



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!

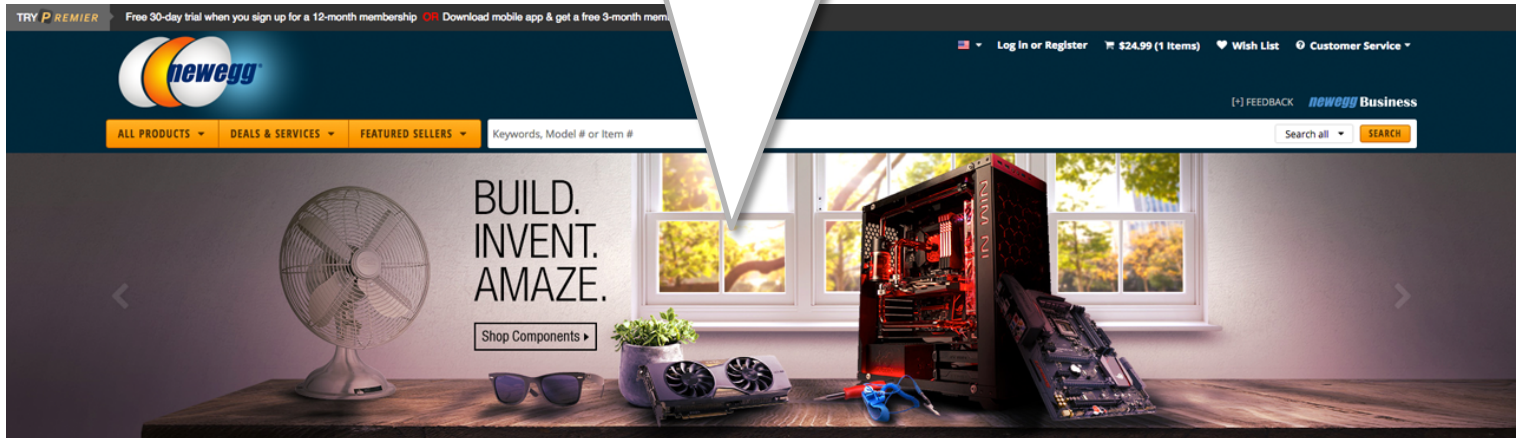


ONCE YOU KNOW, YOU NEWEGG.®



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 ▶](#)



Shell Shocker

Deal based
and committee selected


Featured Daily Deal

Not for sale

Marketplace Spotlight

Marketplace Homepage Banner

Tab Store and Category Stores



Log In or Register0 ItemsWish ListCustomer Service

(+) FEEDBACKnewegg Business


ALL PRODUCTSDEALS & SERVICESFEATURED SELLERSKeywords, Model # or Item #Search allSEARCH

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




WowWee
WOWWEE ROBOSAPIEN HUMANOID TOY ROBOT WITH REMOTE CONTROL

~~\$279.99~~
\$99.99
Save: 64%

Free Shipping
Sold by Shop Tronics

ADD TO CART

Compare




AIR HOGS STAR WARS: EPISODE VII THE FORCE AWAKENS REMOTE CONTROL MILLENNIUM FALCON

~~\$49.99~~
\$39.99
Save: 20%

\$4.99 Shipping
Sold by Toys'R'Us & Babies'R'Us

ADD TO CART

Compare




WowWee
WOWWEE 0890 MIPOSAUR ROBOT

~~\$89.00~~
\$89.00
Save: 22%


Free Shipping
Sold by 123Stores

ADD TO CART


Compare




msi
Super-Fast Gaming Notebooks



ASUS
INTEL INSIDE Brilliant Performance




GIGABYTE
Gaming Experience 5 P Series Laptops



Lenovo
Your Perfect Accessory for Every

ONCE YOU KNOW, YOU NEWEGG.®



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

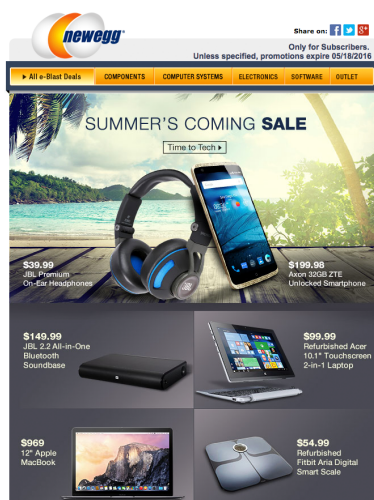
The screenshot shows the Newegg website's 'Eggxtra Hot Deals' section. The top navigation bar includes the Newegg logo, links for 'Log in or Register', a shopping cart with '\$69.85 (1 item)', a 'Wish List', and 'Customer Service'. Below the navigation bar are tabs for 'ALL PRODUCTS', 'DEALS & SERVICES', and 'FEATURED SELLERS', along with a search bar. The main content area is divided into several sections:

- EGGXTRA HOT DEALS**: A vertical sidebar on the left lists various categories: 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.
- MARKETPLACE SPOTLIGHT**: A central section featuring three product tiles:
 - Ray Ban RB2140 Original Wayfarer Sunglasses**: A limited time offer ending 1/15, priced at \$59.99 (save 60% from \$149.99). Options include Black, Crystal Green, Classic, and Unisex.
 - Homelife 78150 Best Power Juicer**: A limited time offer ending 1/16, priced at \$45.99 (save 54% from \$99.99). Includes free shipping.
 - My Life My Shop Cor1 Blood Pressure Monitor - Black**: A limited time offer ending 1/31, priced at \$22.99 (save 77% from \$99.99). Includes free shipping.
- Daily Deals**: A section at the bottom featuring an **Aukey 4.8A / 24W Dual USB Car Charger Adapter** for Apple and Android devices. It's a limited time offer ending 1/20, priced at \$8.99 (save 31% from \$12.99). Includes free shipping.
- UP TO 75% OFF**: A promotional banner for 'NEWEGGFLASH' covering electronics, tech, home, tools, beauty, jewelry, and more.
- THE "I WILL" SALES EVENT**: A vertical banner on the right offering up to 90% off on fitness trackers, blenders, and more.
- HOME & AUTO WINTER SPECIALS**: A vertical banner on the right offering up to 80% off.
- SWANSON Health Products**: A vertical banner on the right offering 15% off select brands with a promo code.

Outbound Merchandising – Email Blasts

Weekly Grand Emails

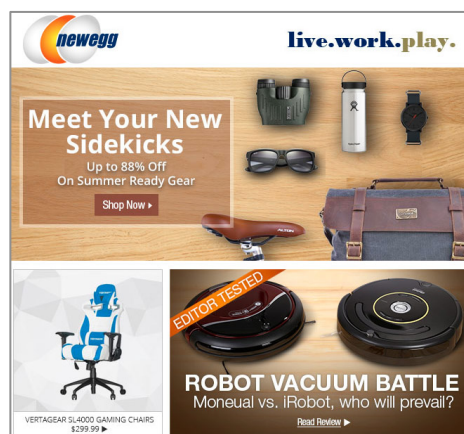
Showcasing your products via our Grand Email allows you to join Newegg's hottest selection of deals which is sent weekly to over 13.5 million loyal subscribers. These segmented emails deliver select deals to a targeted selection of our subscribers that have exhibited buying behavior in specific product 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



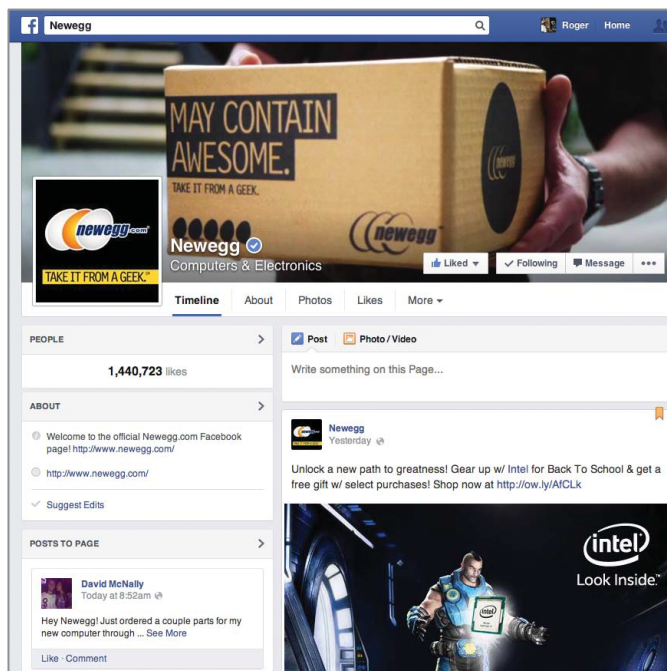
General Merchandise



Automotive & Industrial



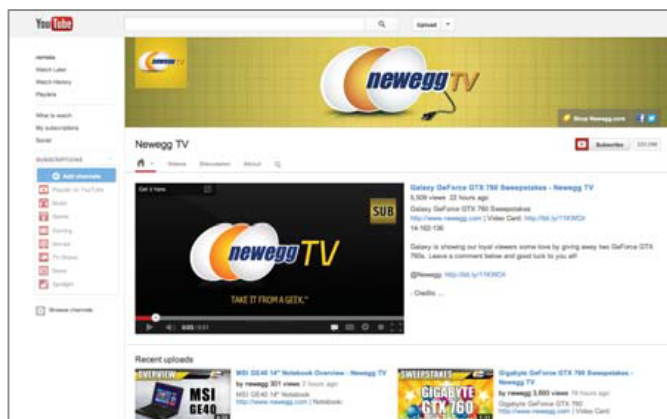
Social Media



Real-Time Engagement

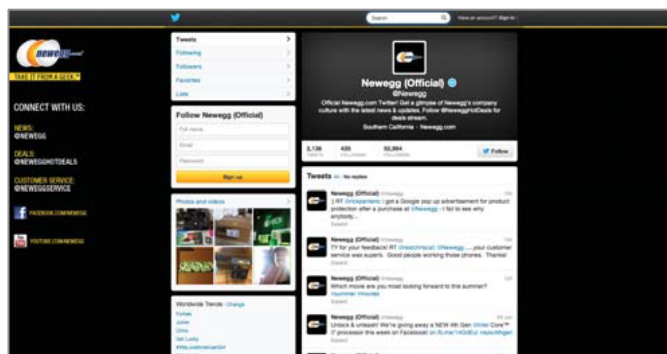
facebook

- 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

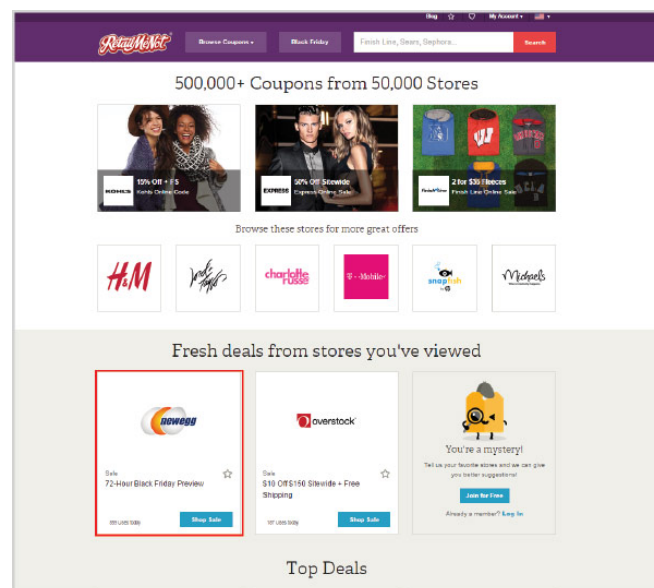
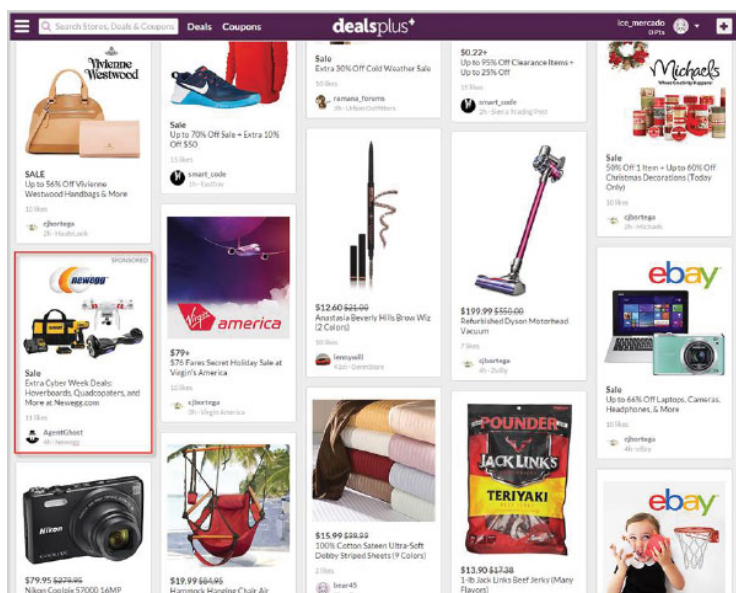
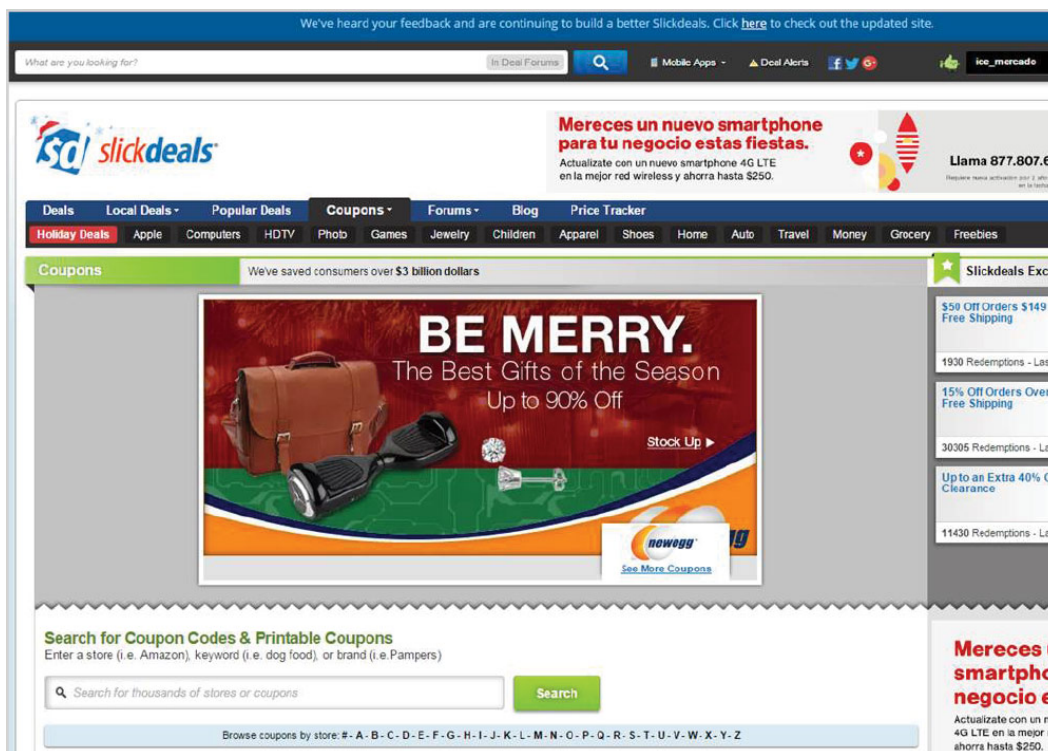


twitter

- 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 results include a sponsored section titled "Shop for asus laptop on Google" which displays eight product listings. Each listing includes a product image, the product name, the price, and the seller's name (Newegg or Best Buy). The listings are as follows:

Product Name	Price	Seller	Rating
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...	

Below the sponsored section, there are organic search results for "Newegg.com - Newegg - Asus Store" and "ASUS/Gaming Laptops - Newegg.com".