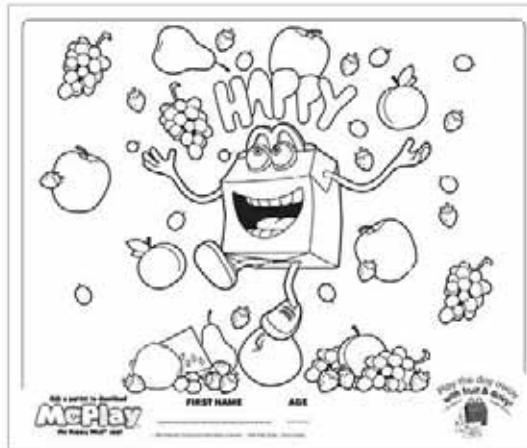
## How to use:



1) Peel off as many Kiddie Kloths™ as needed from the pad.



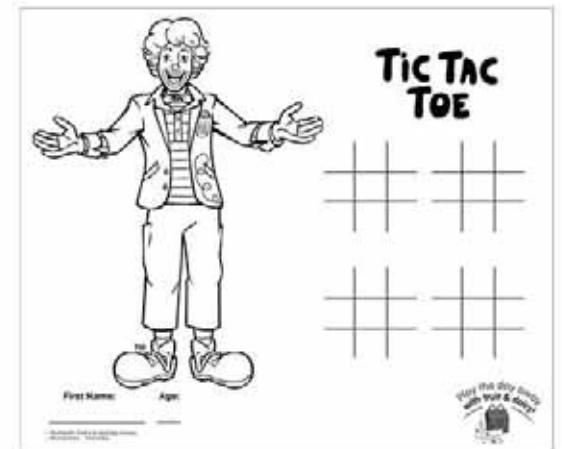
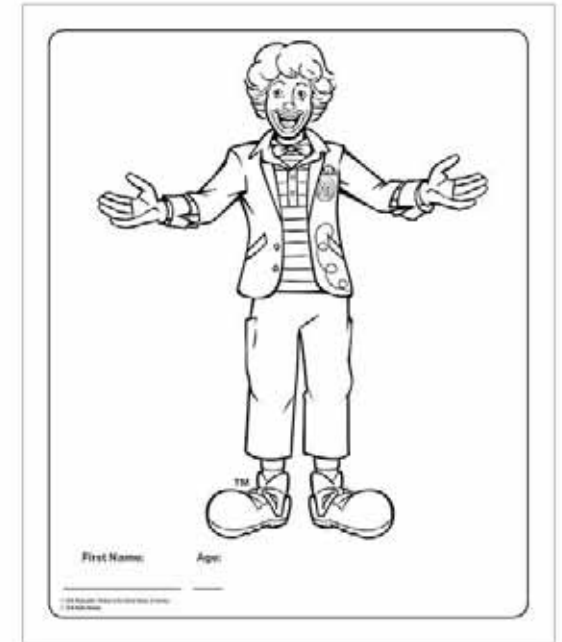
2) Place Kiddie Kloths™ on table.



3) Kiddie Kloths™ are easy to remove once the fun is done. Just peel up any corner.



4) The piece is repositionable and can be moved from table and displayed on fridge, cabinet, window, etc.

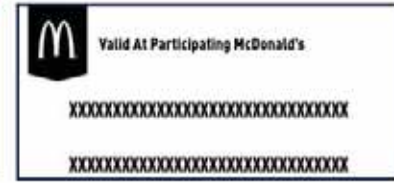
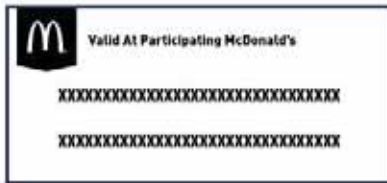


Our Small Coupon Book is designed to be handed out to customers to help drive sales for any occasion or featured menu items. A variety of designs are readily available for promotional events. The Small Coupon Book can have a maximum page count of 52 with limitless offers that can be customized to fit your needs.

- Coupons are the size of a dollar bill making them an easy fit in wallets.
- Easy to hand out and store at register.
- Effective at driving return visits.

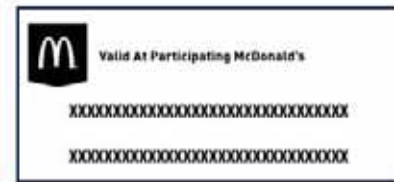
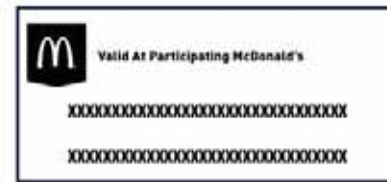


**All Day Breakfast 2016**  
5.5" x 2.5"



**A. New Chicken McNuggets\***  
5.5" x 2.5"

**B. All Day Breakfast 2.0**  
5.5" x 2.5"

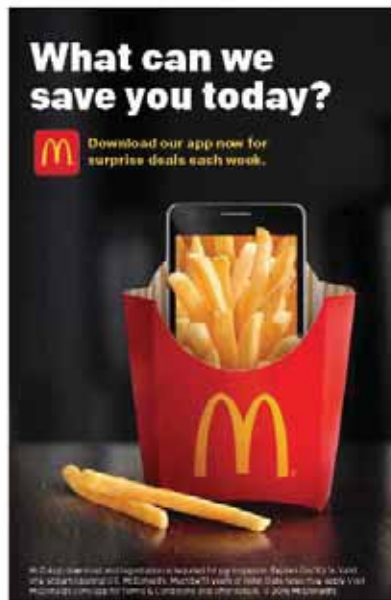


**C. McFamily Fun Night**  
5.5" x 2.5"

**D. Global Mobile App**  
5.5" x 2.5"

Spread the word by using Media Monkey's Half-Sheet Flyers. Our Flyers are perfect for handing out at the drive-thru or counter. They can also be distributed by a street crew!

- Add coupons to drive return visits
- Introduce new products
- Inform customers of upcoming events



**A. Global Mobile App**  
5.5" x 8.5"



**B. Pumpkin Spice Latte**  
5.5" x 8.5"



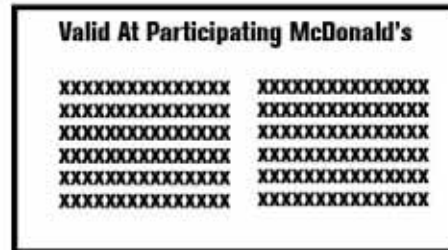
**C. McPick 2 for 5**  
5.5" x 8.5"



**D. Chicken McNuggets®**  
5.5" x 8.5"



**A. Pumpkin Spice Latte**  
3.5" x 2"



**D. Chicken McNuggets\***  
3.5" x 2"

- Gives customers instant gratification and encourage return visits with our cards
- Customers can reuse their coupon card up to 5 times.
- Each time a guest redeems the offer, a crew member punches a hole in one of the numbers on their card. Once all of the numbers are punched, the offer is no longer valid or use the card as a single coupon.
- Add our cards to plus up your Crew Incentives program.



**E. Core**  
3.5" x 2"



**B. Pie**  
3.5" x 2"



**C. ADB 2.0**  
3.5" x 2"



**F. McCafé® Coffee**  
3.5" x 2"



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. \*Art subject to change.

- Serves as a helpful reference for crew members.
- Reminds crew members of key product points when talking with customers.
- Available in Spanish and English.
- Legally approved!



**A. Chicken McNuggets®**  
11" x 17"



**B. Pumpkin Spice Latte**  
11" x 17"



**C. McPick 2 for \$5**  
11" x 17"

Get the word out about special events and products with our customizable program materials! Send out direct mail, coupon cards and much more to inform your guests of what's happening in your restaurant. Check out the next few pages for examples and let us know if there's something we can create for you.

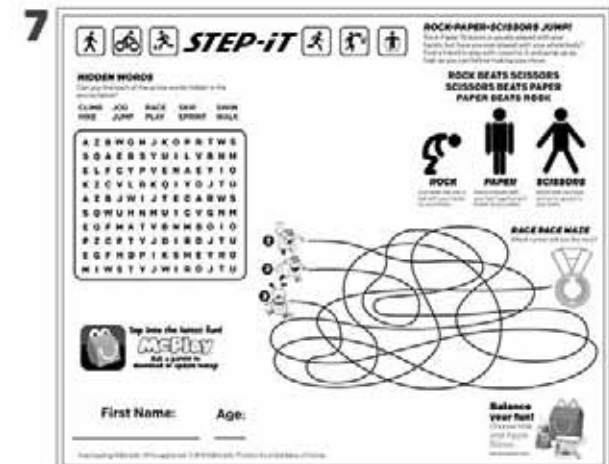
- **NFL**
- **Seasonal Holidays/Arch Card**
- **Community: McFamily Fun Night®**
- **The VOICE**
- **Now Hiring**



## Featured Examples:

- 1 Direct Mail Coupon Book**  
(8.5in X 7in folded)  
4pg Only
- 2 Bag Hanger**  
(4in X 6in)
- 3 Small Coupon Book**  
(5.5in X 2.5in)  
Up to 7 offers
- 4 Half Sheet Flyer**  
(5.5in X 8.5in)
- 5 Crew Sticker**  
(3in Diameter)
- 6 Keeper Coupon**  
(3.5in X 2in)
- 7 Kiddie Kloths™**  
(10in X 12in)

Get your customers excited for the upcoming NFL season with direct mail, keeper coupons, and much more!



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. <sup>†</sup>Art subject to change.



- Media Monkey has developed several programs for holidays that aid in building community involvement and brand loyalty.
- Media Monkey has developed materials for holidays throughout the year ranging from Christmas to National Pi Day.
- By having special promotions for holidays, McDonald's can make their products available for guests to try something new or return for one of their favorite treats!
- We have pieces for every holiday that have been legally approved.

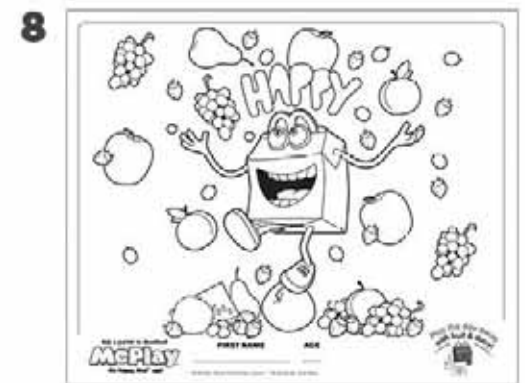


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# Halloween Package

## Featured Examples:

- 1** Direct Mail Coupon Book  
(8.5in X 7in folded)  
4pg Only
- 2** Bag Hanger  
(4in X 6in)
- 3** Small Coupon Book  
(5.5in X 2.5in)  
Up to 7 offers
- 4** Half Sheet Flyer  
(5.5in X 8.5in)
- 5** Accordion Coupon Book  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6** Crew Sticker  
(3in Diameter)
- 7** Keeper Coupon  
(3.5in X 2in)
- 8** Kiddie Kloths™  
(10in X 12in)



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. <sup>\*</sup>Art subject to change.

# Thanksgiving/Black Friday Package

## Featured Examples:

- 1 Direct Mail Coupon Book**  
(8.5in X 7in folded)  
4pg Only
- 2 Bag Hanger**  
(4in X 6in)
- 3 Small Coupon Book**  
(5.5in X 2.5in)  
Up to 7 offers
- 4 Half Sheet Flyer**  
(5.5in X 8.5in)
- 5 Accordion Coupon Book**  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6 Crew Sticker**  
(3in Diameter)
- 7 Keeper Coupon**  
(3.5in X 2in)



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. \*Art subject to change.

## Case Study 1

An o/o in the Chicago area customized a crew sticker and a coupon book. When a customer purchased a \$25 Arch Card during this promotion they received a coupon book with a \$40 value.

↑ **3x** the amount of Arch Cards sold from the previous year.

↑ **6%** For the month of January thanks to the Coupon Books from the Arch Card Push.



**Direct Mail Coupon Book**  
8.5" x 7" (folded)

## Case Study 2

### *Prior to the program*

**\$53,000** in Arch Cards during the holiday season at the test stores.

**5,375** in total Arch Card units sold.

### *After the program*

↑ **190%** on stores using the promo on Black Friday alone.

**\$156,000** in Arch Cards sales during the holiday season at the test stores.

**13,087** in Arch Cards units sold.

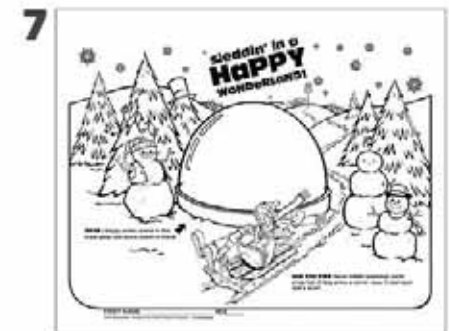
↑ **4.72%** average increase in sales.

↑ **\$2** increase in average activation.

# Holidays/Arch Card Package

## Featured Examples:

- 1** Bag Hanger  
(4in X 6in)
- 2** Small Coupon Book  
(5.5in X 2.5in)  
Up to 7 offers
- 3** Half Sheet Flyer  
(5.5in X 8.5in)
- 4** Accordion Coupon Book  
(6.125in X 2.5in folded)  
Up to 4 offers
- 5** Crew Sticker  
(3in Diameter)
- 6** Keeper Coupon  
(3.5in X 2in)
- 7** Kiddie Kloths™  
(10in X 12in)



## Featured Examples:

- 1** Direct Mail Coupon Book  
(8.5in X 7in folded)  
4pg Only
- 2** Bag Hanger  
(4in X 6in)
- 3** Crew Sticker  
(3in Diameter)
- 4** Keeper Coupon  
(3.5in X 2in)
- 5** Kiddie Kloths™  
(10in X 12in)



# Valentine's Day Package

## Featured Examples:

- 1 Direct Mail Coupon Book**  
(8.5in X 7in folded)  
4pg Only
- 2 Bag Hanger**  
(4in X 6in)
- 3 Small Coupon Book**  
(5.5in X 2.5in)  
Up to 7 offers
- 4 Half Sheet Flyer**  
(5.5in X 8.5in)
- 5 Accordion Coupon Book**  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6 Crew Sticker**  
(3in Diameter)
- 7 Keeper Coupon**  
(3.5in X 2in)



## Featured Examples:

- 1** Bag Hanger  
(4in X 6in)
- 2** Small Coupon Book  
(5.5in X 2.5in)  
Up to 7 offers
- 3** Half Sheet Flyer  
(5.5in X 8.5in)
- 4** Crew Sticker  
(3in Diameter)
- 5** Keeper Coupon  
(3.5in X 2in)





# St. Patrick's Day Package

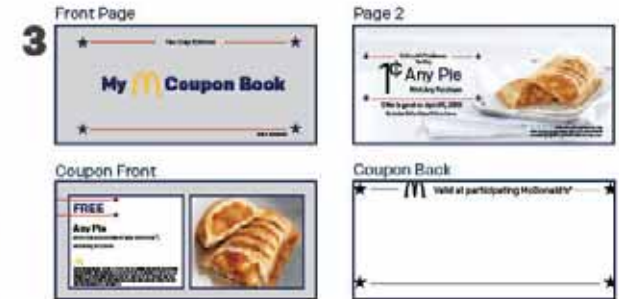
## Featured Examples:

- 1** Direct Mail Coupon Book  
(8.5in X 7in folded)  
4pg Only
- 2** Bag Hanger  
(4in X 6in)
- 3** Small Coupon Book  
(5.5in X 2.5in)  
Up to 7 offers
- 4** Half Sheet Flyer  
(5.5in X 8.5in)
- 5** Accordion Coupon Book  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6** Crew Sticker  
(3in Diameter)
- 7** Keeper Coupon  
(3.5in X 2in)



## Featured Examples:

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4pg Only
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- 3 Small Coupon Book**  
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Up to 7 offers
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- 5 Accordion Coupon Book**  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6 Crew Sticker**  
(3in Diameter)
- 7 Keeper Coupon**  
(3.5in X 2in)



# Earth Day Package

## Featured Examples:

- 1 Direct Mail Coupon Book**  
(8.5in X 7in folded)  
4pg Only
- 2 Bag Hanger**  
(4in X 6in)
- 3 Small Coupon Book**  
(5.5in X 2.5in)  
Up to 7 offers
- 4 Half Sheet Flyer**  
(5.5in X 8.5in)
- 5 Accordion Coupon Book**  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6 Crew Sticker**  
(3in Diameter)
- 7 Keeper Coupon**  
(3.5in X 2in)



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.

\*Art subject to change.

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(3.5in X 2in)



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(6.125in X 2.5in folded)  
Up to 4 offers
- 6** Crew Sticker  
(3in Diameter)
- 7** Keeper Coupon  
(3.5in X 2in)



# Memorial Day Package

## Featured Examples:

- 1** Direct Mail Coupon Book  
(8.5in X 7in folded)  
4pg Only
- 2** Bag Hanger  
(4in X 6in)
- 3** Small Coupon Book  
(5.5in X 2.5in)  
Up to 7 offers
- 4** Half Sheet Flyer  
(5.5in X 8.5in)
- 5** Accordion Coupon Book  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6** Crew Sticker  
(3in Diameter)
- 7** Keeper Coupon  
(3.5in X 2in)



# Independence Day Package

## Featured Examples:

- 1** Direct Mail Coupon Book  
(8.5in X 7in folded)  
4pg Only
- 2** Bag Hanger  
(4in X 6in)
- 3** Small Coupon Book  
(5.5in X 2.5in)  
Up to 7 offers
- 4** Half Sheet Flyer  
(5.5in X 8.5in)
- 5** Accordion Coupon Book  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6** Crew Sticker  
(3in Diameter)
- 7** Keeper Coupon  
(3.5in X 2in)



## Featured Examples:

- 1 Direct Mail Coupon Book**  
(8.5in X 7in folded)  
4pg Only
- 2 Bag Hanger**  
(4in X 6in)
- 3 Small Coupon Book**  
(5.5in X 2.5in)  
Up to 7 offers
- 4 Half Sheet Flyer**  
(5.5in X 8.5in)
- 5 Accordion Coupon Book**  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6 Crew Sticker**  
(3in Diameter)
- 7 Keeper Coupon**  
(3.5in X 2in)





## Featured Examples:

- 1** Direct Mail Coupon Book  
(8.5in X 7in folded)  
4pg Only
- 2** Bag Hanger  
(4in X 6in)
- 3** Small Coupon Book  
(5.5in X 2.5in)  
Up to 7 offers
- 4** Crew Sticker  
(3in Diameter)
- 5** Keeper Coupon  
(3.5in X 2in)
- 6** Kiddie Kloths™  
(10in X 12in)



## Featured Examples:

- 1** Direct Mail Coupon Book  
(8.5in X 7in folded)  
4pg Only
- 2** Bag Hanger  
(4in X 6in)
- 3** Crew Incentive Poster  
(11in X 17in)



- Strengthen your local community by promoting McFamily Fun Night\*!
- Promotes Happy Meals\* and other food sales
- Brings families together for a unique and exciting event.

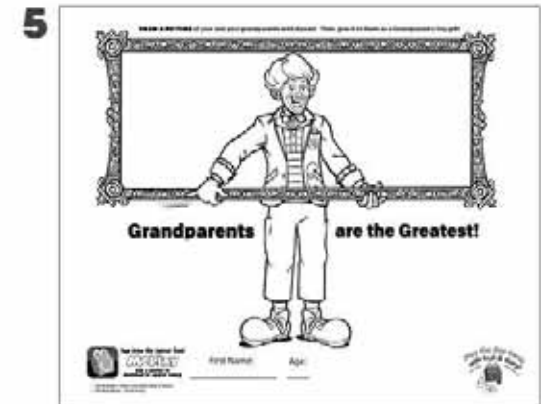
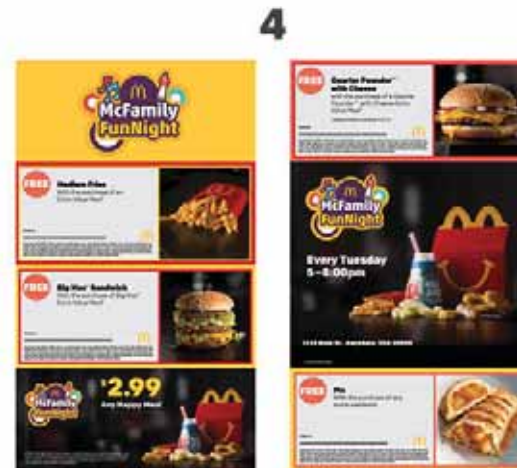


**A. McFamily Fun Night Direct Mail**  
(8.5" x 7" folded) 4pg. only



## What's included:

- 1** Bag Hanger  
(4in X 6in)
- 2** Small Coupon Book  
(5.5in X 2.5in)  
Up to 7 offers
- 3** Half Sheet Flyer  
(5.5in X 8.5in)
- 4** Accordion Coupon Book  
(6.125in X 2.5in folded)  
Up to 4 offers
- 5** Kiddie Kloths™  
(10in X 12in)





**A. The VOICE Bag Hanger**  
4" x 6"

- Our VOICE Bag Hanger is a great way to improve your restaurant and engage your customers.
- Information about the VOICE program is easily lost, but our Bag Hanger stays in plain sight right on the front of a bag.
- Our re-attachable design can be taken home after the bag has been thrown away, as well as our VOICE card.
- By scanning the QR code or typing in the website, customers have direct access to your restaurant's web page.
- Increase the amount of feedback you receive with these helpful tools!



**B. The VOICE Box Topper**  
3" x 3"



**C. The VOICE Card**  
3.5" x 2"

- Our Now Hiring Bag Hangers are an effective way to let customers know upfront that your store is hiring, the benefits, and how to apply.
- They are highly visible pieces that have been proven to get more applications.
- By adding a customized QR code, potential employees have a direct link to your website and can apply easily.
- Create a unique Now Hiring Card to send home a reminder.
- Get the word out about your hiring initiatives today!



**A. Now Hiring Bag Hanger**  
4" x 6"



**A. Employee Welcome Folder**  
12" x 9"



**B. Now Hiring Postcard**  
11" x 9"



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. \*Art subject to change.

When your restaurant is being renovated, it's important to let your customers know that you are still open for business to avoid hard losses. Our MRP kits keep your customers informed and maintain guest visits throughout the entire renovation even after your store's construction.

By promoting stores before and during construction Media Monkey has helped keep sales reduction to a minimum and strongly promote events and sales for the Grand Opening of the store through mailed coupon books.



## Pre-Construction

- 30 days prior to construction
- Watch us grow and get better/be refreshed

## During Construction

- Throughout the construction process
- Re-direct customers to your other locations
- Continue to build momentum

## Double Drive-Thru

- Promote the newest addition to your store

## Grand Opening

- The week of your store's opening
- Come Back! messaging

## Rehits

1 year after your store's grand opening

## What's included:

- 1 Direct Mail Coupon Book**  
(8.5in X 7in folded)  
4pg Only
- 2 Bag Hanger**  
(4in X 6in)
- 3 Small Coupon Book**  
(5.5in X 2.5in)  
Up to 7 offers
- 4 Half Sheet Flyer**  
(5.5in X 8.5in)
- 5 Accordion Coupon Book**  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6 Crew Sticker**  
(3in Diameter)
- 7 Keeper Coupon**  
(3.5in X 2in)

*"Watch us grow and get better!"*  
*"Watch us get refreshed!"*



\*Art subject to change.

Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.



# During Construction Package

Use throughout the construction process

## What's included:

- 1 Direct Mail Coupon Book**  
(8.5in X 7in folded)  
4pg Only
- 2 Bag Hanger**  
(4in X 6in)
- 3 Small Coupon Book**  
(5.5in X 2.5in)  
Up to 7 offers
- 4 Half Sheet Flyer**  
(5.5in X 8.5in)
- 5 Accordion Coupon Book**  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6 Crew Sticker**  
(3in Diameter)
- 7 Keeper Coupon**  
(3.5in X 2in)

*Re-direct customers to your other locations!  
Continue to build momentum!*



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.

\*Art subject to change.

# Double Drive-Thru Package

Promote the newest addition to your store

## What's included:

- 1 Direct Mail Coupon Book**  
(8.5in X 7in folded)  
4pg Only
- 2 Bag Hanger**  
(4in X 6in)
- 3 Small Coupon Book**  
(5.5in X 2.5in)  
Up to 7 offers
- 4 Half Sheet Flyer**  
(5.5in X 8.5in)
- 5 Accordion Coupon Book**  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6 Crew Sticker**  
(3in Diameter)
- 7 Keeper Coupon**  
(3.5in X 2in)



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. \*Art subject to change.

# Grand Opening Package

Use the week of your store's opening

## What's included:

- 1** Direct Mail Coupon Book  
(8.5in X 7in folded)  
4pg Only
- 2** Bag Hanger  
(4in X 6in)
- 3** Invite Postcard  
(11in X 6in)
- 4** Half Sheet Flyer  
(5.5in X 8.5in)
- 5** Accordion Coupon Book  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6** Crew Sticker  
(3in Diameter)
- 7** Keeper Coupon  
(3.5in X 2in)

*We provide a full kit for Grand Openings including ribbon, scissors, invitations and more! Contact us for further details about how we can make your Grand Opening extra special!*



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. <sup>\*</sup>Art subject to change.

## What's included:

- 1 Direct Mail Coupon Book**  
(8.5in X 7in folded)  
4pg Only
- 2 Bag Hanger**  
(4in X 6in)
- 3 Small Coupon Book**  
(5.5in X 2.5in)  
Up to 7 offers
- 4 Half Sheet Flyer**  
(5.5in X 8.5in)
- 5 Accordion Coupon Book**  
(6.125in X 2.5in folded)  
Up to 4 offers
- 6 Crew Sticker**  
(3in Diameter)
- 7 Keeper Coupon**  
(3.5in X 2in)



Let Media Monkey help you build a connection with customers and get involved in your neighborhood with our Fundraising materials. Our Fundraising programs give you a direct way to interact with customers, build your store's presence, and give back to the community.

## **McTeacher's Night<sup>®</sup>**

Our McTeacher's Program is a great way to partner with local schools to raise funds for educational initiatives and your restaurant. Promote academic achievements with a fun filled evening of McDonald's<sup>®</sup> events.

## **Non-Profit Fundraising**

Create a partnership with local organizations with our Non-Profit Fundraising materials. Send out invitations to organization leaders to inform them about your fundraising program.



Media Monkey has developed a unique program to help with the outreach of the McDonald's McTeacher's Night Program. McTeacher's Night builds community involvement and brand loyalty by engaging in fundraisers for local schools. Our McTeacher's kits make direct contact to the schools in your market area by sending letters, brochures, and contact information to the Principal, Superintendent, and PTA/PTO president of local schools. Subscriptions are available! Restaurants can subscribe to services including a mailing in the Fall and Spring semesters and a follow-up post program.

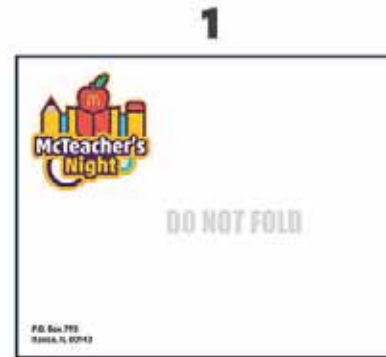
## Case Study: McTeacher's Michigan McOpCo

- ↑ 286% in donations since using our Introductory Packages for outreach.
- Michigan McOpCo is now #1, making it the national leader in 2013.



## What's included:

- 1 McTeacher's Night® Envelope**  
 (11" x 9")  
 The official envelope will contain three packets wrapped with a yellow strip of paper and will be sent directly to schools in your market area. Each packet includes a letter to a school official, a brochure, and a contact information note.
- 2 Letters to School Officials\***  
 (8.5" x 11")  
 3 letters introducing the fundraising program are sent to the principal, superintendent, and PTA/PTO administrator of each school.
- 3 Brochures**  
 (Folded to 8.5" x 11")  
 A brochure will be sent along with each letter containing information for school officials on what the McTeacher's Night program offers and how it will benefit their school.
- 4 Contact Information Note**  
 (3" x 3")  
 This note will be attached to each packet sent to the participating school. It will contain the designated contact information provided by McDonald's® for scheduling the event.



\*Adding or removing elements to each package may affect pricing.

## What's included:

- 1 Agreement Letters**  
(8.5" x 11")  
2 different agreement letters will be sent to the participating McDonald's® to confirm a McTeacher's Night event.
- 2 Success Tips Letter**  
(8.5" x 11")  
A guide sent to the school on how to run a successful McTeacher's Night event.
- 3 School Posters\***  
(24" x 36")  
Two posters will be sent to the school to raise awareness of the event after scheduling takes place. Please call for additional poster orders.



\*Adding or removing elements to each package may affect pricing.



\*Art subject to change. Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.



We offer additional items and custom designs upon request. These materials can help build a stronger relationship with the schools hosting McTeacher's Night and aid in spreading awareness of the event.

## What's included:

- 1 Invitation Letter**  
(5.5" x 8.5" folded to 5.5" x 4.25")  
Help make McTeacher's Night a success by providing invitations to the event for the school. These invitations can be used to add a personal touch to the event and help spread the word to friends and families of school attendees.
- 2 Window Poster**  
(29" x 42")  
Continue to spread the word for the McTeacher's Night program by setting up a window poster in store.
- 3 Percentage Sticker\***  
This sticker may be attached to the envelope showing the percentage of sales, specified by the participating McDonald's®, a school will receive.



2



1



3



\*Adding or removing elements to each package may affect pricing.



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. \*Art subject to change.

## What's included:

### 4 Keeper Coupons

(3.5" x 2")

Encourage return visits from your McTeacher's guests with our Keeper Coupon, which allows customers to reuse their coupon card up to 5 times. Each time a guest redeems the offer, a crew member punches a hole in one of the numbers on their card. Once all of the numbers are punched, the offer is no longer valid.



### 5 Single Offer Coupons

(3.5" x 2")

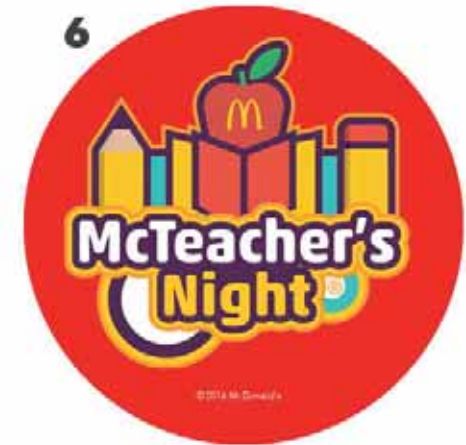
These coupons work great as a way to treat your guests to something special. They are the size of a standard business card and fit into a wallet or purse so customers can easily carry and use them. Use business card sized coupons to promote special offers or events to encourage customers to come to your store, and return with enticing offers.



### 6 Crew Stickers

(3" Diameter)

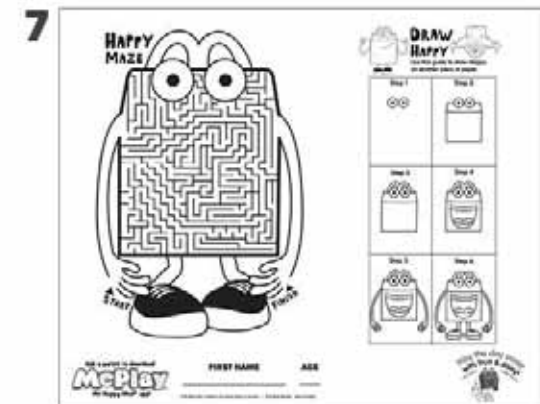
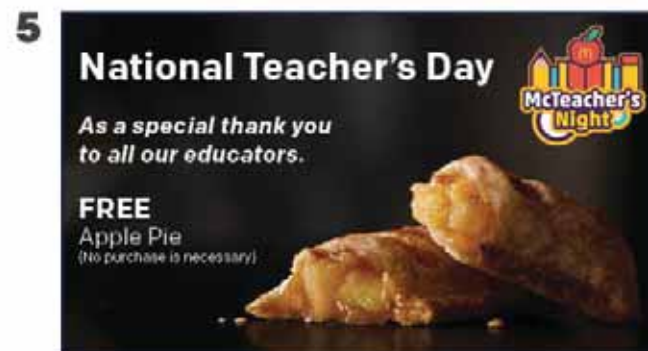
Our crew stickers may be customized to give guests at your restaurant a friendly reminder of special offers.



### 7 Kiddie Kloths™

(10in X 12in)

Kiddie Kloths™ are repositionable non-slip interactive place mats with games, coloring, and fun!



\*Art subject to change.

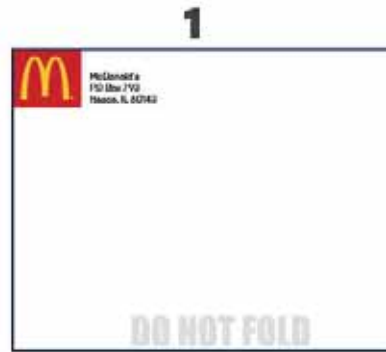
Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.

Create a partnership with local organizations with our Non-Profit Fundraising materials. Send out invitations to organization leaders to inform them about your fundraising program.



## What's included:

- 1 Envelope**  
 (11" x 9")  
 The official envelope will contain one packet wrapped with a yellow strip of paper and will be sent directly to organizations in your market area. Each packet includes a letter to an organization representative, a brochure, and a contact information note.
- 2 Letters to Organization Representative**  
 (8.5" x 11")  
 1 letter introducing the fundraising program is sent to a representative of each organization.
- 3 Brochures**  
 (Folded to 8.5" x 11")  
 A brochure will be sent along with the letter containing information for the organization partner representative on what the Non-Profit Fundraising program offers and how it will benefit their group.
- 4 Contact Information Note**  
 (3" x 3")  
 This note will be attached to each packet sent to the participating organization. It will contain the designated contact information provided by McDonald's® for scheduling the event.



\*Adding or removing elements to each package may affect pricing.



\*Art subject to change.

Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.

## What's included:

- 1 Agreement Letters**  
(8.5" x 11")  
2 different agreement letters will be sent to the participating McDonald's to confirm a fundraising event.
- 2 Success Tips Letter**  
(8.5" x 11")  
A guide sent to the organization on how to run a successful fundraising event.
- 3 School Posters\***  
(24" x 36")  
Two posters will be sent to the organization to raise awareness of the event after scheduling takes place. Please call for additional poster orders.

1



2



3



\*Adding or removing elements to each package may affect pricing.



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. \*Art subject to change.

We offer additional items and custom designs upon request. These materials can help build a stronger relationship with the organizations hosting a Non-Profit Fundraising event and aid in spreading awareness of the event.

## 1 Invitation Letter

(5.5" x 8.5" folded to 5.5" x 4.25")

Help make fundraising a success by providing invitations to the event for the organizations. These invitations can be used to add a personal touch to the event and help spread the word to friends and families of organization attendees.

## 2 Window Poster

(29" x 42")

Continue to spread the word for the fundraising event by setting up a window poster in store.

## 3 Percentage Sticker\*

This sticker may be attached to the envelope showing the percentage of sales, specified by the participating McDonald's, an organization will receive.

## 4 Keeper Coupons

(3.5" x 2")

Encourage return visits from your fundraising guests with our Keeper Coupon, which allows customers to reuse their coupon card up to 5 times. Each time a guest redeems the offer, a crew member punches a hole in one of the numbers on their card. Once all of the numbers are punched, the offer is no longer valid.

## 5 Back of Keeper Coupons

(3.5" x 2")

The back of our Keeper Coupon has three blank spaces. Use the first two to fill out the name of the organization the fundraising event is for and the address of the McDonald's hosting it. Use the third space to write the offer's expiration date.



\*Adding or removing elements to each package may affect pricing.

\*Art subject to change.

Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.

Media Monkey offers creative for McDonald's® out-of-home (OOH) materials. We are a McDonald's® approved vendor for OOH creative design. All of our designs are submitted through the GRC to ensure proper messaging standards for McDonald's® are followed.

Customized designs are available.

Media Monkey is an approved LSM/MLM vendor dedicated to tapping into your market potential and building your comps. We utilize geo-grid marketing to target areas with consumers who are most likely to purchase your services in order to bring you the best ROI possible.

At Media Monkey we understand that every company is different and has a unique community to market to. We specialize in finding the perfect solution to your company's needs. Our team of skilled professionals will be happy to help develop a solution to solve any problem, and build any company. Between using print, internet, and mobile marketing, among other tactics, we have you and your business covered.



# Bulletins & Billboards

A bulletin is the largest standard-sized billboard. This display ensures maximum exposure to traffic on expressways, highways and primary roads. Bulletins are commonly used as a directional to reach long-distance travelers, pointing them to the nearest locations for restaurants, lodging and fuel. Bulletins also offer creative flexibility limited only by the imagination. Three-dimensional designs, moving parts and extensions make these boards unique and customizable based on your restaurant's needs.

## Sizes & Formats

- 14' x 48'
- 10'6" x 36'
- 10' x 40'
- 10' x 30'

## Design

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.





- 1) All Day Breakfast
- 2) General Breakfast/McCafé®
- 3) Core Menu
- 4) LTO
- 5) Dessert Menu
- 6) Global Mobile App
- 7) Grand Opening
- 8) New McNuggets®

### Sizes & Formats

- 14' x 48'
- 10'6" x 36'
- 10' x 40'
- 10' x 30'
- 12' x 24'

### Design

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.



1A



1B

\*Design only available in muffin markets.



1C

\*Design only available in biscuit markets.



1D



1E

\*Design only available in biscuit markets.



1F

\*Design only available in muffin markets.



1G



2A



2B



2C

\*Art subject to change.

Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.

- 1) All Day Breakfast
- 2) General Breakfast/McCafé®
- 3) Core Menu
- 4) LTO
- 5) Dessert Menu
- 6) Global Mobile App
- 7) Grand Opening
- 8) New McNuggets®

## Sizes & Formats

- 14' x 48'
- 10'6" x 36'
- 10' x 40'
- 10' x 30'
- 12' x 24'

## Design

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.



2D



2E



2F



2G



2H



2I



3A



3B



3C



3D



\*Art subject to change.

Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.

- 1) All Day Breakfast
- 2) General Breakfast/McCafé®
- 3) Core Menu
- 4) LTO
- 5) Dessert Menu
- 6) Global Mobile App
- 7) Grand Opening
- 8) New McNuggets®

## Sizes & Formats

- 14' x 48'
- 10'6" x 36'
- 10' x 40'
- 10' x 30'
- 12' x 24'

## Design

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.



3E



3G



3I



3K



3L \*Headline not approved for Ohio, Hawaii, or New Mexico.



3F



3H



3J



3L



4A \*Design only available in regions where product is sold.

\*Art subject to change.

Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.

- 1) All Day Breakfast
- 2) General Breakfast/McCafé®
- 3) Core Menu
- 4) LTO
- 5) Dessert Menu
- 6) Global Mobile App
- 7) Grand Opening
- 8) New McNuggets®

### Sizes & Formats

- 14' x 48'
- 10'6" x 36'
- 10' x 40'
- 10' x 30'
- 12' x 24'

### Design

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.



4B



4C



4D



5A



5B



5C



5D



5E \*Headline not approved for Ohio or Oklahoma.



5F



6G



\*Art subject to change.  
Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.

- 1) All Day Breakfast
- 2) General Breakfast/McCafé®
- 3) Core Menu
- 4) LTO
- 5) Dessert Menu
- 6) Global Mobile App
- 7) Grand Opening
- 8) New McNuggets®



6A



6B



7A



8A

## Sizes & Formats

- 14' x 48'
- 10'6" x 36'
- 10' x 40'
- 10' x 30'
- 12' x 24'

## Design

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.



Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information. <sup>\*</sup>Art subject to change.

A bus shelter is a curbside structure located along bus stop routes. They can be in both urban and rural areas. They can also hold a variety of messages. Bus shelter advertising can be seen by a wide array of consumers.

**Size (Size & format may vary)**

46" x 67"

**Design**

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.



- 1) All Day Breakfast
- 2) General Breakfast/McCafé®
- 3) Core Menu
- 4) LTO
- 5) Dessert Menu
- 6) Global Mobile App
- 7) Grand Opening
- 8) New McNuggets®



1A \*Design only available in muffin markets.



1B



1C \*Design only available in biscuit markets.



2A



2B



2C



3A



3B

**Size (Size & format may vary)**

46" x 67"

**Design**

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.



\*Art subject to change.  
Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.

- 1) All Day Breakfast
- 2) General Breakfast/McCafé®
- 3) Core Menu
- 4) LTO
- 5) Dessert Menu
- 6) Global Mobile App
- 7) Grand Opening
- 8) New McNuggets®

Size (Size & format may vary)

46" x 67"

**Design**

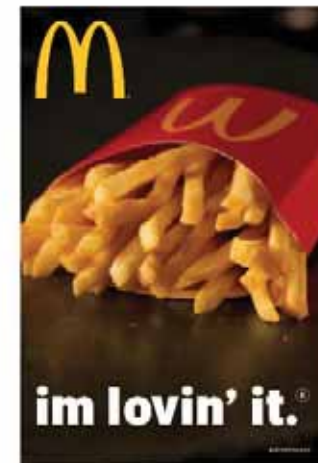
Varies based on concept and messaging. Any design can be customized for your particular promotion or event.



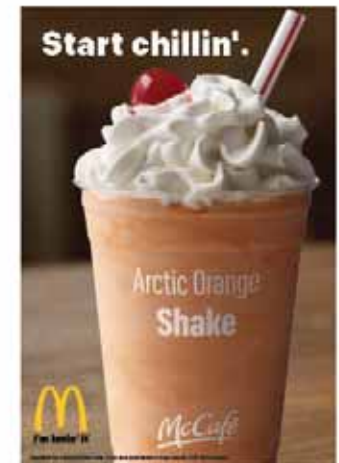
3C



3D



3E



4A \*Design only available in regions where product is sold



4B \*Design only available in regions where product is sold



4C \*Design only available in regions where product is sold



4C



4D



\*Art subject to change.

Other designs are available or we can create a custom design for you at no extra cost. Please call us for more information.



- 1) All Day Breakfast
- 2) General Breakfast/McCafé®
- 3) Core Menu
- 4) LTO
- 5) Dessert Menu
- 6) Global Mobile App
- 7) Grand Opening
- 8) New McNuggets®



6A



6B



6A



7A

**Size (Size & format may vary)**

46" x 67"

**Design**

Varies based on concept and messaging. Any design can be customized for your particular promotion or event.



8A



8B

Advertising on the exterior of buses allows for prime viewing of your company's messaging. Wraps and unique placing makes your ad stand out. While the exterior aims at drivers and passersby, the interior ads cater to passengers.

## Size

Varies based on concept

## Design

Varies based on concept and messaging. Any design can be customized.



Advertising on the exterior and interior of rail lines delivers a high impact format for your message. These varying displays are seen above and below ground by both passengers and bystanders ensuring consistent daily views. Display your message to an active audience in an array of locations.

## Sizes & Formats

Varies based on concept

## Design

Varies based on concept and messaging. Any design can be customized.



Airport displays function much like a standard poster. These displays can wrap around walkways, hang between terminal or stand on their own in the center of a large hallway. Airports see heavy amount of foot traffic and visitors from all around the world, making them a great way to reinforce an advertising campaign.

## Sizes & Formats

Varies based on concept

## Design

Varies based on concept and messaging. Any design can be customized.



Street advertising includes an array of display locations and formats, making for a truly unique and customized messaging experience. From lamp post banners to bench advertising to street murals, outdoor advertising increases visibility in a specific city or broad based population.

## Sizes & Formats

Varies based on concept

## Design

Varies based on concept and messaging. Any design can be customized.





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