



Part of the New Year New You Shopper Marketing Program:

- NYNY Endcap
- Multi Vendor Mailer
- Shoppable Landing Page with UPCs
- Shelf Talkers
- Pharmacy Email Ad Block

Execution & Promos

EDV RETAIL	Promotional Dates	Promotional Cost	Promotional Retail
\$2.79	1/1-1/28	\$20 (Scanback only)	BOGO

No incremental space. Ensure account is getting inventory to cover additional marketing and promotions, and fill on NY NY Endcap