

## Pricing

**Pay with your own gift certificates or pay by credit card or check.**

### Special Offers (Selling Through getsugar)

*Trial Pack of 3 offers in catalog and Tuesday emails*

\$300 + 12.5% of sales  
(if we link to Seller to process transactions, it is \$450 flat fee)

*12 Offer Pack of 12 offers in catalog and Tuesday emails*

\$1200 + 12.5% of sales. Payable in gift certificates or cash/credit card  
(if we link to Seller to process transactions, it is \$1800 flat fee)

### Dedicated Emails

*Used for Special Offers*

\$750 + 12.5% of sales. Payable in gift certificated or cash/credit card)  
(we we link to Seller to process transaction, it is \$1000 flat fee)

*Used for Advertising*

\$1000. Payable in gift certificates or cash/credit card

### getsugar Buying Your Gift Certificates

No fee. We pay you when we buy your gift certificates at a discount. This program is open to select clients. Please contact us for pricing.

### Email Sponsorship Banners

*Top of Tuesday emails*

\$300. Payable in gift certificates or cash/credit card

### getsugar.com Banners

*Homepage placement for 1 week*

\$200. Payable in gift certificates or cash/credit card

### Cause Marketing | Welcome Offer | Birthday Offer

Pricing determined by length and levels of promotion. Please contact us.

### Special Projects

*getsugar has done several special marketing projects such as sweepstakes, email sign up campaigns, and more. To learn more, please contact us.*

## Advantages Of Paying Fees With Your Own Gift Certificates

**Save cash, save money, drive more sales, bring people in**

Many businesses enjoy the multiple benefits of paying getsugar fees with their own gift certificates. Not only does this save cash, it allows businesses to market when their budget is low. Additionally, in most cases, businesses save money since they pay with their merchandise or services. When getsugar sells the gift certificates to our subscribers, the business gets another round of free advertising. Getting their gift certificates in the hands of getsugar women brings in more customers. And when women redeem their gift certificates, they almost always drive additional sales as the amount of the sale is greater than the face value of the gift certificates being redeemed.

## Contact And Information

**Learn more. Get started.**

We look forward to learning about your business and discussing ways we can help you grow. Please contact Ben Tregoe at [btregoe@getsugar.com](mailto:btregoe@getsugar.com) or call 617 833 8515. You can also learn more by visiting [getsugar.com](http://getsugar.com). The for merchants page has examples, clients, and statistics. You can also download this Sales Kit and our Email Performance Report as well as whitepapers. Our blog has more information on promotions, clients and marketing tips.



Local. Luxuries. Online. ◀  
Women. Affluent. Targeted. ◀  
Sell Your Products Or Services. ◀  
Advertise. ◀

Hello,

I'm happy to introduce you to getsugar, the online catalog of local luxuries and promotions. Our audience is 95% women who are located in the Greater Boston area and are in their twenties, thirties and forties. Our list has over 4,400 double opt-in email addresses with an average open rate of 47%.

Businesses **sell their services and merchandise** through our online catalog and emails and can also **advertise** through our emails and on our site.

Spas, salons, boutiques, department stores, restaurants and more work with us to reach and connect with our audience. To date, getsugar has worked with over 150 businesses and clients include: Saks Fifth Avenue, Gretta Luxe, Nordstrom, Grettacole, Exhale Spa, Wish, I Soci, Moxie, Holiday, Stil, MiniLuxe, dresscode, The Loft Salon and Day Spa, The Sports Club/LA, glee, G Spa, Healthworks Fitness, Union Bar and Grille, SkinHealth Centers and many more.

I hope to hear from you soon!

Sincerely,  
Ben Tregoe, President  
[btregoe@getsugar.com](mailto:btregoe@getsugar.com) or 617 833 8515



## 1 Sold Massages For Grettacole And G Spa

*Grettacole and G Spa wanted to boost their bookings*

getsugar sold 81 massages in 36 hours using our online catalog and a Dedicated email to our audience.



## 2 Targeted E-Certificates

*Target purchases based on your needs*

Targeted e-certificates are redeemed for more value when used how and when you want.

- Drive purchases to certain times (e.g. March, this weekend or Monday nights)
- Drive purchases to certain types or brands (e.g. tops, denim or Susana Monaco)
- Advertise sales (e.g. double value when redeemed in January)



## 3 Buying And Selling Gift Certificates

*Cash, immediate advertising and women in the door*

With select clients, getsugar will directly buy gift certificates at a discount and then re-sell those gift certificates. This program provides clients with cash, an immediate and persistent advertising program and future sales as people come in to redeem their gift certificates and buy more.



## 4 Welcome Offer For MiniLuxe

*Promoted facial services for this spa.*

getsugar sold over 75 facials for MiniLuxe using our online catalog and our Welcome Offer which is a Dedicated email sent when each new subscriber signs up.



A Birthday Offer is also available where we send a Dedicated email to each subscriber on their birthday with a special offer.

## 5 Cause Marketing Program

*Raise money for charity and increase sales*

We have sold over \$11,000 in services to 117 people to date for SkinHealth Centers and have raised \$4,400 for Massachusetts General Hospital Cancer Center.

getsugar created this program and took it to SkinHealth Centers who enthusiastically signed on. Program includes a special landing page at getsugar.com, Dedicated emails, Tuesday emails and other site banners and placements.



## 6 Sold Tory Burch Flats For Moxie

*Moxie had too many flats in smaller sizes*

getsugar sold 22 pairs in one day using our online catalog and a Dedicated email to our audience. Shoppers could choose to pick up their purchase at the store or have it shipped.



## 7 Shecky's Dedicated Email

*Sell tickets for this shopping event*

getsugar sent a Dedicated email to its audience that linked to the ticket purchase page at Shecky's site.



"Your blast was the most successful to date! Ticket sales skyrocketed after the email went out!"

- Beth, Shecky's Media

## 8 Email Sponsorship Banner

*Be the first thing subscribers see*

Email sponsorship banner placed at top of Tuesday email.



## 9 Dedicated Email For Saks In-Store Event

*Bring women into the store for an event*

getsugar Dedicated email sent to all subscribers inviting them to a special in-store event.

