



Where Ottawa looks for sales.

MERCHANT INFORMATION PACKAGE

Highlights:

- Local Ottawa Online Exposure
 - **FREE** Store Listings
 - Cost-effective sale advertising
 - Many additional benefits.....
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ABOUT US

CitySales.ca provides local Ottawa retail businesses with a cost-effective method to advertise their sales to highly targeted potential customers.

We drive customers to local businesses by providing the customers with the means to easily locate relevant information on current and upcoming local sales based on the product categories they are interested in.

CitySales.ca was launched in May 2007 and is growing very quickly (statistics will be available soon).

WHY ADVERTISE ON CITYSALES.CA?

FREE Business Listing

By registering now, you can **have your business permanently listed on CitySales.ca for free – no strings attached**. You also have the option to post your sales flyers on the site for customers to see (this is also free during our promotion period). With your free business listing you will have constant exposure even if you're not advertising any sales.

Web Exposure

Whether or not you have already established an online presence for your business, CitySales.ca is an easy way to get yourself in front of many more potential customers.



A Cost-Effective Method to Advertise

In comparison with sending out printed sales flyers by mail (or other forms of advertising such as TV, Radio, etc) the cost of advertising your sales on CitySales.ca is extremely low. Compare the cost of printing and delivery of paper flyers to all houses in Ottawa (many \$thousands) to the cost to display and send an online flyer through CitySales.ca directly to the potential customers who are actually interested in your sales. **Currently there is NO COST to display your sales flyers on CitySales.ca.**

Targeted Audience

Instead of flipping through all the irrelevant junk mail arriving at their front door, shoppers on CitySales.ca can search directly for businesses and sales happening in their preferred product categories. Businesses advertising on CitySales.ca know that only interested shoppers that will be requesting their flyer.

Much More than Passive Online Marketing

At CitySales.ca, your potential customers won't have to actively search to find your sales. We offer shoppers automated sale notifications by email, so your sales will be emailed directly to shoppers who have indicated that they are interested in your types of products. **(There is no additional cost for you to participate in the email notifications)**

Effectiveness

Instead of sending out flyers to an entire city or doing other mass-advertising when the majority of the population may not happen to be interested in your products at that moment, you'll be marketing directly to the segment of the population that is actively looking for your sales, or who have requested information on your type of sales.



PRICE LIST

Currently, **all of our services are free**, and if you register now, your business listing will always be free. Prices for advertising sales will be announced once our promotion period ends. Existing members at that time will receive a further extension of free sales advertising.

STILL HAVE QUESTIONS?

If you have any further questions, please check out the FREQUENTLY ASKED QUESTIONS on the CitySales.ca website, or contact us at info@citysales.ca.

To register for your permanent free listing right now, just visit www.CitySales.ca/merchants.aspx. It only takes 2 minutes to register and it's free!
