



Why Advertise on TheThriftShopper.Com?

TheThriftShopper.Com offers national Internet directory exposure at thrift store savings. Promoting your thrift store through TheThriftShopper.Com is affordable and efficient compared to other major Internet directories.

While other Internet directories list pawnshops, resale shops, antique malls, and junk shops in addition to thrift stores, TheThriftShopper.Com lists only charity-driven thrift stores, and all of our directory listings are up to date and reliable. We constantly add new thrift stores, delete listings that are no longer valid, and update our directory information when thrift stores relocate.

When you market on TheThriftShopper.Com, your ad will receive exposure to ready-to-buy thrift shoppers. We provide you with the best value because unlike radio, television, and newspaper advertising, *every single one of our users is looking specifically for thrift shops*. Tap into these interested shoppers for a fraction of the investment of standard Internet advertising.

Site Statistics

TheThriftShopper.Com is the Internet’s most frequently viewed website about thrift shopping. Our site averages 70,000 hits daily, and we are linked to over 6,400 outside websites.

When you search on Google for any of the following key phrases, TheThriftShopper.Com is the number one result:

Thrift Shop
Thrift Store
Thrift Shopper

Thrift Shopping
Thrift Store Listings
Thrift Store Directory

Track Results

Every month you'll be able to see how many shoppers viewed your thrift store's listing by simply typing in your store's 10-digit phone number in the URL bar on our homepage.

Example: <http://www.thethriftshopper.com/4076774270>

The hits tracking results show you how many times your store was seen in our directory with your free listing and how many times it would have been seen with either a Featured or Deluxe Listing.

The table below shows a sample thrift store’s hits in our directory.

The Listing count appears on the left side of each month’s stats. The Featured Listing count is in the middle and the Deluxe Listing count on the right.

November 2008			December 2008			January 2009		
366	490	616	364	500	636	1062	1522	2118



The **Listing** count shows you how many thrift shoppers saw your store's information in our directory when your thrift store was **within 15 miles** of the zip code entered for the search.

The **Featured** count tells you how many times your thrift store's information would have been seen first when your thrift store was **within 30 miles** of the zip code entered for the search.

The **Deluxe** count tells you how many times your thrift store's information would have been seen first when your thrift store was **within 45 miles** of the zip code entered for the search.

Free Listing

TheThriftShopper.Com provides free directory listings for all charity thrift stores in the nation. Your thrift store will show up in our directory listings when it is located within 15 miles of the city and state or zip code searched. TheThriftShopper.Com's thrift store directory will always be free to participate in, but sponsored listings do get noticed first. Plus, thrift stores with sponsored listings get shopped an average of 10 times more often than thrift stores with free listings!

What Promotional Options are Available?

Deluxe Listing (Our BEST value at only \$375 per year. **Now with 3 FREE Months!**)
Priority placement over Featured Listings and free listings

The Auxiliary White Elephant Thrift Shop 2411 Aloma Ave. Winter Park, FL 32792 (407)677-4270 Map		10:00am-4:00pm Mon-Fri 10:00am-2:00pm Sat	10:00am-4:00pm Mon-Fri 10:00am-2:00pm Sat	Winter Park Memorial Hospital Auxiliary Visit Our Website Shop Us Online Print Our Coupon Watch Our Video Donate Today!	45 miles
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- ① Increased visibility to 45 miles (900% more area coverage)
- ② Stand out listing color
- ③ Charity affiliation visible
- ④ Custom banner graphic
- ⑤ Link to your website
- ⑥ Link to your online store
- ⑦ Online, printable coupon
- ⑧ Link to your online video or commercial
- ⑨ Link to donate directly to your charitable organization
- ⑩ Donation hours visible



Featured Listing (Another GREAT value at just \$300 per year! **Now with 3 FREE Months!**)

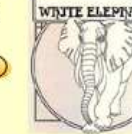

Priority placement over free listings.

The Auxiliary White Elephant Thrift Shop 2411 Aloma Ave. Winter Park, FL 32792 (407)677-4270 Map		10:00am-4:00pm Mon-Fri 10:00am-2:00pm Sat	10:00am-4:00pm Mon-Fri 10:00am-2:00pm Sat	Winter Park Memorial Hospital Auxiliary Visit Our Website Shop Us Online Print Our Coupon Watch Our Video Donate Today! 30 miles
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Priority placement over free listings.

- ① Increased visibility to 30 miles (400% more area coverage)
- ② Stand out listing color
- ③ Charity affiliation visible
- ④ Custom banner graphic
- ⑤ Link to your website
- ⑥ Link to your online store
- ⑦ Online, printable coupon
- ⑧ Link to your online video or commercial
- ⑨ Link to donate directly to your charitable organization
- ⑩ Donation hours visible

Link-Logo Listing (Super economical for just \$75 per year!)

The Auxiliary White Elephant Thrift Shop II 250 Loch Lomand Ave. Winter Park, FL 32792 (407)646-7095 Map		9:30am-4:00pm Wed, Fri	Visit Our Website Shop Us Online Print Our Coupon Watch Our Video Donate Today!	15 miles  Rating: 4.33 Rate this store Read (3) reviews
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Stand out among free listings with your logo and links.

- ① Custom banner graphic
- ② Link to your website
- ③ Link to your online store
- ④ Online, printable coupon
- ⑤ Link to your online video or commercial
- ⑥ Link to donate directly to your charitable organization



Compare For Yourself

The table below illustrates the benefits of each type of listing that we offer at TheThriftShopper.Com

Type of Listing	Free	Link-Logo	Featured	Deluxe
Radius Coverage	15 miles	15 miles	30 miles	45 miles
Increase in Visibility	*	*	400%	900%
Priority Placement	*	*	X	X
Stand Out Color	*	*	X	X
3 FREE Months!	*	*	X	X
Visible Charity Affiliation	*	*	X	X
Visible Donation Hours	*	*	X	X
Logo Placement	*	X	X	X
Visit Our Website Link	*	X	X	X
Shop Us Online Link	*	X	X	X
Donate Today Link	*	X	X	X
Online Coupon Link	*	X	X	X
Embedded Video Link	*	X	X	X
Annual Investment	*	\$75	\$300 With 3 FREE Months!	\$375 With 3 FREE Months!
Monthly Average	*	\$6.25	\$20	\$25

Have a Website Built for your Store and Charity

Today having an online presence is more important than ever.

TheThriftShopper.Com has formed a partnership with Data Works Solutions, a company that specializes in websites for the small business. For a minimal investment, they can create a customized site to showcase your thrift store or charity.

Simple to Advertise, Quality Service, Great Content, Cost-Effective

Our promotion options are uncomplicated, our service and response are swift, and our site has the finest thrift store directory on the Internet. On top of that, our services are the best available for the exposure your store gets in our directory. Plus, if you act now and invest in promoting your thrift store before April 1, 2009, with a Featured or Deluxe Listing, you'll receive a complimentary three-month extension on your engagement.



Your Investment:

Deluxe Listing: \$375 (per store per year, **Now with 3 FREE Months!**)

Featured Listing: \$300.00 (per store per year, **Now with 3 FREE Months!**)

Link-Logo Listing: \$75.00 (per store per year)

Custom Website: From just \$100.00 with FREE domain name! (plus a minimal monthly hosting fee)

Please Note We do offer volume discounts to thrift stores with multiple locations. Contact us directly for more details.

How to Advertise

Simply complete the Advertising Order Form and e-mail it to our advertising department. You can also fax it to us at (407) 210-8528 or mail it to us at:

TheThriftShopper.Com, LLC
P. O. Box 651434
Vero Beach, FL 32965

Checks or money orders should be made payable to: TheThriftShopper.Com, LLC.

For your convenience, you can pay for your advertising online using PayPal. Make payments to:

payments@thethriftshopper.com.

If you have any further questions regarding purchasing advertising for your thrift store as a sponsored listing, please call us Monday-Friday 9:00am-8:00pm EST at (321) 441-4131.

All advertising is subject to TheThriftShopper.Com Copy & Contract Regulations.