



# Advertise With Us

MERCHANDISING  
media kit

2016

# Why Advertise with Us

For our valued partners, Newegg Marketplace doesn't stop at just providing the tools you need to succeed. Besides our state-of-the-art website, powerful search engine, and your own dynamic & personalized seller store, Newegg Marketplace also offers you our effective marketing and merchandising programs which help draw traffic to your product pages and grow your sales.

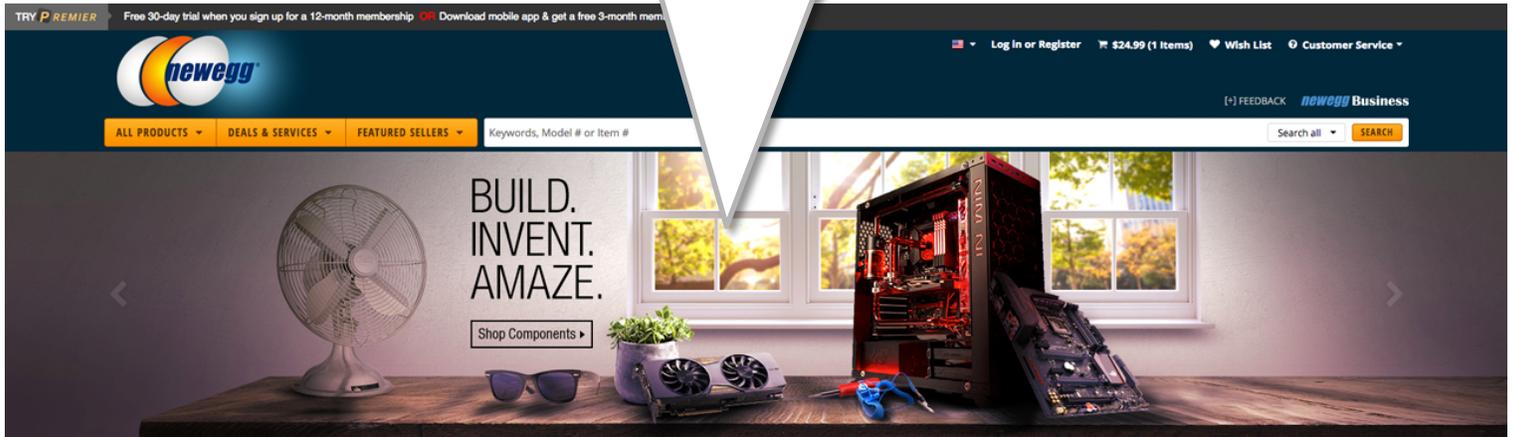
You can ensure that your products will get maximum exposure by featuring them on a banner ad or a spot on the hot deals page, or by spotlighting them in our e-mail blasts with a direct link to your product pages.

Our campaign packages are very flexible and easy to use -- we'll even help you design them if you like! Don't let your products get lost in the crowd—learn all about the different types of campaigns we offer and sign up for the right one for you today!



# Site Merchandising – Homepage

1920 Homepage Banners  
Auto cycles through banners



## SHELL SHOCKER™



\$119.99  
**\$94.99**  
Save: 21%  
\$69.99 after \$25.00 rebate  
Free Shipping

FSP Group Hydro G Series HG750 750W ATX12V / EP512V SLI CrossFire Ready 80 PLUS GOLD Certified Full Modular Active PFC Power ...

5 SUPER DEALS A DAY ▶

## DAILY DEALS



\$549.00  
**\$499.00**  
Save: 9%

Free Shipping

Nexus 6P 64 GB Matte Gold LTE Unlocked Smartphone (North America Warranty)

SEE ALL 72 DAILY DEALS ▶

## SPOTLIGHT



\$199.99  
**\$29.99**  
Save: 73%

Free Shipping

Great Smile Store Advanced Oral Irrigator

EGGXTRA HOT DEALS ▶

HUAWEI  
Your New Smart Watch  
Up to \$100 Off ▶

Redefine Your Home Theater Experience  
Shop Now ▶

## Shell Shocker

Deal based  
and committee selected

## Featured Daily Deal

Not for sale

## Marketplace Spotlight

## Marketplace Homepage Banner

# Tab Store and Category Stores

**newegg** Log In or Register 0 Items Wish List Customer Service

ALL PRODUCTS DEALS & SERVICES FEATURED SELLERS Keywords, Model # or Item # Search all SEARCH

Home > Hobbies & Toys > Remote & Radio Controlled

## REMOTE & RADIO CONTROLLED

**Shop Category**

- RC Vehicles, Robots & Toys
- Batteries & Chargers
- Motors
- Motor Parts
- Engine Parts
- Servos, Gyros & Control Systems
- Field Equipment
- Radios & Accessories
- Other Parts & Accessories

**TOP RC BRANDS EVERYDAY SAVE ON QUADCOPTERS & MORE**

HOVER NOW ▶

### REMOTE & RADIO CONTROLLED

- Drones & Quadcopters
- Helicopters
- Robots & Figures
- Cars
- Trucks, Tanks & Trains
- Airplanes
- Boats & Submarines
- Animals & Insects

### REMOTE & RADIO CONTROLLED FEATURED ITEMS [See All ▶](#)

<p><b>WowWee</b> WOWWEE ROBOSAPIEN HUMANOID TOY ROBOT WITH REMOTE CONTROL</p> <p><del>\$279.99</del> <b>\$99.99</b> Save: 64%</p> <p>Free Shipping Sold by Shop Tronics</p> <p><b>ADD TO CART ▶</b></p> <p><input type="checkbox"/> Compare</p>	<p><b>AIR HOGS STAR WARS: EPISODE VII THE FORCE AWAKENS REMOTE CONTROL MILLENNIUM FALCON</b></p> <p><del>\$49.99</del> <b>\$39.99</b> Save: 20%</p> <p>\$4.99 Shipping Sold by Toys'R'Us &amp; Babies'R'Us</p> <p><b>ADD TO CART ▶</b></p> <p><input type="checkbox"/> Compare</p>	<p><b>WowWee</b> WOWWEE 0890 MIPOSAUR ROBOT</p> <p><del>\$109.99</del> <b>\$89.00</b> Save: 22%</p> <p>Free Shipping Sold by 123Stores</p> <p><b>ADD TO CART ▶</b></p> <p><input type="checkbox"/> Compare</p>
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- msi**  
Super-Fast Gaming Notebooks
- ASUS**  
INTEL INSIDE Brilliant Performance
- GIGABYTE**  
Gaming Experience 5 P Series Laptops
- Lenovo**  
Your Perfect Accessory for Every

# Eggxtra Hot Deals

Linked from the homepage, Eggxtra Hot Deals features our most aggressive products, categories, and campaigns. With the user-friendly website navigation, Eggxtra Hot Deals is a highly trafficked location and is an excellent way to showcase your products.

- Multi-category
- High-Traffic

The screenshot shows the Newegg website's 'Eggxtra Hot Deals' section. At the top, there's a navigation bar with the Newegg logo, user account options (Log in or Register, \$69.85 (1 Item)), and a search bar. Below the navigation, a sidebar on the left lists various categories under 'EGGXTRA HOT DEALS', including Daily Deals, Health & Wellness, Automotive Deals, Watches, Toys & Collectibles, Home & Kitchen, Sports & Fitness, PCs & Laptops, Household Hardware, Luggage & Bags, Hot Electronics, Sunglasses, Home Appliances, and Pet Supplies. A 'NEWEGGFASH' banner offers up to 75% off on electronics, tech, home, tools, beauty, jewelry, and more. The main content area is titled 'MARKETPLACE SPOTLIGHT' and features three product cards: 1. Ray Ban RB2140 Original Wayfarer Sunglasses - \$59.99 (Save: 50%, Free Shipping), 2. Homelife 78150 Best Power Juicer - \$45.99 (Save: 54%, Free Shipping), and 3. My Life My Shop Cor1 Blood Pressure Monitor - Black - \$22.99 (Save: 72%, Free Shipping). Below this is a 'Daily Deals' section featuring an Aukey 4.8A / 24W Dual USB Car Charger Adapter for Apple and Android - \$8.99 (Save: 31%, Free Shipping). On the right side, there are three promotional banners: 'THE "/>

# Outbound Merchandising – Email Blasts

## Weekly Grand Emails

Showcasing your products via our Grand Email allows you to join Newegg's hottest selection of deals which is sent weekly to over 13.5 million loyal subscribers. These segmented emails deliver select deals to a targeted selection of our subscribers that have exhibited buying behavior in specific product categories such as Consumer Electronics, Automotive, Home products or other general merchandise.



## Segment Emails

Monthly email blasts delivering products and value-add content to millions of interested subscribers. Each email is themed to meet our mantra of innovation, design, and value. Take advantage of product spots and banner placements to display your hottest offers.

### Consumer Electronics



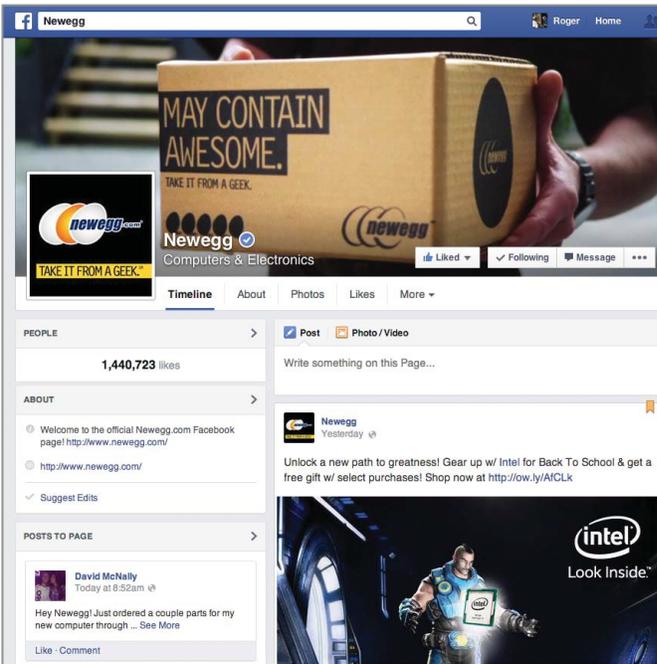
### General Merchandise



### Automotive & Industrial



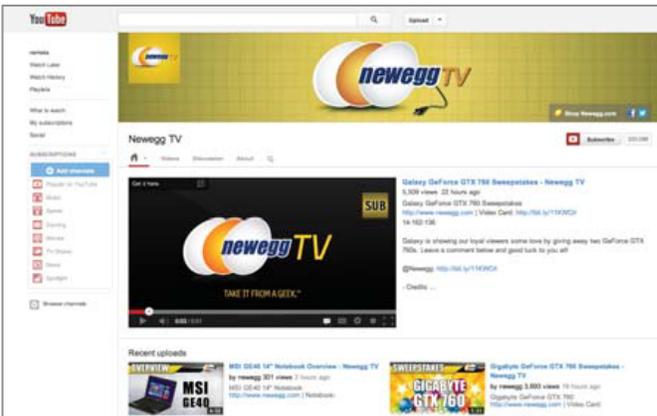
# Social Media



## Real-Time Engagement

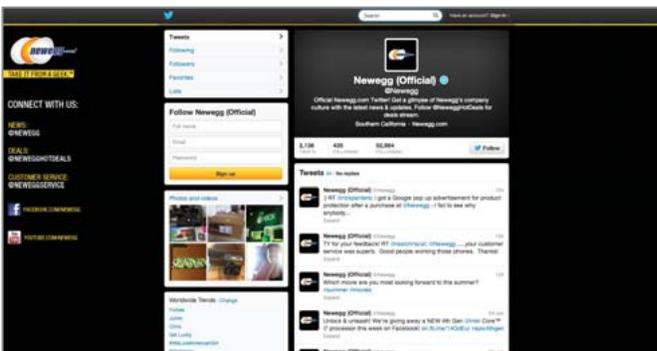
# facebook

- Over 1.4 Million Fans
- Promotional Pages
- Sweepstakes
- Dedicated Posts



# You Tube™

- Over 69 Million Views
- Over 350,000 Subscribers
- Product Demos & Reviews
- Giveaways
- Deal Shout-Outs

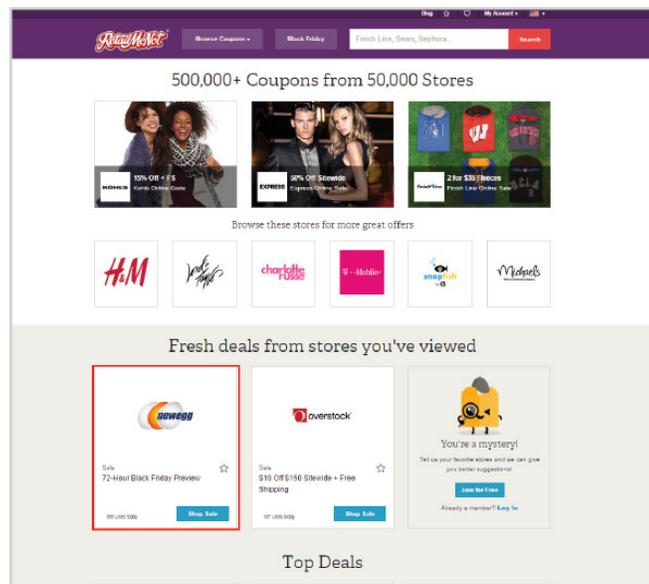
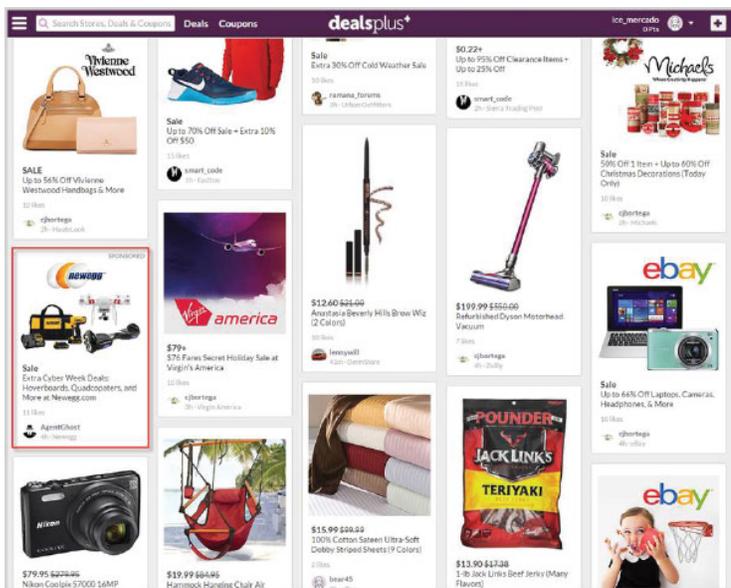
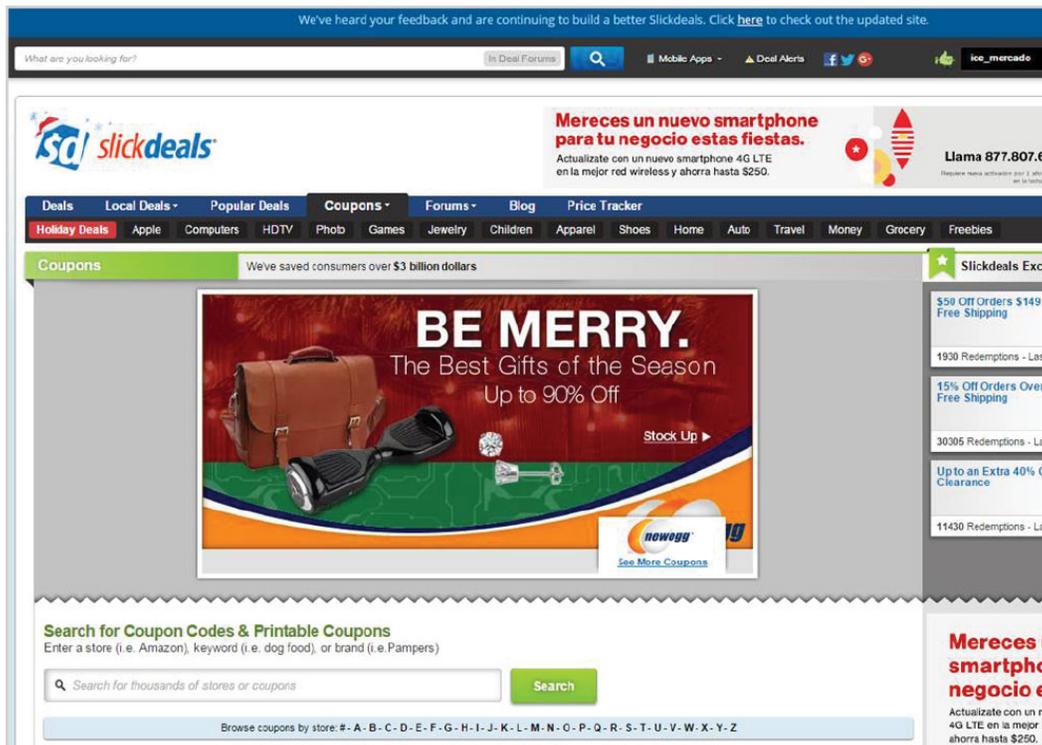


# twitter

- Over 75,000 Followers
- Dedicated Tweets Available

# Affiliates

Get your products seen on today's most popular deal sites, like Slickdeals, DealsPlus, RetailMeNot, Ebates, and more. As one of our highest converting channels, affiliate networks get you the exposure and the sale. Marketing Development Funds guarantee you high profile spots on high traffic sites, with a greater chance of converting. Coverage may include deal posts, emails, giveaways, and more.



# Google Product Listing Ads (PLA)

As a Newegg Marketplace Seller, your product listings and subsequent data like product images, titles, and pricing may be fed and listed onto Google Shopping via Google's Product Listing Ads (PLA). PLA's can be a great extension to your existing keyword search advertising campaigns.

## PLA CO-OP Program

Newegg Marketplace submits your products with very minimum bid under a blanket campaign that covers all of our sellers. However, if you would like to capitalize on Newegg's submissions and increase the frequency at which your items appear on Google Shopping, we invite you to participate in our PLA Co-Op Program. Through this program we will dedicate your marketing funds in any amount directly to your individual product submissions and provide you with all corresponding data around your account's campaign.

## Features:

- Detailed reports on your campaign
- Target at the account level
- Increase traffic and sales to your products on Newegg



The screenshot shows a Google search for "asus laptop". The search bar at the top contains "asus laptop" and a search icon. Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "News", "Videos", and "More". The search results show "About 33,800,000 results (0.35 seconds)".

The organic search results include:

- Newegg.com - Newegg - Asus Store**  
Ad www.newegg.com/ Mind Blowing Deals on Asus. Take it from a Geek! Shop Daily Deals - Fast Shipping - 3+ Million Reviews - 24-7 Customer Service
- ASUS/Gaming Laptops - Newegg.com**  
www.newegg.com > Brands > ASUS > Newegg > Jan 2, 2016 - Latest Core i7 6700 HQ and Powered with GTX 960M ASUS ROG GL552VW-DH71 Gaming Laptop Intel Core i7-6700HQ 2.6 GHz 15.6" ...
- ASUS Laptop X555LB-NS71 Intel Core i7 5500U (2.40 GHz ...**  
www.newegg.com > ... > Laptops / Notebooks > ASUS > Newegg > ★★★★★ Rating: 4 - 13 reviews - \$799.99 - Out of stock Buy ASUS Laptop X555LB-NS71 Intel Core i7 5500U (2.40 GHz) 8 GB ... Newegg.com - A great place to buy computers, computer parts, electronics, ..... ASUS Laptop X555UB-NS71 Intel Core i7 6500U (2.50 GHz) 8 GB Memory 1 TB HDD .
- Notebooks | ASUS USA**  
https://www.asus.com/us/notebooks/ > ASUS > 15.6-inch slim and stylish laptop with stunning 4K/UHD display and powerful PCIe x4 ... The latest ROG gaming laptop - the G752 - delivers exceptional gaming ... ZenBook Pro UX501 - 2-in-1 PCs - N551JQ - ASUS Transformer Book Flip ...

The Product Listing Ad (PLA) section is titled "Shop for asus laptop on Google" and is marked as "Sponsored". It displays a grid of product listings:

- ASUS Laptop D550MAV-DB... \$319.99 Newegg.c... ★★★★★ (9)
- Asus - 15.6" Laptop - Intel... \$499.00 Best Buy
- ASUS E402MA-EH0... \$199.00 Newegg.c...
- ASUS X551MAV-EB... \$269.99 Newegg.c... ★★★★★ (12)
- ASUS ROG GL551JW-WH... \$798.00 Newegg.c...
- Recertified - ASUS Laptop... \$319.99 Newegg.c... ★★★★★ (10)
- ASUS Laptop F554LA-NH51... \$399.99 Newegg.c...
- Recertified - ASUS X751M... \$309.99 Newegg.c...