



**MICRO  
CENTER**<sup>®</sup>  
computers & electronics  
MEDIA KIT

**BEST  
REPRESENTATION  
IN THE  
INDUSTRY**

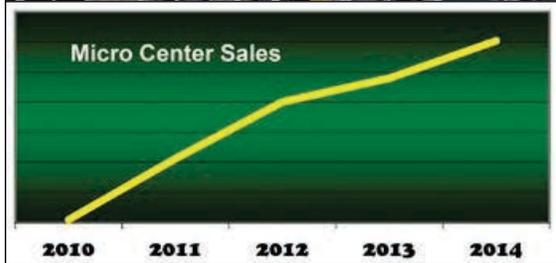
**REACH  
THE MOST  
ACTIVE  
BUYERS**

**HIGHEST  
REVENUE  
PER SQUARE FOOT**



- Results-driven • Customer-oriented
- Experienced Management • Business Integrity

## “Dedicated to being The Best Computer Store in the World”



### Our Company

- A sales and service retailer dedicated to the computer category since 1979
- HQ in Columbus, Ohio, 25 regional brick'n'mortar locations in 19 major markets – we're continuing to grow and remodel our existing stores
- Industry-experienced, long-tenured and highly-qualified management and product merchandising teams

### Our Business

- Carefully managed for continual growth, profitability and stable financials
- Highest computer sales productivity per store in the industry
- Operating plan based on investments for sales, relentless cost control and customer centricity

### Our Stores

- A well-staffed, unique shopping environment of broad yet deep product assortments and in-store service and support
- Best practices employed for retail presentations, product placement and positive customer shopping experiences

### Our Staff

- A low-turnover, well-trained sales force that delivers higher units and ASPs
- Measured on knowledge, sales, needs-based selling approach and customer satisfaction
- We are passionate about customer service and developing long-term customer relationships

### Our Customers

- Tech-savvy, technology early adopters and influencers
- Consumer and small/medium businesses
- Upscale demographics – highly-educated, high-income and in professional/technical/managerial occupations

### Our Approach to Market

- Database marketing with full transactional history allowing us a personal relationship with our customers
- Multiple opportunities in direct marketing, eMail, digital, in-store, and triggered marketing
- Close management of stores as local, individual business units

### Our Partnership

- A business model that stands alone in sales productivity and product representation
- Designed-in front and back-end efficiencies for our Vendor partners
- Proven opportunities for meaningful presentation and promotion of your products

- Return on Investment • Predictability and efficiency
- Driving results and growth

**MICRO CENTER** Stores in Major Markets Coast to Coast  
computers & electronics



**Coverage that's nationwide, but local**

- Huge market share from 25 stores in 19 major markets, which covers 40% of the U.S. within a 25 mile radius
- Free walk-in technical support, Knowledge Bar and a 35-year history of in-store Service/Repair
- Continually-trained, specialized, knowledgeable associates measured on sales and customer care

**A well-executed sales plan based on knowledge**

- On-floor Sales Management for cross-selling, upselling, and repeat business
- Well-communicated, measured, and audited in-store promotional programs
- Low product return rates from needs-based selling and follow-up support

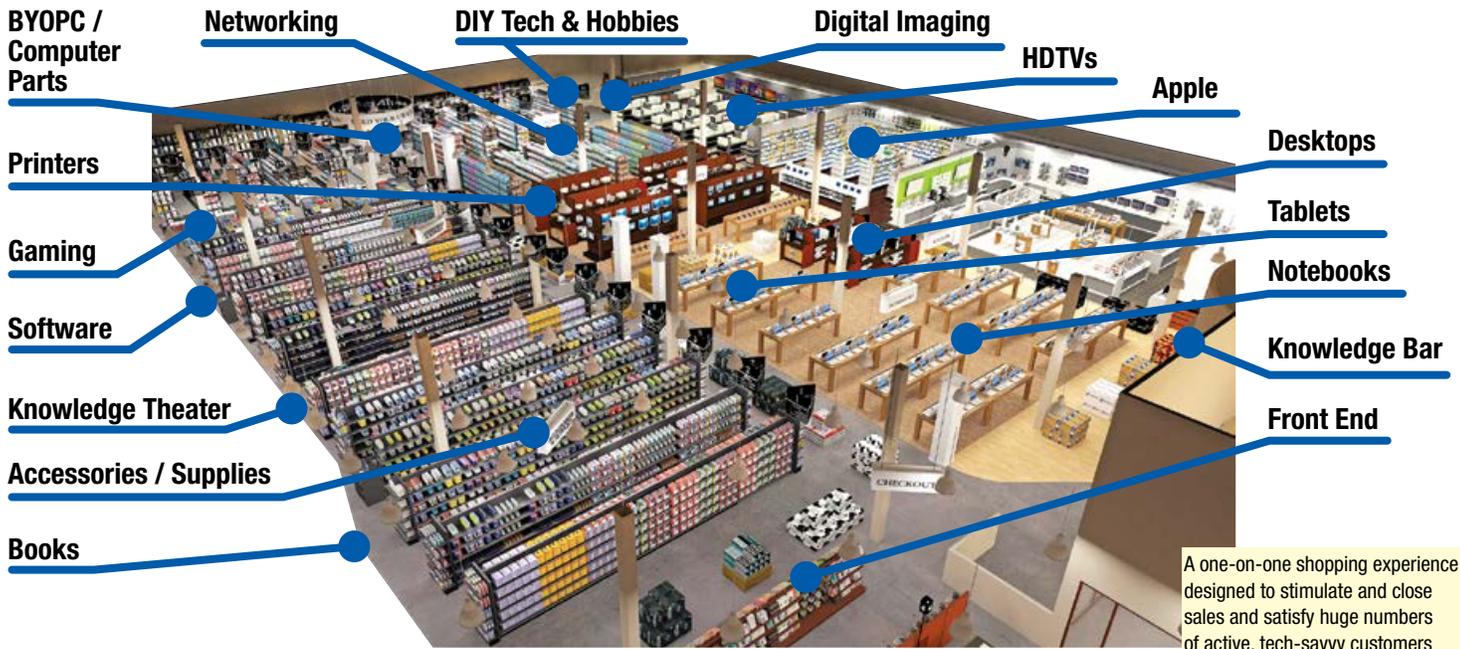
**Retail expertise driving millions of impressions**

- Highest revenue/sq. ft. of any large-format, multi-unit retailer
- Stores merchandised to facilitate closing sales in all product categories
- A showcase and a test-bed for new, unique and mainstream technologies

**Your low-cost access to the industry's best customers**

- Centralized Distribution, Marketing, Purchasing and RTV functions
- By SKU, by Store forecasting/product selection based on detailed research
- Targeted, efficient advertising and in-store conversions to leverage investment
- Customized marketing, research and testing programs at your disposal
- Experienced and available Buyers with purchasing, planning and financial support

- Higher ASPs • Effective product presentations
- More impressions, sales and partner ROI



A one-on-one shopping experience designed to stimulate and close sales and satisfy huge numbers of active, tech-savvy customers

## The Micro Center Selling Engine

**An immersive buying experience that's organized for needs-based selling**

- Logical product positioning and adjacencies, extensive signage, and high-exposure branding opportunities
- Traffic patterns that both distribute browsers throughout the store and generate impulse buying
- Knowledge Bar is staffed to provide expert recommendations and designed to reduce product returns
- Plus, our Knowledge Theater, In-store Clinics, InfoStation kiosks and more

**A long-tenured, well-trained sales force that delivers higher units and ASPs**

- Mandatory training hours and courses monthly on product knowledge and selling skills internally and via vendors and 3rd parties
- Measured and commissioned on solution sales, cross-sell/up-sell and customer satisfaction metrics
- Active, on-floor sales managers insuring consistent merchandising, customer engagement and closing the sale

**A passion for Customer Service that drives sales and customer long-term value**

- Hundreds of thousands of customer satisfaction surveys sent every month
- In-store technical support, service/repair and customer services that keeps customers happy and keeps products sold
- We monitor customer satisfaction by store and associate



High-value, low stress. Our Knowledge Bar offers free walk-in, personalized support and a bevy of services.



Associates hired and retained based on their ability to solve problems and their passion for technology.

Ratings Customer service				
Store or service	Reader score	Yardstick	Best	Worst
Computer sellers	59	Knowledge of staff	Apple Store, Micro Center	Costco, Sam's Club, Walmart

Ratings Customer service				
Store or service	Reader score	Yardstick	Best	Worst
Bankage firms	75	Fee accounts, ease of transactions, rising errors	USAA Brokerage Services	Bank of America, E-Trade
Optical retailers	75	Care to fit frames, lenses	Independents, private optical offices	America's Best Contacts & Eyeglasses, EyeMasters, JC Penney Optical, Visionworks
Pharmacies	75	Sensitivity to needs	Independents, Health Mart, Multiple Shoppes	Walgreens
Hotel chains	75	Staff	Ritz-Carlton	American Renaissance Inn, Clark Inn, Econo Lodge, Howard Johnson, Ramada, Travelodge
Electronics online retailers	75	Customer help	CircuitCity.com	BestBuy.com, Walmart.com
Cell phone carriers	75	Courtesy, helpfulness	US Cellular	AT&T

Since 2005, Micro Center has received Consumer Reports top ratings for knowledgeable associates, superior product selection and walk-in experience.

- More repeat sales and long term value
- Most targeted advertising investment
- More product and brand referrals

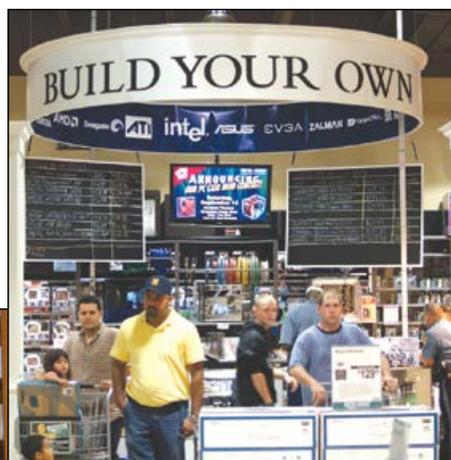
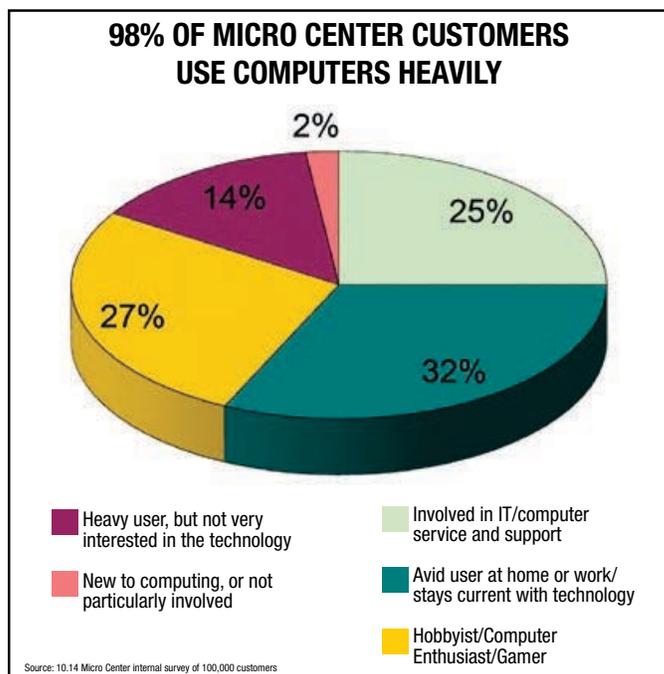
## The Micro Center Marketing Advantage

Since 1979, Micro Center has focused on the needs of dedicated computer product users— the most active buyers of technology. Micro Center puts our Partners' products and brand messaging in front of among others, a huge number of computer enthusiasts, computer professionals, early adopters, do-it-your-selves and entrepreneurs; those who influence the purchasing decisions of the entire market.

With your advertising, program and in-store investments, you can reach the largest group of identified technology customers ever assembled.

### Target Customer Profile

- Highly-educated, upscale, primarily male, in professional/technical/managerial occupations, aged 25 – 55, specific technology interests and avid computer users

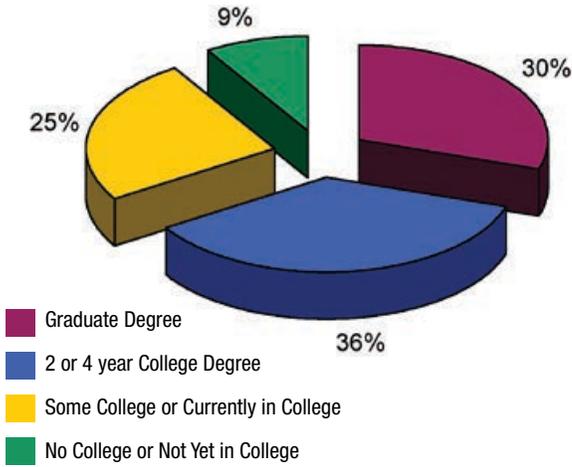


### We know who they are and what they buy

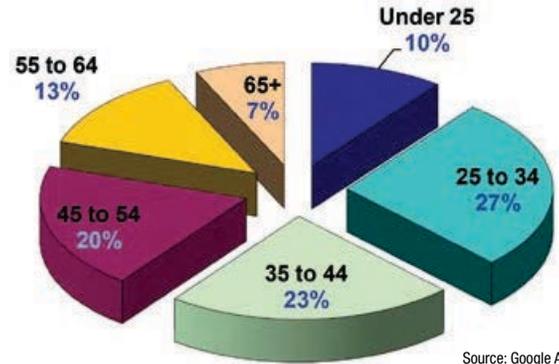
- Experts in CRM with a world-class customer database for one-to-one marketing with over 20-years purchase history
- Records have full demographics, response modeling and 20 years of purchase data
- Represents incremental customers to our partners and limits disruptions in market

- Higher and more frequent spending
- Fewer product returns
- Demands working with knowledgeable Associates
- Actively refers others

**OVER 90% OF MICRO CENTER CUSTOMERS HAVE ATTENDED COLLEGE OR ARE CURRENTLY ENROLLED**



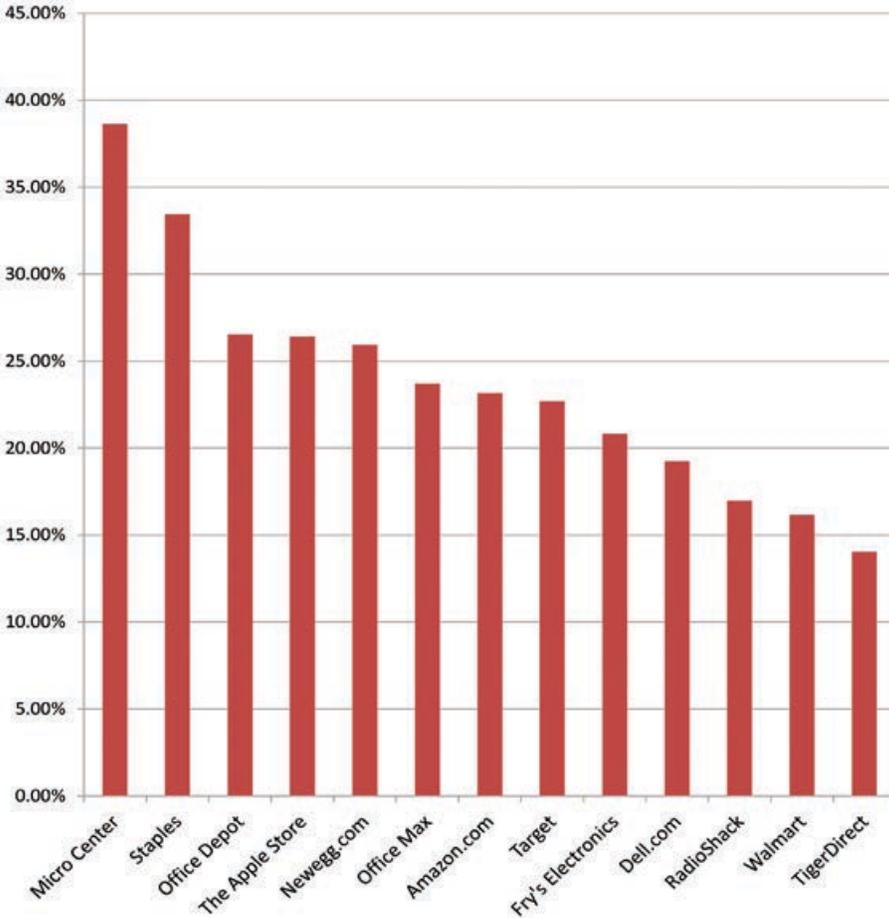
**OVER 60% OF MICRO CENTER CUSTOMERS ARE YOUNGER THAN 45**



Micro Center has rapidly expanded its share of 18-34 year olds.

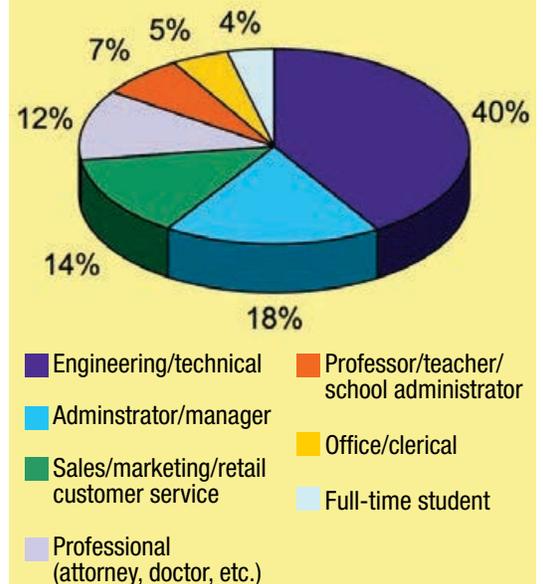
According to Quantcast (2014), Micro Center has higher representation of college/post-college graduates and incomes of over \$100,000 than customers of all major computer retailers, office-supply stores, online-only stores, discounters and consumer electronics stores.

**PERCENTAGE OF CUSTOMERS WITH INCOME OVER \$100,000**



**Micro Center Core Customers**

**MICRO CENTER: 91% OF CUSTOMERS WORK IN PROFESSIONAL, TECHNICAL, MANAGERIAL AND SALES MANAGEMENT CAREERS**



Micro Center reaches a professional/technical audience who are avid technology buyers.

Source: Micro Center internal survey 2014

- **Active repeat buyers** • **Heavy reliance on brands and services**
- **Significantly higher ASPs** • **Incremental to vendors' direct accounts**



**Overall, 35% of our Customers are Businesses**

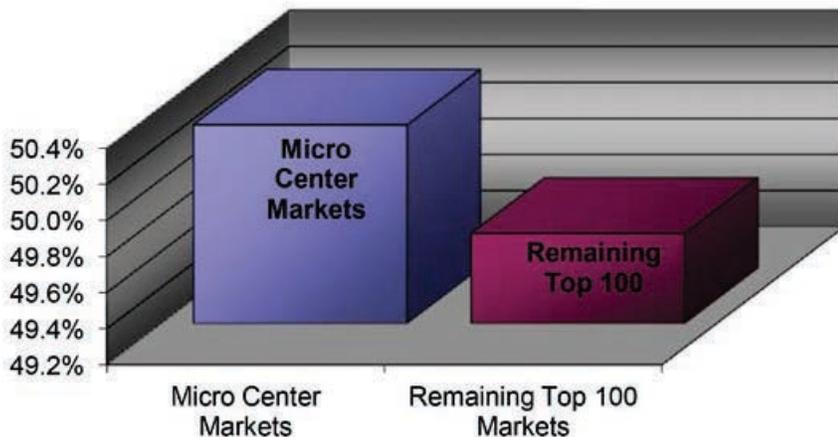
- Small and medium-sized business technology buyers
- Entrepreneurships and SOHO buyers
- Professionals and managers in corporations

**Businesses are high-value customers**

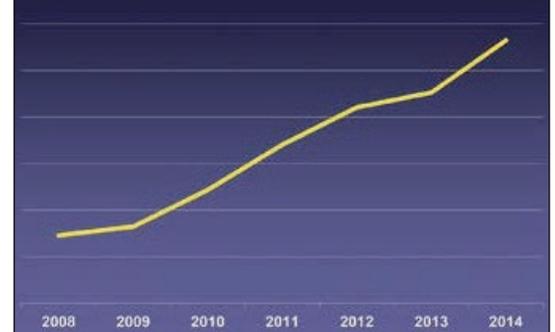
- Higher spending and more frequent transactions
- More likely to buy from a single reliable source
- More likely to prefer branded solutions and recommendations
- More responsive to one-stop shopping and technical expertise

**We sell and support commercial/business products.**

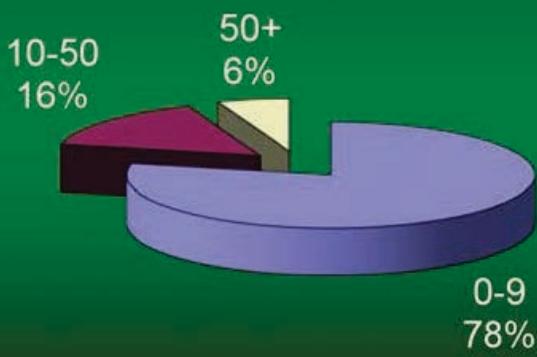
**% of Total Businesses in the Top 100 U.S. Business Markets**



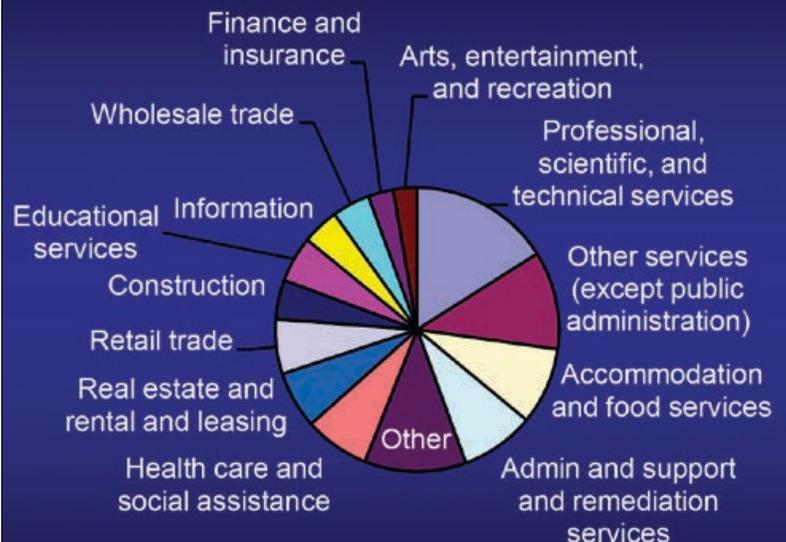
**SALES GROWTH FOR BUSINESS CUSTOMERS 2008 - 2014**



**MICRO CENTER BUSINESS BREAKDOWN BY EMPLOYEE SIZE**



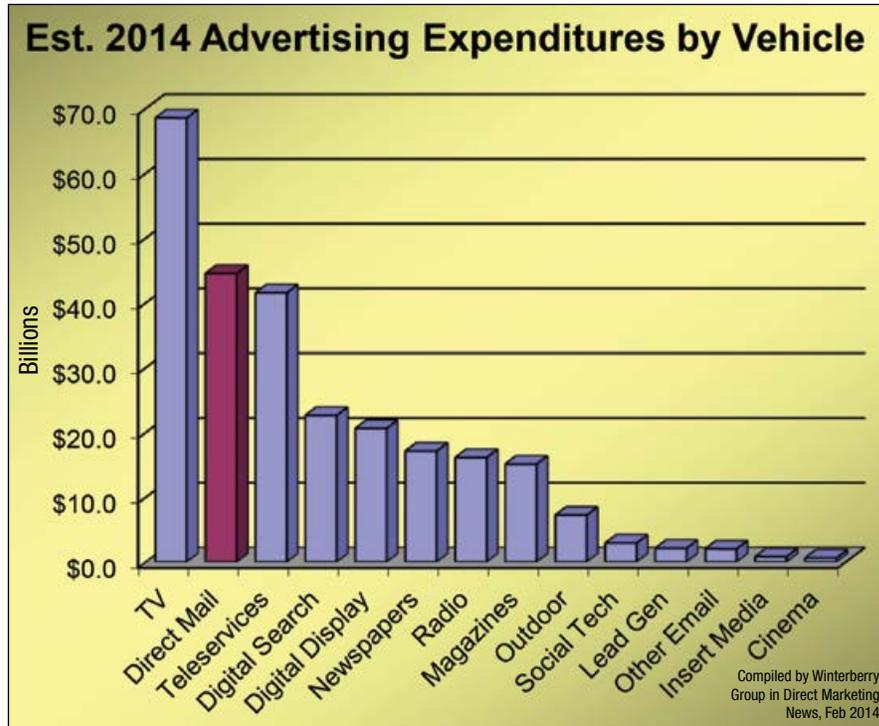
**MICRO CENTER BUSINESS CUSTOMERS BY SIC**





- Targetable and Scalable • High response
- Effective – readership, retention and pass-along

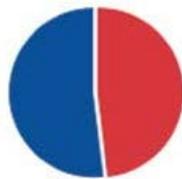
## Direct Mail Continues to Dominate Data-Driven Ad Spending



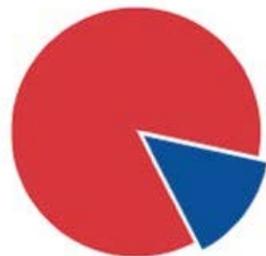
As advertisers have demanded a higher return on investment for their advertising dollars, U.S. direct mail advertising expenditures continue to exceed expenditures for all other forms of advertising.

### Does Direct Mail Work?

98% of consumers bring in their mail the day it is delivered, and 77% sort through it immediately.



Direct mail represents 52% of total mail volume in the US.



A survey of **6,400** online shoppers said that, households receiving **print catalogs** shop online more often & spend more meaningful time at **retail websites**. The results **held** regardless of age, income, region or education.

On average, those who receive a catalog spend **28%** more and buy **28%** more items than those who do not receive a catalog.

Created by Whitney Worrell for pps-mail.net. Data gathered from delivermagazine.com.

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24-Page Broadsheet

Check out our store and get a **8" Windows 8.1 Tablet** for only **\$59.97** with coupon on inside. Limit one. Complete with Office 365!\*

**MICRO CENTER** Queens  
7143 Kissena Blvd.  
Flushing, NY 11357

**Postcards**

**7" Windows 8.1 Tablet** only **\$39.97** Complete with Office 365!\*

**3 Panel Postcard**

- Quick to market • Current and comprehensive
- Proven results • High customer retention

# Micro Center Broadsheet – The entry-point for Vendor-Partner participation in our advertising programs

- A Standout, Large format, 12 x 21 inch, 24-page, bi-weekly print publication with the browsability of a catalog and the immediacy of a web page.
- The foundation of our advertising that drives foot traffic
- Used for direct mail, bag stuffers, in-store distribution and online as an E-Catalog

2 Tablets

Follow us on Twitter

Become a Fan on Facebook

## Microsoft Surface

# Introducing Surface Pro 3.

The Tablet That Can Replace Your Laptop.

- 12" Full HD Display
- Includes USB 3.0 port and microSD card reader
- Windows 8.1 Pro and Surface Pen included

**Surface Pro 3**  
Intel Core i5, 128GB, 4GB RAM\*  
SKU # 200820  
**999<sup>99</sup>**

Intel Core i5, 256GB, 8GB RAM\*  
SKU # 200821  
**1299<sup>99</sup>**

Surface Pro Type Cover  
SKU # 200829  
**129<sup>99</sup>**

Meet our overachieving tablet family.

Find your perfect match to stay connected and get more done. Experience Dell's full line of tablets & accessories, with Intel® Atom™ processors.

Starting at just **\$129<sup>99</sup>**

**ANDROID TABLETS**

<b>Moto Pad HD 7</b> 7" Display • Motorola M7105 Dual-Core CPU • 1GB RAM • 8GB Storage • Android™ 4.2 Jelly Bean <b>99<sup>99</sup></b>	<b>Venue 7 Tablet</b> 7" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Android™ 4.2 Jelly Bean <b>129<sup>99</sup></b>	<b>Iconia A1-430-1633 Tablet</b> 7.9" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Android™ 4.2 Jelly Bean <b>149<sup>99</sup></b>	<b>Venue 8 Tablet</b> 8" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Android™ 4.2 Jelly Bean <b>149<sup>99</sup></b>	<b>HP Slate 7 HD 3400US Tablet</b> 7" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Android™ 4.2 Jelly Bean <b>149<sup>99</sup></b>	<b>Memo Pad Tablet</b> 7" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Android™ 4.2 Jelly Bean <b>179<sup>99</sup></b>
<b>Google Nexus 7 FHD</b> 7" Display • Google™ T30L00 CPU • 1.2 GHz Dual-Core CPU • 1GB RAM • 32GB Storage • Android™ 4.3 Jelly Bean <b>174<sup>99</sup></b>	<b>Galaxy Tab 4 Tablet</b> 7" Display • Samsung™ Exynos 5250 CPU • 1.2 GHz Dual-Core CPU • 1GB RAM • 8GB Storage • Android™ 4.3 Jelly Bean <b>179<sup>99</sup></b>	<b>Tegra Note 7 Tablet</b> 7" Display • NVIDIA™ Tegra 3 CPU • 1.2 GHz Dual-Core CPU • 1GB RAM • 8GB Storage • Android™ 4.2 Jelly Bean <b>199<sup>99</sup></b>	<b>IdeaTab S6000 Tablet</b> 10.1" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Android™ 4.2 Jelly Bean <b>229<sup>99</sup></b>	<b>Galaxy Note 10.1</b> 10.1" Display • Samsung™ Exynos 5250 CPU • 1.2 GHz Dual-Core CPU • 1GB RAM • 32GB Storage • Android™ 4.3 Jelly Bean <b>599<sup>99</sup></b>	

**WINDOWS TABLETS**

<b>Venue 8 Pro Tablet</b> 8" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1 <b>199<sup>99</sup></b>	<b>Encore W78-A32 Tablet</b> 8" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1 <b>299<sup>99</sup></b>	<b>Mix 8</b> 8" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1 <b>299<sup>99</sup></b>	<b>Transformer Book T100 Tablet</b> 10.6" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1 <b>349<sup>99</sup></b>	<b>Surface 2 32GB Tablet</b> 10.6" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 32GB Storage • Windows™ 8.1 <b>449<sup>99</sup></b>	<b>Surface 2 64GB Tablet</b> 10.6" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 64GB Storage • Windows™ 8.1 <b>549<sup>99</sup></b>
<b>Apple Switch 10 SWS-011-1000 2-in-1</b> 10.1" Display • Apple™ A5X CPU • 1.5 GHz Dual-Core CPU • 1GB RAM • 16GB Storage • iOS™ 7 <b>379<sup>99</sup></b>	<b>HP Pavilion 11-n010nr x2</b> 11.6" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1 <b>599<sup>99</sup></b>	<b>HP ElitePad 900 Tablet</b> 10.1" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1 <b>699<sup>99</sup></b>	<b>HP Pavilion 13-p110nr x2</b> 13.3" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1 <b>699<sup>99</sup></b>	<b>Tablet Pro 11</b> 11" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1 <b>799<sup>99</sup></b>	<b>Surface Pro 3 128GB Tablet</b> 12" Display • Intel Core™ i5 CPU • 4GB RAM • 128GB Storage • Windows™ 8.1 Pro <b>999<sup>99</sup></b>

**WINDOWS TABLETS**

<b>Surface Pro 3 128GB Tablet</b> 12" Display • Intel Core™ i5 CPU • 4GB RAM • 128GB Storage • Windows™ 8.1 Pro <b>999<sup>99</sup></b>	<b>Surface Pro 3 256GB Tablet</b> 12" Display • Intel Core™ i5 CPU • 4GB RAM • 256GB Storage • Windows™ 8.1 Pro <b>1299<sup>99</sup></b>
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**Apple Switch 10 SWS-011-1000 2-in-1**  
10.1" Display • Apple™ A5X CPU • 1.5 GHz Dual-Core CPU • 1GB RAM • 16GB Storage • iOS™ 7  
**379<sup>99</sup>**

**HP Pavilion 11-n010nr x2**  
11.6" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1  
**599<sup>99</sup>**

**HP ElitePad 900 Tablet**  
10.1" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1  
**699<sup>99</sup>**

**HP Pavilion 13-p110nr x2**  
13.3" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1  
**699<sup>99</sup>**

**Tablet Pro 11**  
11" Display • Intel Atom™ Z2460 CPU • 1GB RAM • 8GB Storage • Windows™ 8.1  
**799<sup>99</sup>**

**Surface Pro 3 128GB Tablet**  
12" Display • Intel Core™ i5 CPU • 4GB RAM • 128GB Storage • Windows™ 8.1 Pro  
**999<sup>99</sup>**

**Surface Pro 3 256GB Tablet**  
12" Display • Intel Core™ i5 CPU • 4GB RAM • 256GB Storage • Windows™ 8.1 Pro  
**1299<sup>99</sup>**

**PASS IT ON**  
When you're done with this flyer, why not share the deals? Tell your friends, family & associates what you saved and what your shopping experience was like.

*"80% of marketers surveyed plan to invest in direct mail in 2014"*

- Target Marketing Magazine, Nov 2013

*"Average response rates for direct mail have increased 29% over the previous year."*

- Pew Research Center, Internet and American Life Project, April, 2013

*"73% of US consumers said they prefer direct mail for brand communications"*

- Epsilon, Channel Preference Study, 2012

**Availability and Space Limitations.  
Ask your Merchandise Manager for details.**

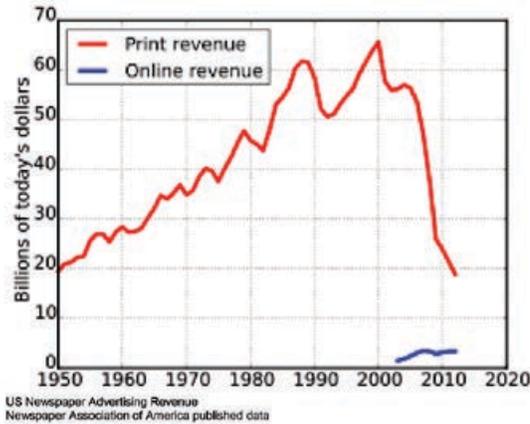
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10

**Your most effective way to reach core customers and benefit from high store traffic**

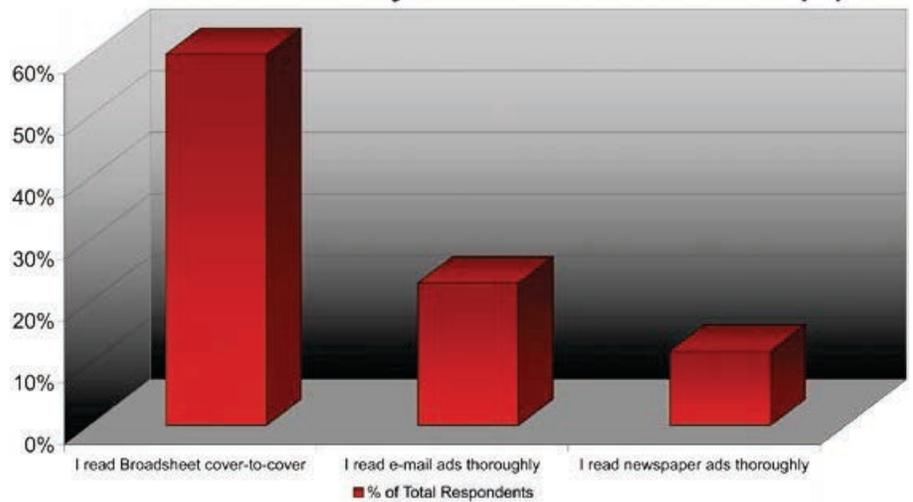
- More **targetable** and **repeatable** than media with anonymous recipients – digital, broadcast, social or newspaper
- More **scalable with less waste** than other broad-reach media such as newspaper
- More **relevance and currency** than other catalogs or print with long lead times
- More **comprehensive** (product impressions) than other “push” advertising media
- Higher **retention** than broadcast or digital media
- More **event-driven** for rollouts, limited-time sales, announcements requiring high impressions for a short duration
- Higher **response and higher spend** per recipient resulting in higher ROI
- More **up-sell/cross-sell opportunities** than any other media

Plus, even more effective when used in conjunction with other media in a multi-media or omni-channel campaign!



In 2014, *non-targeted* print advertising continues to decline in advertiser spending, reach, and effectiveness.

**Broadsheet Read Nearly Six Times as Much as Newspapers**



**Our broadsheet is a specialty publication, highly-targeted to the most active and tech-savvy customers in local markets with monthly circulations rivaling;**

- The national circulations of the top general consumer magazines
- The targeted portion of local newspaper circulations



**Top 25 U.S. Consumer Magazines by Paid & Verified Circulation**

1	AARP THE MAGAZINE	22,837,736	10	WOMAN'S DAY	3,288,335	18	O, THE OPRAH MAGAZINE	2,385,199
2	AARP BULLETIN	22,183,316	11	TIME	3,286,467	19	GLAMOUR	2,318,521
3	BETTER HOMES AND GARDENS	7,639,661	12	LADIES' HOME JOURNAL	3,226,731	20	REDBOOK	2,221,393
4	GAME INFORMER MAGAZINE	7,099,452	13	SPORTS ILLUSTRATED	3,043,698	21	AMERICAN RIFLEMAN	2,163,349
5	GOOD HOUSEKEEPING	4,315,330	14	COSMOPOLITAN	3,019,778	22	ESPN THE MAGAZINE	2,144,967
6	FAMILY CIRCLE	4,015,728	15	PREVENTION	2,826,547	23	FAMILYFUN MAGAZINE	2,133,171
7	NATIONAL GEOGRAPHIC	3,572,348	16	SOUTHERN LIVING	2,804,454	24	AMERICAN LEGION MAGAZINE	2,129,891
8	PEOPLE	3,510,533	17	TASTE OF HOME	2,501,098	25	PARENTS	2,125,414
9	READER'S DIGEST	3,393,573						

- Easy to shop
- All products linked to current website content
- Great customer acceptance and usage

## E-Catalog

Micro Center reproduces all 24 Broadsheet issues in an easy-to-browse electronic format on microcenter.com at no extra charge to participating broadsheet partners. Another reason to advertise in the Broadsheet.

Prominent links to the catalog from all website pages and emails insure consistently high traffic and readership.

- 76% of surveyed customers have browsed our E-Catalogs
- 41% report they use the E-Catalog one or more times per month.
- Average pages viewed per visit is 18.1!

## Semi-Monthly E-Catalogs

Micro Center creates 24 online broadsheet editions per year at no extra charge for participating broadsheet partners. These E-Catalogs are easy to browse, is keyword searchable and all products are linked to product pages on microcenter.com for full descriptions and specs.

### Availability

- Broadsheet partners
- Duration: Same as broadsheet
- Investment: FREE

## NEW! Seasonal and Custom Supplements

During key selling times, existing E-Catalogs can be supplemented with additional ad space for more content; expanded ads, additional products, product launches or other customized presentations. Take advantage of high readership during the best selling seasons, or when your category is booming or when you have a big story to tell.

**Ask your Merchandise Manager for upcoming opportunities.**



- Customizable content and targeting
- Ideal for special/ couponed offers
- Scalable to most any audience size or geography

## Custom Postcards and Mailers



Cover

Get in front of Micro Center's best responders with a proven direct-to-mailbox advertising vehicle.

Micro Center's targeted postcard/custom mailer program is ideal for:

- Reaching recent specific product buyers to drive add-on sales
- Product introductions, announcements and special offers
- Testing multiple messages, different price points, or coupons
- Getting in touch with a brand loyal targeted audience to maintain or take market share

Standard 3-Panel Postcard - Folds to 5.8" x 8.25"

Unfolded Outside



Unfolded Inside



### Key Benefits

- Cost effective based on targeting
- Highly scalable audience
- Space for substantial customizable content
- Short production times and precise in-home dates
- Directly measurable results if coupon is included
- Customizable messaging and layout to tie into other branding advertising being run.

### Availability and Space Limitations

- Select partners only
- Exclusive responsive offers by category
- Minimum 10,000 pieces

Ask your Merchandise Manager for details.







- Proven promotional success • Rapid results, immediate impressions
- An active, responsive audience

## Targeted Email Success Continues

“For every \$1 spent, \$44.25 is the average return on eMail marketing investment.”

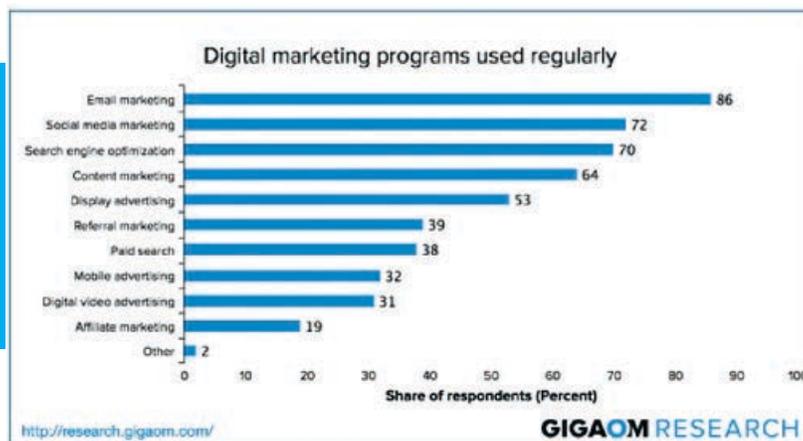
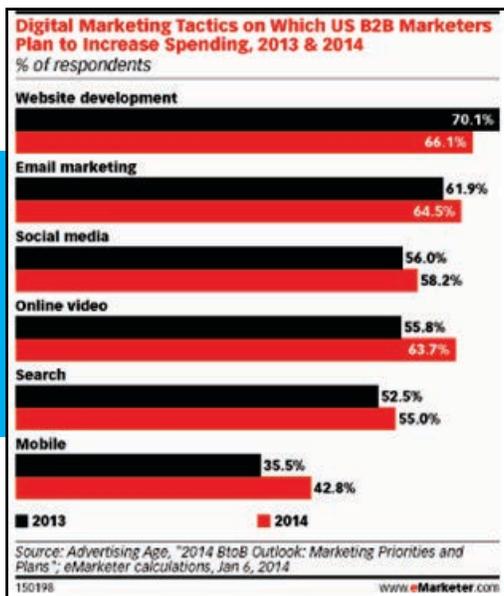
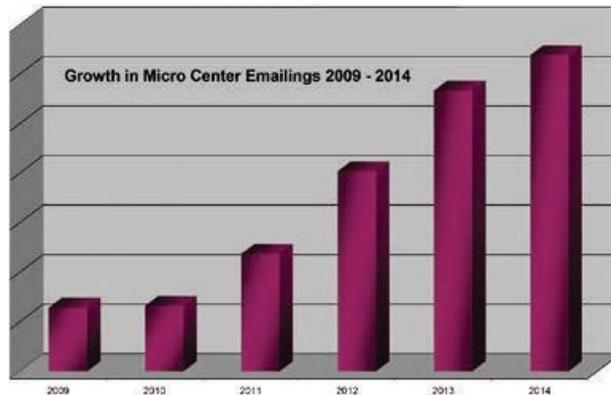
- Experian

“Email show high web engagement rates... and achieves the highest comparative conversion rates.”

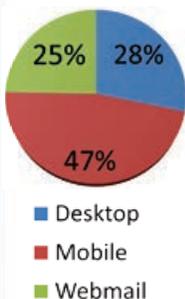
- CMO Council 2014

“7 in 10 people say they made use of a coupon or discount from a marketing eMail in the prior week.”

- Blue Kangaroo Study



## Mobile Device Usage on the Rise



Themed Newsletter Banners



Custom Emails & Special Promotions

Micro Center offers our Partners two Email Investment Options:

- Targeted responders
- Cost effectiveness
- Optimized for all devices

## Email Editions/Themed Newsletters

The screenshot shows a typical email newsletter layout. At the top, there are navigation links: 'VIEW ONLINE', 'STORE LOCATIONS', 'IN-STORE PICKUP', and 'ONLINE CATALOG'. Below this is a grid of category links including PC SYSTEMS, TABLETS, NETWORKING, OPEN BOX, APPLE, ACCESSORIES, PHOTOGRAPHY, COMPUTER PARTS, REFURBS, SOFTWARE, ELECTRONICS, CLOSEOUTS, GAMING, and BATTERIES. The main content area features several promotional banners: a 'COMPUTER PARTS DEALS' banner for a Thinkpad T440 Ultrabook; a 'UNLOCK, OVERCLOCK' banner for AMD processors (A10-7850K and FX-8320); an Intel Core i7 processor bundle banner; a section for Intel Core i3, i5, and i7 processors with prices; an Acer Pentium Dual-Core Desktop banner; and a section for motherboards from Gigabyte, MSI, and ASUS. At the bottom, there is a Samsung SSD 840 EVO banner offering a free FarCry 4 game.

**Banner Position**

**Banner Position**

**Banner Position**

**Banner Position**

**Banner Position**

### Micro Center maintains one of the largest active customer email databases in the country.

Unlike most other email lists, the vast majority of our email addresses are attached to postal addresses and customer purchase history. This allows us to target specific market segments, resulting in greater response rates.

### Email Banner Ads are effective click generators.

Our partners can advertise in both general and category specific email newsletters to our proprietary database of customers.

Our newsletter editions include:

- Bestsellers eNews weekly
- Special Editions
- Computer Parts
- HDTV
- E-Catalog Now Online
- Small Business
- Refurbished Products
- Systems/Tablets
- Special Customer Offers
- Seasonal Editions

Email editions are designed for maximum deliverability, high open rates, fast load times, and clicks from top to bottom.

### Key Benefits for Our Partners

- Email newsletters let you communicate with targeted customers and prospects to increase sales, drive store traffic to your products and enhance brand loyalty
- Extremely cost-effective and precisely trackable results
- Gets you in front of some of the very best customers
- Particularly effective when repeated on multiple campaigns and coupled with an effective landing page on microcenter.com

### Availability and Space Limitations

- Up to six ad spots will be available in each newsletter.
- Audience varies by category and theme; ask your Merchandise Manager
- Minimum commitment: one issue
- Duration: one week

- Showcases comprehensive selections
- Excellent branding
- Increased sales in key selling seasons
- Can be event or product-triggered

## Customized, Co-branded Email Campaigns

Micro Center never sells or provides our customer eMail lists to anyone. Partners can advertise directly to this valuable group through co-branded eMails. Your products, your brand and your messaging integrated into our eMail creative, our targeting and our landing pages.

### Key Partner Benefits

- Our creative is designed to get opened, get read and generate increased sales
- Ideal for launching new products/lines and measuring results
- Easily forwarded to generate referrals
- An opportunity for partners to stand out and capture more visibility and higher sales
- A chance for unique and category products to gain sales and word-of-mouth buzz

### Availability and Space Limitations

- Select partners only
  - Four pages or more per E-Catalog
  - Minimum commitment: one month
- Contact your Merchandise Manager to discuss opportunities**

Shop ALL Small / Medium Business Solutions by DELL»

• VIEW ONLINE • STORE LOCATIONS • IN-STORE PICKUP • ONLINE CATALOG

**MICRO CENTER**  
computers & electronics  
enewsupdate  
Small / Medium Business

PC SYSTEMS  
OPEN BOX  
PHOTOGRAPHY  
SOFTWARE  
GAMING

TABLETS  
APPLE  
COMPUTER PARTS  
ELECTRONICS  
BATTERIES

NETWORKING  
ACCESSORIES  
REFURBS  
CLOSEOUTS

**DELL** Welcome to the last stop on your search for new technology.

**intel** inside

Experience the Dell™ family of small business products with powerful Intel® Core™ processors at the new, relocated Micro Center store.



**Dell Venue 8 Pro Tablet**

Multi-Touch 8" 1280x800 Display  
Intel® Atom® Z3740D 1.33GHz Quad-Core CPU  
2GB RAM and 32GB Flash Storage  
Windows® 8 (32-bit)  
Expandable up to 128GB via microSD Card

★★★★☆  
4.3 out of 5 stars

**\$199.99**  
LIMIT ONE / IN-STORE ONLY / 810747



**Dell Venue Pro 8 Tablet - Black**

Multi-Touch 8" 1280 x 800 Display  
Intel® Atom® Z3740D up to 1.8GHz Quad-Core CPU  
2GB RAM and 64GB eMMC Flash Storage  
Windows® 8  
Expandable up to 128GB via microSD card

★★★★★  
4.7 out of 5 stars

**\$249.99**  
LIMIT ONE / IN-STORE ONLY / 988055



**Dell Pro 11-2500BLK Tablet - Black**

Multi-Touch 10.8" 1920 x 1080 Display  
Intel® Atom® Z3770 (2M Cache, up to 2.4GHz) Quad-Core CPU  
2GB RAM and 64GB Flash Storage  
Windows® 8  
Expandable up to 64GB via microSDXC

★★★★☆  
4.2 out of 5 stars

**\$499.99**  
LIMIT ONE / IN-STORE ONLY / 820027



**Dell Venue 7 Tablet - Black**

Capacitive Multi-Touch 7" IPS HD 1280 x 800 Display  
Intel® Atom® Z2560 1M (up to 2.0GHz) Dual-Core CPU  
2GB RAM & 16GB Flash Storage  
Android™ 4.2 Jelly Bean  
Expandable up to 32GB via microSD Card

★★★★☆  
4.1 out of 5 stars

**\$129.99**  
LIMIT ONE / IN-STORE ONLY / 850107

# Digital Advertising

## microcenter.com - all device accessible



In response to the increasing use of mobile devices to view web content, Micro Center launched a completely redesigned adaptive site in June, 2014. For valued vendors and content providers, this presents an exciting opportunity to reach microcenter.com customers with compelling messaging on any device.

**Digital advertising: Growth Opportunity**  
According to Nielsen's U.S. Digital Consumer Report<sup>1</sup>, "Americans now own four digital devices on average, and the average U.S. consumer spends 60 hours a week consuming content across devices."

### Micro Center customers are mobile-device driven

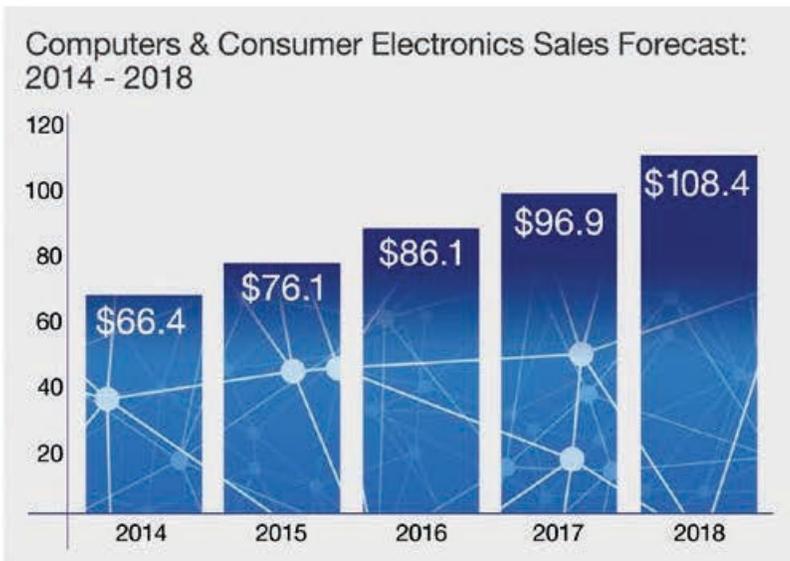
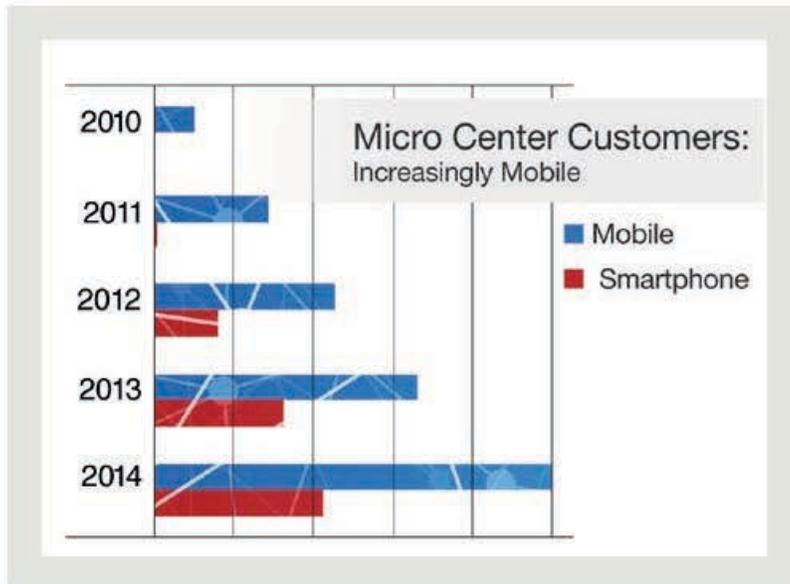
Since 2010, microcenter.com customers have more than quadrupled their use of mobile internal devices to browse and shop. And, with microcenter.com's store-specific inventory display, that behavior results in increase sales and satisfied customers.

### Mobile shoppers are young and interested

Micro Center online shoppers are predominantly male, with the largest percentage in the 25-34 age group. Nearly 10% of Micro Center mobile users are in the growing, tech-hungry 18-24 age group.

### Computers and consumer electronics - an online growth category

Web sales are forecasted to surpass \$100 billion by 2018 in this key category. The computers and consumer electronics products category is the largest product category in e-commerce, comprising an estimated 21.8% of total web sales. That share is expected to increase to 22.1% of the total by 2018<sup>2</sup>



<sup>1</sup>02/12/2014; <sup>2</sup>eMarketer

# Home Page Banner Ads - Premier Positioning



## The first stop on a successful visit

Advertising opportunities on the microcenter.com home page are available in three distinct sizes and page locations. Important top-of-page positioning immediately attracts attention; left-column banners offer both visibility and affordability.

## Product driven, brand enhancing

Home page banners are versatile enough to convey both your unique product offers and brand messaging.

### Hero Banners

- Top-of-page impact
- Rotating
- 650 x 320 pixels
- Visible on desktops and larger tablets

### Side Banners

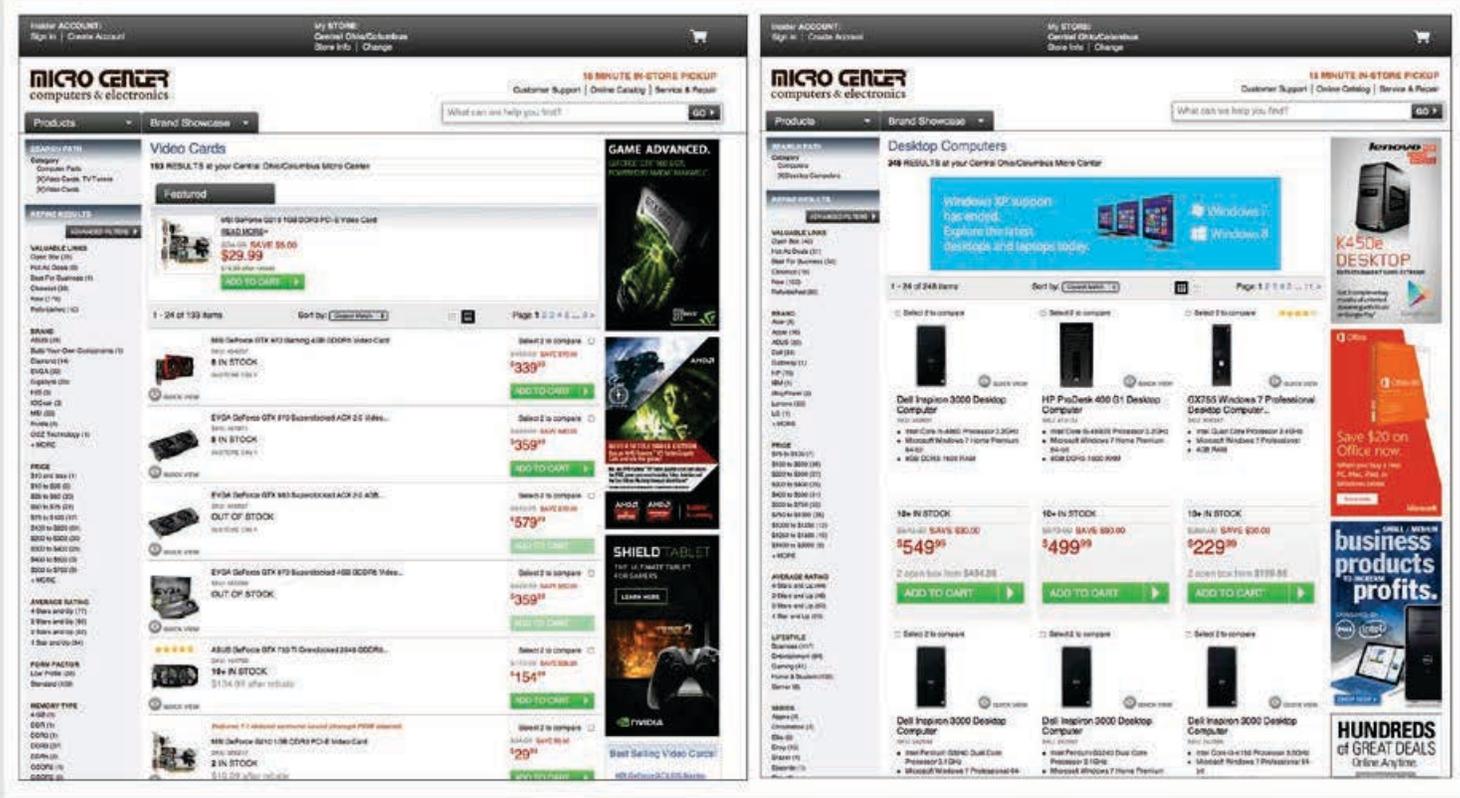
- Right side of page
- 320 x 100 pixels
- Visible on all devices, desktop through smartphone

### Left Column

- Left side of page
- 180 x 100 pixels
- Visible on desktops through larger tablets

**Availability and Space Limitations.  
Ask your Merchandise Manager for details.**

# Search Results Banner Ads - Targeted Effectiveness



## Search Results Advertising - Extremely targeted, high traffic opportunities

Over 1.3 million visitors each month click directly to specific category searches on microcenter.com. Several ad options are available: a top banner; side towers and featured product.

Ads on search results pages directly influence your customers as they are comparison shopping. These ads target only those categories relevant to your brand.

Top banners appear on top-level category searches and remain visible until a shopper filters the results to a related subcategory. Side towers can appear at any time through the filtering process.

A featured product also appears on top-level searches, securing the coveted "top result" listing on the page.



TOP BANNER - 640px x 200px (max)



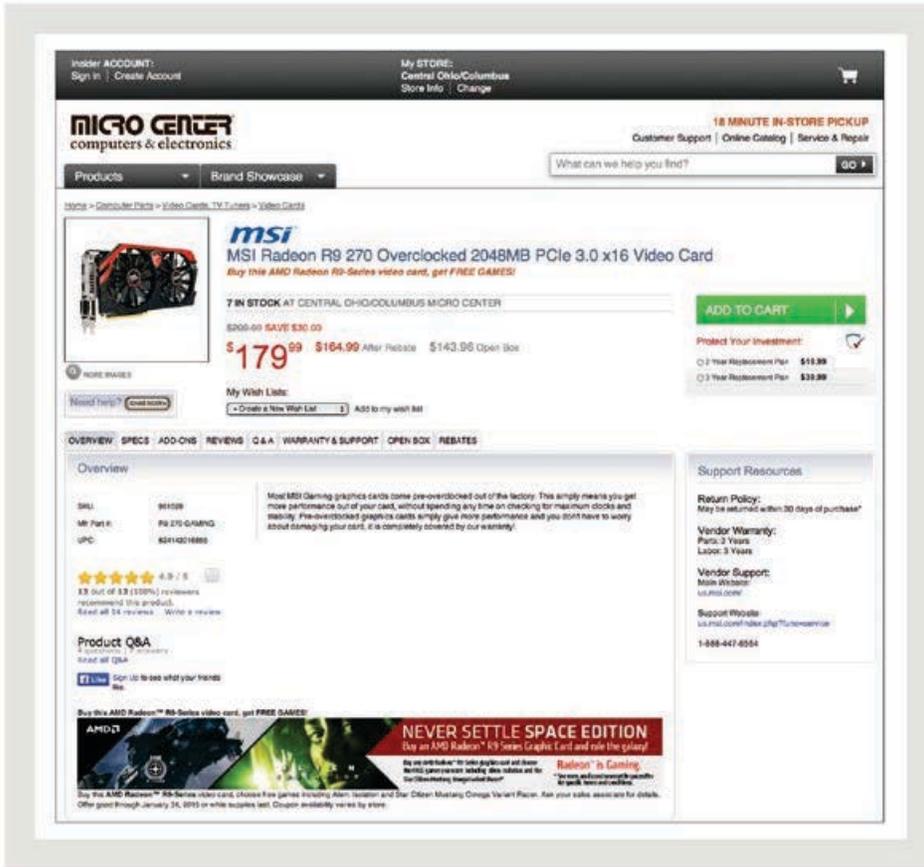
FEATURED PRODUCT - database-driven; talk with your sales associate for details



SIDE TOWER - 196px x 330px

**Availability and Space Limitations.  
Ask your Merchandise Manager for details.**

## Product Pages - Close the sale



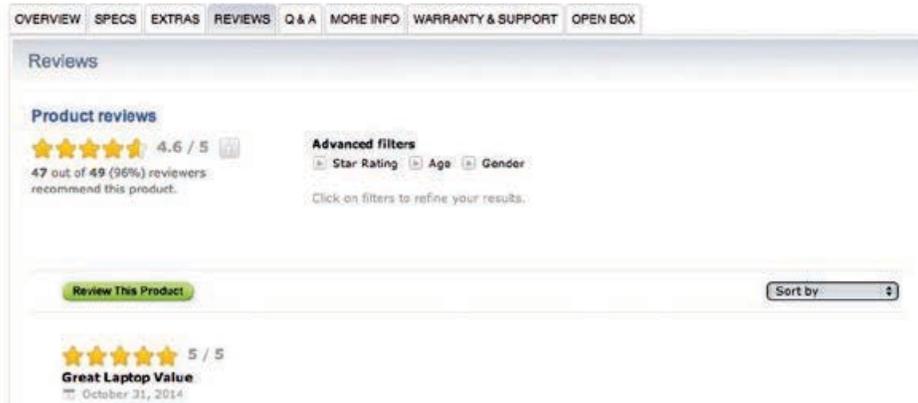
### Product pages - in-depth detail

Product pages on microcenter.com enhance the selection / sales process through comprehensive detail including:

- In-depth specs and in-the-box information
- Customer reviews
- Q&A, where you can respond to customers' product inquiries to increase conversion rates & brand loyalty
- Suggested add-ons / recommended items - with high visibility throughout the purchase process, these items can provide reassuring "what others purchased" direction as well as triggering impulse purchases.

### Taglines and Banner ads

Two promotional areas are available on product pages: taglines, found directly beneath product titles, and enhanced marketing banners, displayed within the overview tab.



### Support for syndicated marketing content

If you're working with a syndicated content provider, your content can be included on a specific product page when the overview tab is selected.

Content providers currently in use include WebCollage, SellPoints, CNET and FlixMedia.

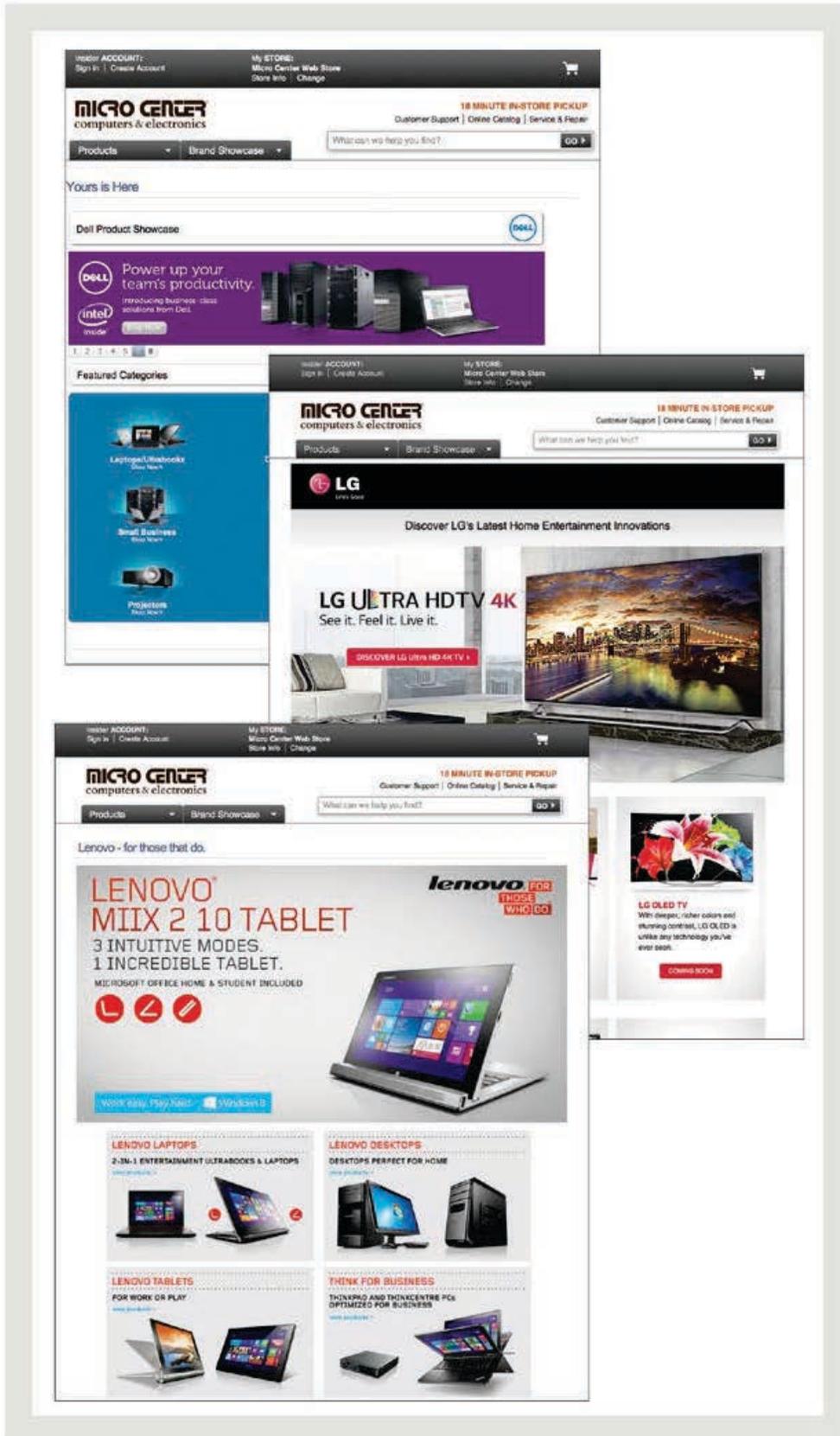


### Reviews - a 5-star opportunity for success

In making a "buy now" decision, shoppers on microcenter.com value the opinions of their peers. Reviews online exceed 200,000 across a wide variety of categories.

**Availability and Space Limitations.  
Ask your Merchandise Manager for details.**

# Brand Showcases - Build Equity, Loyalty



## Showcase your brand

On microcenter.com, your brand can be featured as a Brand Product Showcase, a dedicated destination for exclusive products and services. Showcases can be provided through syndicated content, or can be custom-built to your specifications.

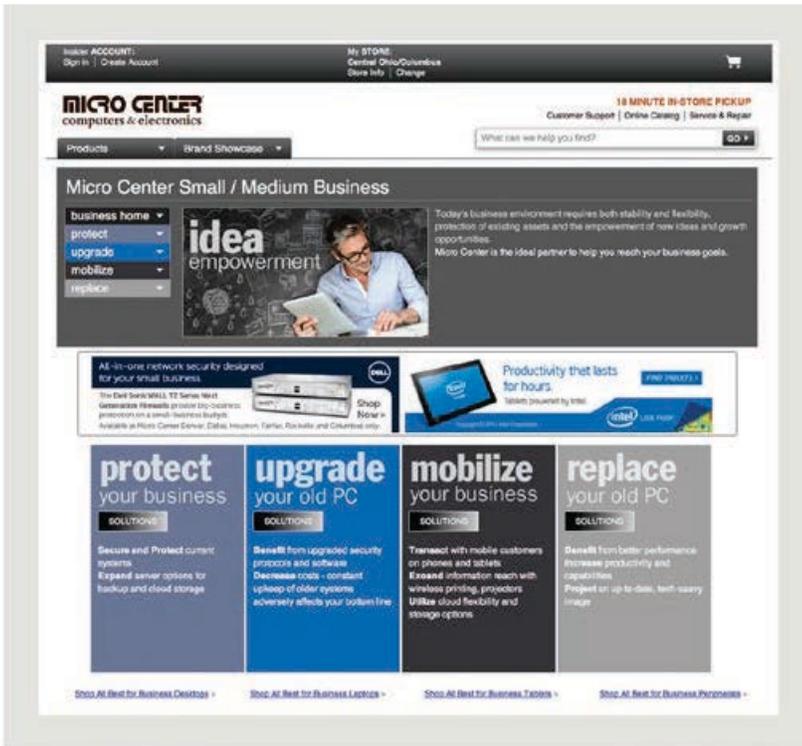
## One click away

Brand Showcases are accessible throughout the site, one click away through the Brand Showcase tab dropdown.



**Availability and Space Limitations.  
Ask your Merchandise Manager for details.**

# Small / Medium Business Solutions



Today's business environment requires stability, flexibility, protection of existing assets, empowerment of new ideas, and growth opportunities. Micro Center is the ideal partner to help you reach a targeted, interested business market.

## Protect. Upgrade. Mobilize. Replace

Micro Center's Small / Medium Business Solutions mini-site offers products and solutions for all phases of today's successful, growing businesses. Select this targeted, business-centric site to promote your successful solutions.



## Target your best customers' inboxes

Custom SMB emails further increase your solution visibility to your best customers. These emails, sent approximately twice a month, reach an audience with a purchase history of business and business-related products.

## Social Media - multi-channel engagement



Customer engagement is at the core of our business. As such, we value the ability to interact with our customers through Facebook and Twitter.

### Visibility and interaction

You, as a vendor, can participate in that engagement – promoting your products to our social media networks - through product giveaway sweepstakes.

This multi-channel opportunity incorporates both social media and our website. Our customers will see posts about the sweepstakes and will enter to win your product. Once a winner is chosen, they will write a review of your product which will then be posted on microcenter.com.

With thousands of followers, actively interested in computers and consumer electronics, social media promotions afford great visibility and interaction.

**Availability and Space Limitations.  
Ask your Merchandise Manager for details.**

# Custom Programs

- **Select markets** • **Huge visibility, multiple impressions**
- **Immediate response**

## Electronic Signage (LED Electronic Billboards)



Digital outdoor advertising using LED Electronic Billboards has rapidly emerged as the medium of choice for cost-effective, high-impact proximity advertising. Micro Center partners can take advantage of Micro Center's high-resolution LED Electronic Billboards in select key markets.

Signs are sized and positioned for best highway visibility from within the driver's normal field of view, and are tuned for both day and night readability. Ads run twenty hours per day.

### Key Benefits

- **Maximizes Impact** – 94% of people passing digital billboards can recall messaging while only 43% recall static, non-dynamic, billboards (Harris poll)
- **Dynamically Flexible** – perfect for any just-in-time marketing messaging. Our partners can show multiple messages for the same product, or advertise a full-range of products
- **Adaptable Messaging** – use our digital signage for product launches, branding, promotions, special in-store events and more

Store	Location	Nearest Entrance/Exit Ramps	Average Daily Traffic Count in Vehicles per Day
Micro Center North Jersey	Northern New Jersey/Paterson	I-80 at NJ 20 N exit	132,000
Micro Center Sharonville	Cincinnati/Sharonville	I-275 at Mosteller Rd. exit	112,000
Micro Center Dallas	Dallas/Richardson	N. Central Expwy at Spring Valley Rd. exit	180,000
From NJDOT, ODOT, TXDOT			

### Availability and Space Limitations

- Minimum commitment: two weeks
- Duration: Varies by frequency package



**Champions are tenured Micro Center Sales professionals with top-notch communication and problem-solving skills**

## What Champions Do

- Recommend Vendor's products as the best solutions consistently
- Responsible for driving sales
- Maintain merchandising and displays in all store areas
- Communicate and execute Vendor promotions
- Train store staff on latest products and assist in Vendor training and education
- Delivers weekly in-the-field reporting that gives feedback from customers and associates



## What You Invest

- Monthly funding with a minimum 1 year commitment
- Commitment to deliver quality training
  - Training at company's corporate offices or access to web based training materials
- Vendor's demonstration units
  - Helps provide Champions with product experience to relay testimonials to customers

## What You Get For Your Investment

- Highly motivated store advocates with focus on your product lines
- Delivery of enthusiastic professional sales presentations to every customer focusing on your total solution
- Dedicated Micro Center Champion Manager
  - Assists in Delivery of communications and directs conference calls
  - Audits Champion execution and measures sales growth
  - Coaches Champions to insure delivery of top quality reporting and feedback



- **Top Tenure in Industry**
- **Passionate, Knowledgeable Associates**
- **Experts in their Categories**



## Associate Training and Development Programs

### Why should you train Micro Center Associates?

- We need our vendors to support training efforts in order to keep our Sales Associates informed on your latest technologies and new trends.
- Each Sales Associate takes an average of 4 hours of “required” sales skill & product training per month
- Sales Associates take over 225,000 courses annually, not including vendor onsite training, averaging over 90%+ training compliance.

### Training Packages Available

- Vendor Hosted - Assigns Vendor online courses from the Vendors Online Training Site
- Standard Package - Uses the Vendors Pre-Existing Web Based Course installed in our Training site
- Most Popular: Intermediate Package - Vendor supplies us with content (ppt, video etc) and Micro Center develops course and installs into our site, assignments given to select department (minimal development, no audio)
- Custom Course Development Package - Interactive Course (See you Merchandise Manager for Details)

### How does it work?

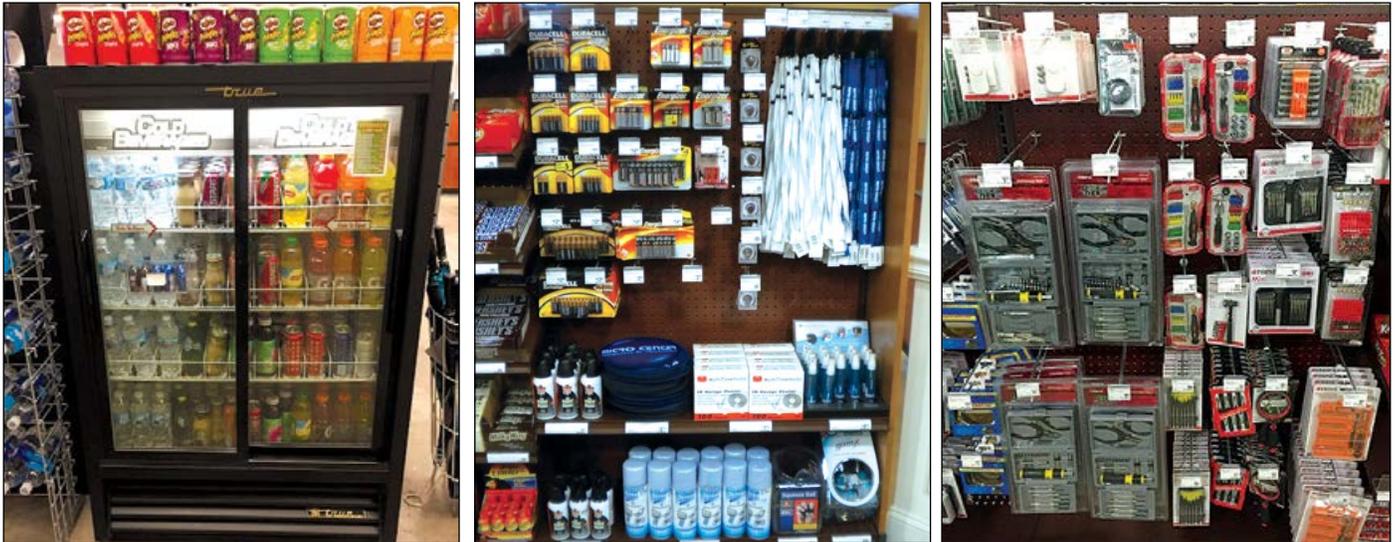
- Contact your Merchandise Manager
- Select the type of Training, Products, and the Month to Train
- Fill out details within Training Form

**Ask your Merchandise Manager for availability and details.**

# Merchandising

- Increased sales of impulse and high unit items
- Enhanced visibility of key supplies
- Position partner products in the store's highest-traffic area

## Front End and Check-Out Line Section



### Great Numbers – Eyeballs and Units

Micro Center offers two locations as an opportunity for impulse purchases. These two areas of the store are planned at the sku level, so you know where your products should be at all times.

Every buying customer has to walk thru this location. Customers can browse magazines, pick up refreshments, play with toys, and replenish needed supplies while they queue at the check-out line.

- Refreshments
- Accessories, supplies, and consumables
- Batteries • Magazines • Tools and flashlights
- T-shirts, gadgets, science, toys, and wonders
- Unique, impulse items



### Availability and Space Limitations

- Must be unique to the front, cannot be carried anywhere else in the store
- Must complete testing period
- Some slotting fees required
- Duration: four months

- **Store-within-store offers unexcelled visibility**
- **Substantial, consistent brand messaging**
- **Attention-getting fixtures and overhead signage**

## Premier Vendor Spaces



Micro Center offers our preferred partners the opportunity with Premier Vendor Spaces to create a “store-within-a-store” or “department-within-a-department” to dominate in-store mindshare and promote unmatched brand consciousness.



### Availability and Space Limitations

- **Must be approved by executive management**

- Increased visibility
- Improved brand awareness
- Controlled messages

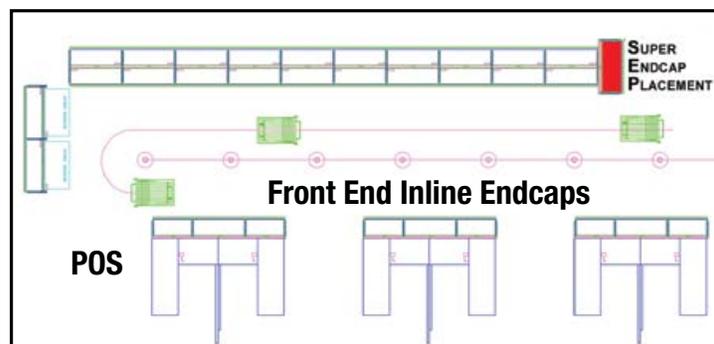
## Endcaps, In-Line Shelving and Floor



**Front-end Inline Endcaps** appear on the interior side of the Front-end section (the front-end section faces the checkouts) and offer prime display space at the front of the store. Our partners can purchase Front-end Inline Endcaps for one month intervals.

In a retail environment, free-standing merchandise racks anchored to the floor are called gondolas; endcaps occur at the both ends of a gondola facing heavy-traffic aisles in the store.

**Front-end Super Endcaps** are an extremely desirable location due to the large amount of floor-traffic passing by them in the front of the store. Our partners can purchase Front-end Super Endcaps for one month intervals



## In-Line Endcaps

The entire Micro Center store is merchandised by product category. Many categories are candidates for “In-line” endcaps – that is, endcap merchandising inside the aisle where the category is positioned. Select vendor partners with several SKUs in a category can invest to place their products in preferred positions. This branded grouping and positioning right at the point of purchase can generate significant ROI.

Limitations apply. See your Merchandise Manager for opportunities



**Floor Stacks** are boxes of products stacked on top of each other to form a square or rectangle of merchandise in an aisle or other high traffic area.

### Key Benefits

- Front-end Super Endcaps, front-end inline endcaps and floor stacks are ideal for generating impulse buying and increasing visibility of your product
- Our partners can supply their own signage and branding messages and utilize customized endcap headers

### Availability and Space Limitations

- Offered monthly
- Minimum commitment: one month
- Duration: one month

- **Colorful signs attract attention**
- **Increased visibility**
- **Improved product brand and awareness**

## Large-format Signs: In-Store Display, Store Entry Posters and Department Posters



Micro Center offers In-store displays, store-entry posters and department posters to provide exceptional visibility for our partners.

In-Store Displays

### Department Posters



#### Key Benefits

- Increase visibility for your product, offer or branding campaign
- Enhance customer awareness and broaden visibility to build sales

#### Availability and Space Limitations

- Minimum commitment: one month
- Duration: one month
- Merchandise Manager approval