

Eating Fan Mart

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Devlin Media Announces Convey-Your-Ad™ Advertising Now Available at Save Mart, Lucky, and FoodMaxx Stores in Northern California and Northern Ne

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Modesto, CA (PRWEB) September 4, 2009 -- Devlin Media, a pioneer of new and unconventional advertising media, announced today that Save Mart Supermarkets, a grocery chain based in Modesto, California, is deploying Convey-Your-Ad™, an integrated approach to advertising utilizing the belts at the check stands in their Save Mart, S-Mart Foods, Lucky, and FoodMaxx bannered stores. These new locations are available to marketers, allowing advertisers to reach consumers in Northern California, and Northern Nevada.

Devlin Media stated that Convey-Your-Ad™ will be the exclusive advertising agent on the belts at the check stands of all the stores owned and operated by Save Mart Supermarkets.

Convey-Your-Ad™ is a distinctive, innovative advertising platform that allows advertisers, marketers, and grocery store owners to apply brilliant high-quality graphics to check stand conveyor belts at the grocery store. Devlin Media has developed a proprietary printing application process compatible with commercially available check stands. Besides providing advertisers with a new media space, the new belts are durable and long-lasting.

"To create an image for our marketers as well as grocery store owners that will leave a lasting impact on the consumers is our goal," said Scott White, CEO Devlin Media. "Convey-Your-Ad™ allows the advertiser to reach consumers every day, right where they shop, recession or not - in their grocery store."

"We at Save Mart have always been known for being innovative and thinking outside the box. We continuously seek new opportunities to engage our customers," said John Kelly, Vice President of Marketing for Save Mart Supermarkets. "The Convey-Your-Ad™ gives us yet another opportunity to catch the shopper's eye at the point of purchase."

"Convey-Your-Ad™ offers multi-impact impressions with exposure periods as long as several minutes, resulting in a high visibility rate to shoppers," said Scott White, CEO of Devlin Media. "We want to ensure creativity and product quality in all deployment phases of the Convey-Your-Ad™ system. Indoor advertising such as this can be deployed to effectively target specific demographics with maximum return on investment."

Advertisers interested in placing full color images directly onto the belt should contact



[Cost-Effective Wedding Favor Ideas](#)

Whether the economy is good or bad, people are still going to get married. During an economic decline, many people look for ways to reduce costs without negatively affecting the wedding.

[Market America Launches Site to Connect Music Lovers with Industry](#)

Market America has launched a new website called MA MY World with the first channel of the new website dedicated to music. The site will allow users to download songs from their favorite artists, purchase merchandise and CD's, buy concert tickets and interact with the artists and other users of the website.

[Finally, a Book on Style Written for Latinas](#)

Fashion and Beauty Expert Martin Llorens Reveals all the Secrets to Projecting Your Best Image According to Your Body Type, Age and Budget in His First Book, "Discover Your Style: Your Guide to Dressing Better"

[Digital Retail Signage - A Study in Effective Design](#)

To be successful, digital retail signage content needs to be planned and executed with certain goals in mind. It must: ? Speak directly to the target audience ? Meet the expectations of that audience ? Suit the retail environment, i

[ChinaMart Los Angeles Makes Agreement with WenZhou Brand Name Center to Showcase 100 Top Chinese Brands](#)

ChinaMart Los Angeles made a deal on June 14th, 2010 with Wenzhou Brand Name Center to promote their Top 100 Brands in Wenzhou into the US Market with ChinaMart's marketing team's support.

[Pharmacy business strategy: to Wal-Mart school of business management - pharmacy, medicine, medicine - pharmaceutical industry](#)

Now, more and more pharmacies, competitive full swing, who developed a good business strategy and execution, and anyone can take the initiative and win the competition. In business, many famous enterprises should learn from business strategy, multinational retail giant Wal-Mart's business strategy, there are many things worth learning.

[Wal-Mart to Present at Paquin Healthcare Retail ?08 Conference](#)

The healthcare retail industry's annual Healthcare

Advertisers interested in placing full color images directly onto the bag should contact Devlin Media directly for full details on cost per thousand, advertising cycle and location availability.

About Save Mart

Save Mart Supermarkets operates more than 240 stores throughout Northern California and Northern Nevada under the Save Mart, S-Mart Foods, Lucky, and FoodMaxx banners. The privately held company was founded January 17, 1952 and has always been headquartered in Modesto, Calif. More information about the company and its banners is available at www.savemart.com, www.luckysupermarkets.com, and www.foodmaxx.com.

About Devlin Media

Devlin Media specializes in niche marketing, with high impact advertising spaces and innovative products. More information on Devlin Media and the Convey-Your-Ad™ advertising system is available at <http://www.devlinmediacompany.com>. Devlin Media, Convey-Your-Ad™ are either registered trademarks or trademarks of Devlin Media Company in the United States and/or other countries. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

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Retail 2008 Conference, (www.HealthcareRetail08.com) today announced that Alicia Ledlie, Senior Director, Health Business Development of Wal-Mart Stores, will address the conference as the featured keynote speaker.

[Storage Mart - An Easy Way For All Your Storage Needs](#)

Storage Mart offers clean, secure, regular and climate-controlled car storage units to the people residing in the United States and Canada. If you do not have any safe parking space outside your house or in close proximity of your house, you have the option of parking your car in self-storage units of Storage Mart. These storage units are available in different sizes and can accommodate all your belongings regardless of their sizes.