



VENDOR ADVERTISING MEDIA KIT



Shipshewana Flea Market is pleased to offer Advertising Opportunities to YOU, our vendors, to help drive buyers to your booth.

These opportunities will help you reach the thousands of buyers that visit Shipshewana each week. We attract the buyers to the market, but it is up to you to get them to your booth once they are here.

Please, fill out and return the attached form by the **deadline (March 1, 2020)** so that we can include you in the print, website and mobile app versions of the 2020 Flea Market Vendor Directory. This is FREE advertising for you!

The following opportunities will help you get the exposure you need!

FREE & PAID ADVERTISING OPPORTUNITIES

Vendor Directory Print Guide

Listing, Display Ad, Coupon

Mobile App

Basic Listing, Premium Listing, Handmade Trail

Website

Listing

Loudspeaker Announcements

Door Prize Sponsorship

Map Directory Signs

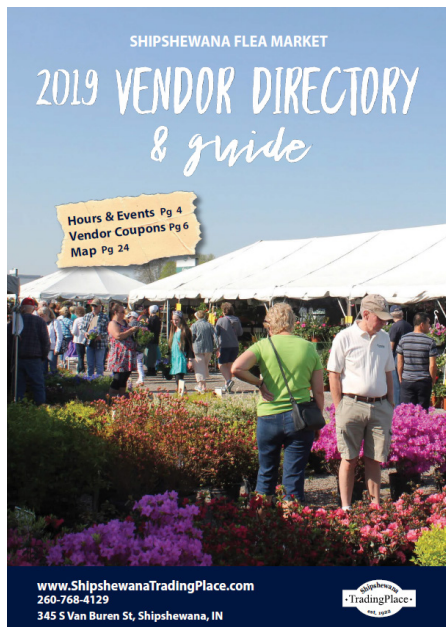
Block Ads

Social Media

Live Videos, Vendor of the Week

VENDOR DIRECTORY PRINT GUIDE

80,000 guides are printed and distributed at flea market entrance gates, local visitor's centers and campgrounds.



<p>SNACKS CONTINUED...</p> <p>Aunt Kathy's Cheesecakes & Desserts #493 Gourmet Gumbo Bars, Gourmet Trail Mix, Cheesecakes</p> <p>Bruce Concessions #415 / 583 Candies, Elephant Ears, Lemon & Orange Shakes, Slushies</p> <p>Dawn's Surplus Shack #622 / 654 Variety of Snacks, Bulk</p> <p>Go N Nuts #277 / 764 Roasted Almonds, Nuts</p> <p>JJ's Famous Dips, Salads & Slushies #579 Dips, Salads, BBQ Sauces, Bloody Mary Mix, Wine Slushies, Frozen Margaritas, Pine Coladas, Boozie Milkshakes & More</p> <p>Jennifer's Nicely Spiced Olive Oils #491 Spiced Popcorn</p> <p>Old World Fudge #653 Fudge, Taffy, Candy, Baked Goods</p> <p>Olde Tyme Poppin Korn #516C Kettle Corn</p> <p>The Olive Branch #P-5 Flavored Oils, Balsamic Vinegars, Dip Mixes, Bread Seasonings, Pasta, Olives</p> <p>SPICES, HERBS & SPREADS</p> <p>Amish Foods #629 Amish Jam, Jelly, Caramel Corn, Caramel Puffs, Honey, Peanut Butter, Flax Popcorn</p> <p>CAJ's Gourmet Foods #522 / 771 Dips, Soups, Cheese Balls, Rubs, Salads, Beer Bread, Cobblers</p> <p>Donny DoGo's Gourmet Dips & Such #167 Artisan Crafted Gourmet Party Dip Mixes</p> <p>JJ's Famous Dips, Salads & Slushies #579 Dips, Salads, BBQ Sauces, Bloody Mary Mix, Wine Slushies, Frozen Margaritas, Pine Coladas, Boozie Milkshakes & More</p> <p>Jennifer's Nicely Spiced Olive Oils #491 Spiced Olive Oil, Spiced Balsamic, Spiced Popcorn, Spiced Hot/Cold Honey</p> <p>Home of "Happy Salt" Come See The Spice Shop at #646</p> <p>SHIPSHEWANA Spice Company</p> <p>Spices - Unique Seasoning Blends & More The Best Quality and Value!</p> <p>Dutch Country Market Honey & Noodles! Serving You Since 1981!</p> <p>Space #646</p> <p>Kitchen Korner #731-733 / 168-170 Variety of Spices</p> <p>Shipshewana Spice Company #646 Spices, Honey, Noodles</p> <p>The Olive Branch #P-5 Pesto, Gift Sets of Oils and Vinegars, Dip Mixes, Bread Seasonings</p> <p>Uncle Walt's U-Necks #1010 Jams & Jellies, Peanut Butter, Apple Butter, Honey</p> <p>HEALTH & BEAUTY</p> <p>COSMETICS</p> <p>Alone-Eta #780 Alone-Eta Skin Care</p> <p>Don's Products #ANT-F Lipstick, Lipsticks, Natural Deodorant</p> <p>COSMETICS CONTINUED...</p> <p>Fraz Accessories #309 Lipgloss</p> <p>James Sales #130 Glass Nail Files</p> <p>Nell's Massage #653 Chair Massages, Young Living Essential Oils</p> <p>Perfect Chic Mobile Boutique #1024 LimeLife, Organic, Skincare, Pro Makeup</p> <p>Perfume Outlet #550 Perfumes, Colognes, Gift Sets</p> <p>Pink Cadillac Cosmetics-N-Colognes #523 Cremes, Colognes</p> <p>Pondview Emus #ANT-D Anti-Aging Facial Cream</p> <p>Rose's Beauty Bath & Body #367 Mascaras, Make-up Remover, Make-up</p> <p>Sluss Discount Merchandise #223-225 Make-up, Lipstick, Eyeliner, Nail Polish, Nail Clippers, Files, Tweezers</p> <p>COSMETICS - DRUGSTORE - HAIR PRODUCTS - PERFUME & SOAPS</p> <p>HAIR PRODUCTS</p> <p>HAIR SHOP #201-205 Hair Tools & More</p> <p>Enrica's Gifts #231-232 Wigs, Hairpieces, Hair Jewelry, Hair Care Products, African Butterfly Clips</p> <p>Moon & OK's Hair Goodies #533 Hair Goodies, General Merchandise, Dollar Hair Items, Hair, Scarves, Ties, Custom Jewelry</p> <p>Pondview Emus #ANT-D Shampoo & Conditioner Rinse</p> <p>Rose's Beauty Bath & Body #367 Shampoos, Conditioners, Specialty Products</p> <p>Sluss Discount Merchandise #223-225 Shampoos, Brushes, Hair Ties, Hair Dryers, Curling Items</p> <p>ThinkPink Boutique #228 Bath & Body Works</p> <p>PERFUME & SOAPS</p> <p>Anish Fragrance #760 Name Brand & Hard to Find Colognes & Perfumes</p> <p>Name Brand & Hard to Find</p> <p>Perfumes & Colognes</p> <p>Anish Fragrances Booth #760</p> <p>Lunamojo #616-617 Goats Milk Soaps & Lotions, Pet Shampoo Bar, Itch-Itch, Body Jo-Jo, Essential Oil Soaps & Lotions</p> <p>Nell's Massage #653 Chair Massages, Young Living Essential Oils</p> <p>Pain Relief Products #518 The Original Unken's Therapeutic Products, Pain Relief Pain Relieving Products</p> <p>Sluss Discount Merchandise #223-225 Vitamins, Cough Meds, Cough Drops, Cold Meds, Diapers, Band-Aids, Dr. Scholl's Insoles, Socks, Pens</p> <p>COSMETICS - DRUGSTORE - HAIR PRODUCTS - PERFUME & SOAPS</p>

PRINT DIRECTORY LISTING - FREE

PRINT DIRECTORY DISPLAY AD - Sizes & Prices Below

Full Page = \$1,350 5.75" x 9"	Half Page = \$825 5.75" x 4.5"	Quarter Page = \$495 2.75" x 4.5"
3" Large = \$385 2.75" x 3"	2" Medium = \$270 2.75" x 2"	1" Small = \$145 2.75" x 1"

PRINT DIRECTORY COUPON + LOUDSPEAKER ANNOUNCEMENTS - \$150

Your business will receive a 15-second booth spotlight read over the loudspeakers once every other week.

You will also get a black & white coupon in the 2020 Flea Market Vendor Print Directory.

You may choose to donate door prizes to pick up at your booth during your sponsorship hour (optional).



<p>10% OFF All Chimes* Lambright Country Chimes Booth #382-383</p> <p><small>*Offer Valid On Chimes Only. Offer valid thru 9/25/19.</small></p> <p>10% Off Booth #847</p> <p>CUTCO The World's Most Versatile</p> <p><small>(1) one coupon per customer. Not valid with any other offers. Valid offer until 9/25/19.</small></p> <p>Lunamojo & Great Grandma's Stuff 10% off \$50 or 20% off \$100 purchase. Booth 616 & 617</p> <p><small>Offer good for cash purchases only. Not valid on handmade items. * Cannot be combined with other offers. Offer valid thru 9/25/19.</small></p> <p>\$1 OFF One Fry Pie or \$2 OFF Purchase of 3 Fry Pies</p> <p><small>Coupon redeemable at Fry Pie Station next to Backyard Barnyard. Limit one coupon per customer. Offer Valid Thru 9/25/19. Some restrictions may apply.</small></p> <p>Party Supplies 2 FREE Beverage Napkins of your choice FREE with any purchase! Booths 286-287 & 312-313</p> <p><small>Cannot be combined with other offers. Offer valid thru 9/25/19.</small></p> <p>10% Off Entire Purchase of \$25 or more Gadget & Game Depot Booth #552/580</p> <p><small>(1) one coupon per customer. Not valid with any other offers. Valid offer until 9/25/19.</small></p> <p>10% Off Entire Purchase Scrapbooking, Jigsaw Puzzles, Board Games, Adult Coloring Books, School Supplies, Rag Rugs, Pet Signs & Children's Books.</p> <p>The Sticker Shop Booth #641-643 & 609</p> <p><small>Excludes already discounted items. Not valid with other offers. Offer valid thru 9/25/19. 360-336-6604 During Market Hours</small></p>	<p>FREE Slice of Pie with the purchase of \$20 or more at the Auction Restaurant</p> <p><small>Valid only at Auction Restaurant. (1) one coupon per customer. Not valid with any other offers. Offer valid thru 9/25/19.</small></p> <p>10% OFF ENTIRE Purchase! Fabrics, 100% Quilt Cotton, 108 Inch Backing & More!</p> <p>I SELL FABRIC Booth #584-586</p> <p><small>Not valid with any other offers. Limit one coupon per customer. Offer valid thru 9/25/19.</small></p> <p>10% OFF ENTIRE Purchase! Featuring HIP KLIPS Booth #171 Near Gate #7, Row 2 Across from The Chicken Shack</p> <p><small>Not valid with any other offers. Limit one coupon per customer. Offer valid thru 9/25/19.</small></p> <p>Oil of Gladness 10% OFF your Entire Bill Booths 619-620</p> <p><small>Cannot be combined with other offers. Offer valid thru 9/25/19. Limit one coupon per customer.</small></p> <p>Grandma Bessie's Custom Threadz Booth #711-712 10% OFF All Embroidery & Personalized Merchandise Kitchen Towels, Potholders, Kids' Items & More!</p> <p><small>(1) coupon per customer. Not valid with other offers. Good thru 9/25/19.</small></p> <p>10% OFF Entire Purchase (No Minimum) Sujal Fragrances Booth #236</p> <p><small>All Brand Name Fragrances for Men & Women. (No expiration date)</small></p> <p>KITCHEN KORNER 10% OFF \$20 or more purchase Space #168-170 & 731-733</p> <p><small>Pasta Cutlery, Knives, Spices, Bakeware & Kitchen Gadgets One coupon per customer. Not valid with other offers. Expires Sept. 25, 2019</small></p>
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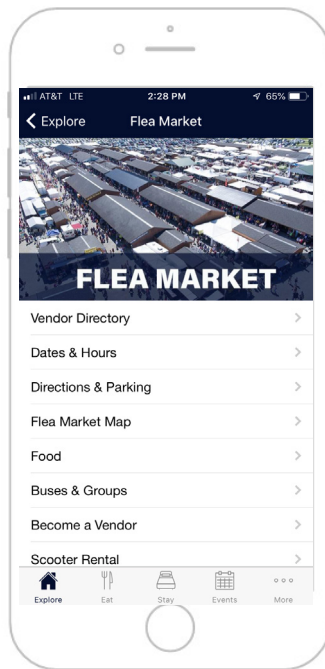
VENDOR COUPONS

MOBILE APP - Shishewana Trading Place

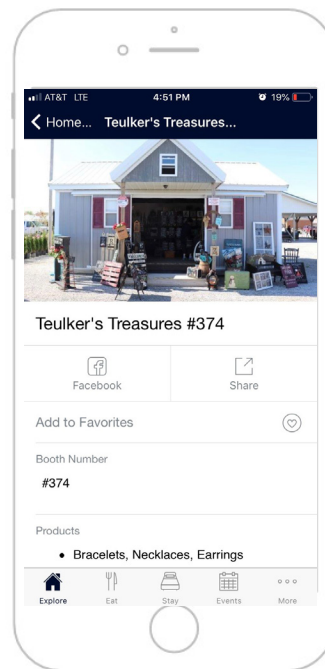
16,000 downloads, 1,385 average monthly users. Customers have the vendor directory at their fingertips. They can search for and save their favorite vendors and access vendor social media and websites.



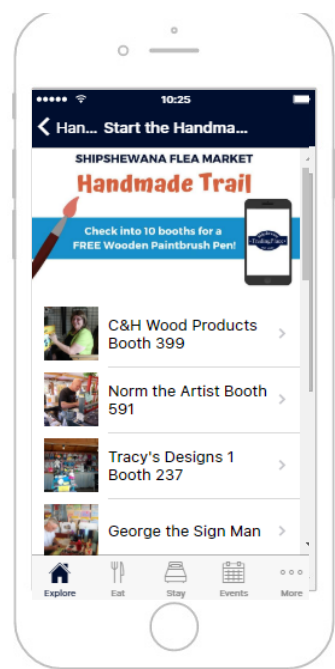
Home Screen



Flea Market Page



Premium App Directory Listing



Handmade Trail

APP DIRECTORY LISTING - FREE

PREMIUM APP DIRECTORY LISTING - \$150

Get your listing at the top of each selected product category pages on the Shishewana Trading Place mobile app vendor directory. Premium listings also include a photo and the option to place a coupon on the deals section of the app.

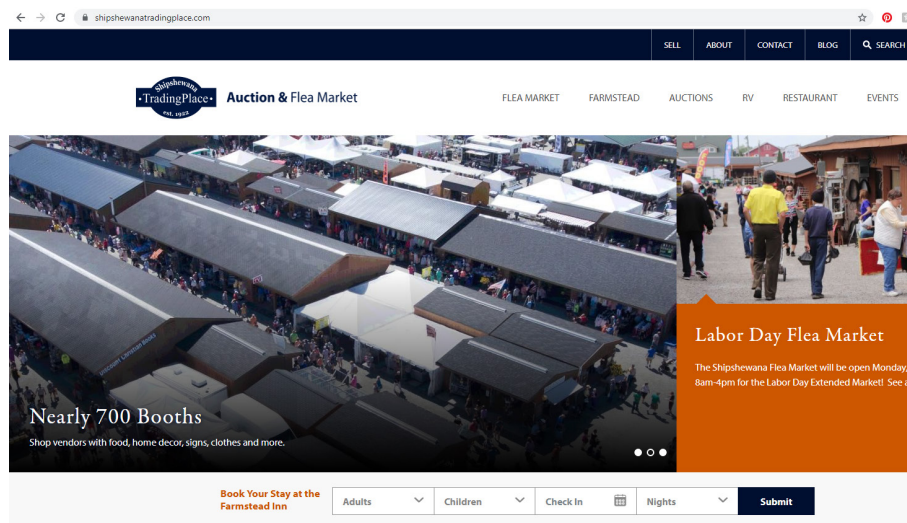
HANDMADE TRAIL - FREE (Full-Season, Handmade Vendors Only)

Visitors can use the mobile app to take the Handmade Trail Challenge. Once shoppers have visited and "checked into" at least 10 handmade vendor booths using special passcodes given to each Handmade Trail vendor, they will get a free wooden handmade trail pen from the flea market office.

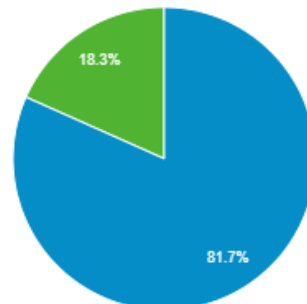
Participating vendors must offer crafts made by themselves or made locally. If you're interested in being part of the Handmade Trail, please contact the flea market office.

WEBSITE - www.ShipshewanaTradingPlace.com

The website has over 360,000 unique users per year and provides a wealth of information about the flea market, auctions, and things to do in Shipshewana.

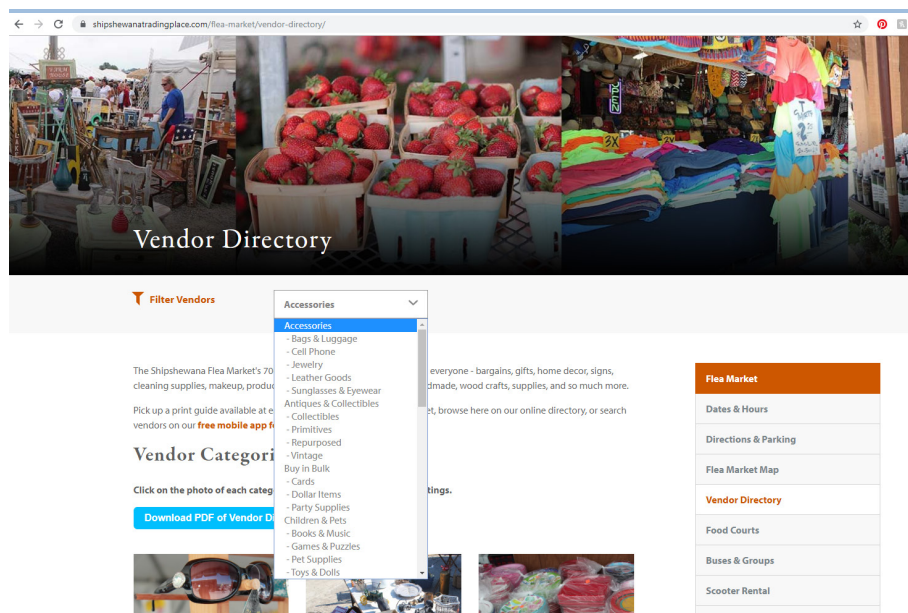


■ New Visitor ■ Returning Visitor



Pages per Session: 2.22
Average Session Duration: 1:50

Upcoming in Shipshewana



WEBSITE DIRECTORY LISTING - FREE

MAP DIRECTORY SIGNS

Vendors can purchase blocks to be placed on 5' X 4' maps located IN 17 different locations throughout the Market for the entire season.

SHIPSHEWANA FLEA MARKET MAP



BLOCK AD - MAP DIRECTORY SIGN - OPTIONS AND PRICES BELOW

Choose # of Blocks:

- 1 Block (5"x2.5") = \$80.00
- 2 Block (10"x2.5") = \$130.00
- 4 Block (10"x5") = \$240.00

Choose Text Color:

Black – Blue – Green – Red – Purple
OR

Choose Background Color: **Add \$30.00**

Black – Blue – Green – Red – Purple

SOCIAL MEDIA

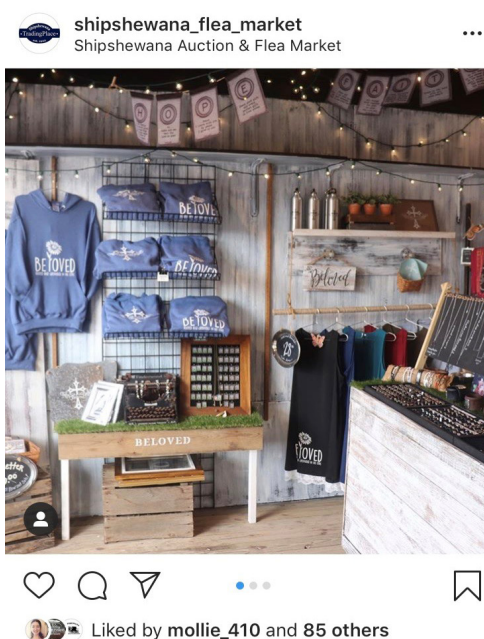
Shipshewana Flea Market is very active on several social media platforms. Our main focus is on Facebook and Instagram. We highlight events, vendors, products, stories, and photos.



@ShipshewanaFleaMarket
Over 66K Follows



@Shipshewana_Flea_Market
Over 3.5 K Follows



Shipshewana Auction & Flea Market was live.
Published by Anna Camburn [?] · August 27 at 9:38 AM · 🌐

👁️ Have you ever seen so many leggings?! 🙌

Today Carlie is LIVE with vendor Michelle from Ellabella at space 1072. She has leggings for all sizes and personalities 🙌

*Giveaway Ended. Congrats to Karen MacKechnie for winning a \$20 Gift Certificate to the flea market! Like this post & Comment by Thursday, August 29 at 12pm! Feel free to tell us your favorite piece from this booth. 🙌...
[See More](#)



One free way to get noticed on social media is by engaging with our posts. When you comment positively, like, and share, you are helping spread the word about the market to potential customers.

When you post on your own social media platforms, be sure to “tag” the Shipshewana Flea Market. Vendors who tag the market on their own posts (especially Instagram) will have the potential to be shared on our own channels.

FACEBOOK LIVE VENDOR INTERVIEW - FREE

Vendors are selected weekly by flea market staff based on product category, customer-requested content, and potential video reach. If you are selected, you may be asked to give an overview of your booth and to show off your top products on camera.

SOCIAL MEDIA VENDOR OF THE WEEK - \$200

Photos of vendor and booth posted to Facebook and Instagram along with a short description and booth location. Social Media Vendors of the Week also receive priority for vendor spotlight blog posts on the website.



2020 Flea Market Vendor Advertising Form

PO Box 185 • Shipshewana, IN 46565 • Ph. 260-768-4129 • Fax 260-768-7041 • Email: michael@shipshewanatradingplace.com

Please complete and **return this form by March 1, 2020** to be included in the 2020 Flea Market Visitors' Guide. Completing the front page will allow you to take advantage of all FREE advertising opportunities including listings on the web, mobile app and print directories. The back page has additional advertising opportunities to showcase your business. Choose ala carte or create your own package of ads and receive up to 20% off!

Name: _____

Business Name: _____

Address: _____

Phone: _____

☐ Yes, share my phone # with customers

Email: _____

☐ Yes, share my email with customers

Business Website URL: _____

Business Facebook Page ID: _____

Instagram Handle: @_____ Twitter Handle: @_____

☐ Vendor Directory Guide Listing = FREE

All vendors get up to **5 FREE listings** by completing this section. Shoppers will be able to find this information in the Vendor Directory & Guide and through the website and mobile app. Choose up to five categories. List products in priority order for each category so we can help customers find you!

Product Categories (Please Select Only from the Following):

- | | | | | |
|------------------------|--------------------------|----------------------------|----------------------------|-------------------------|
| • Bags & Luggage | • Books, Education & CDs | • Baked Goods | • Cosmetics | • Fabric |
| • Cell Phone | • Games & Puzzles | • Dips & Mixes | • Drugstore Items | • Handmade |
| • Jewelry & Watches | • Pet Supplies | • Snacks | • Hair Products | • Scrapbooking & Stamps |
| • Leather Goods | • Toys & Dolls | • Spices, Herbs, & Spreads | • Perfume & Soaps | • Silk Flowers |
| • Sunglasses & Eyewear | | | | • Wood Crafts |
| • Collectibles | • Boutiques | • As Seen on TV | • Auto, Motorcycle & RV | |
| • Primitives | • Children's Clothing | • Candles | • Flags | |
| • Repurposed | • Coats & Jackets | • Cleaning Supplies | • Hardware | |
| • Vintage | • Hats & Scarves | • Furniture | • Garden, Plants & Flowers | |
| | • Men's Wear | • Home Decor | • Sporting Goods | |
| • Dollar Items | • Shoes | • Kitchen | • Tools & Tarps | |
| • Cards | • Socks | • Pictures & Frames | | |
| • Party Supplies | • Women's Wear | • Signs | | |
| | | • Textiles | | |

Space #:

Category: _____

(Select from above)

Products Sold in priority order pertaining to listed category:

Category: _____

(Select from above)

Products Sold in priority order pertaining to listed category:

Category: _____

(Select from above)

Products Sold in priority order pertaining to listed category:

Category: _____

(Select from above)

Products Sold in priority order pertaining to listed category:

Category: _____

(Select from above)

Products Sold in priority order pertaining to listed category:

☐ Loudspeaker Door Prize Sponsor Announcements + Directory Coupon = \$150.00

Your business will receive a 15-second booth spotlight read over the loudspeakers once every other week. You will also get a black & white coupon in the 2020 Flea Market Vendor Print Directory. NEW - You may choose to donate door prizes to pick up at your booth during your sponsorship hour (optional). Please attach your text for the coupon to this form, as well as up to 30 words for your booth announcement. Limited availability, first-come, first-serve.

☐ Mobile App Vendor Premium Listing = \$150.00

Get your listing at the top of each selected product category pages on the Shipshewana Trading Place mobile app vendor directory (over 16,000 downloads currently). Premium listings also include a photo and the option to place a coupon on the deals section of the app. Please attach your special offer for the coupon to this form (optional).

☐ Print Guide Display Ad - Flea Market Vendor Directory - (Sizes Shown Below)

<input type="checkbox"/> Half Page = \$825 5.75" x 4.5"	<input type="checkbox"/> Quarter Page = \$495 2.75" x 4.5"
<input type="checkbox"/> Full Page = \$1350 5.75" x 9"	<input type="checkbox"/> 3" Large = \$385 2.75" x 3"
<input type="checkbox"/> 1" Small = \$145 2.75" x 1"	<input type="checkbox"/> 2" Medium = \$270 2.75" x 2"

☐ NEW! Social Media Vendor of the Week* = \$200.00

Photos of you and/or your booth will be posted to the Flea Market's Facebook and Instagram Page along with a short description and space number. You may also receive priority for vendor spotlight blog posts on the website.

Limited Availability, May - Labor Day. First come, first serve.

** Choosing this paid option guarantees your booth will be highlighted at least once on the Flea Market's social media channels. However, staff may also use discretion to feature other vendors throughout the season using video, photos, etc. as part of the market's overall social media strategy.*

☐ Block Ad - Map Directory Signs

Vendors can purchase blocks to be placed on 17 maps located throughout the Market for the entire season. High resolution JPEG Images may be used, but must be submitted by vendor and approved by Market Staff.

Choose # of Blocks:

- ☐ 1 Block (5"x2.5") = \$80.00
- ☐ 2 Block (10"x2.5") = \$130.00
- ☐ 4 Block (10"x5") = \$240.00

Choose Text Color:

Black - Blue - Green - Red - Purple
OR

Choose Background Color: **Add \$30.00**

Black - Blue - Green - Red - Purple

****Actual Size of 1 Block Shown****

Advertising Notes:

Ads will be designed by our staff unless vendor sends in artwork by March 1, 2020. Any information, artwork, logos or pictures to be used for any ad should be submitted in JPEG or PDF format via email to michael@shipshewanatradingplace.com or you may attach it to this form.

Questions? Call our office at 260-768-4129.

2020 Advertising Form Check Out

Guide Listings (Print & Web)	\$ FREE
Basic Mobile App Listing	\$ FREE
Directory Coupon + Announce	\$ _____
Mobile App Premium Listing	\$ _____
Print Guide Display Ad(s)	\$ _____
Block Ad Map Directory Signs	\$ _____
Social Media Vendor of the Week	\$ _____
Sub Total	\$ _____

Create Your Own Package Discount \$ _____
If paid by March 1, 2020
Any 2 items = 10% Off
3 or more items = 20% Off

Total Due Enclosed \$ _____