

Lawrence Journal-World / Marketplace
Proposed Partnership with McDonald's of Lawrence

Partnership Summary:

A four month long partnership designed to increase repeat visitors to LawrenceMarketplace.com and to create increased sales and repeat customers for McDonald's through the use of frequently changing and heavily promoted coupons.

McDonald's will receive a no-charge multi-media Marketplace page for a four month period. Marketplace staff will assist McDonald's in setting up the page and ensure all site features are fully utilized. Marketplace staff will also create coupons for McDonalds that will be placed on the Marketplace page for download by visitors to the site.

McDonald's will provide at least four coupons to be offered on the Marketplace site at all times during the four month period. At least two of those coupons will be changed on a bi-weekly basis. Two coupons may remain constant if coupon redemption remains favorable. The goal is to have fresh coupons that keep visitors returning to both the site and to McDonald's. At the same time, if there are two coupons that remain popular then they could remain constant. Four coupons is a minimum, more coupons can be featured on the site if McDonald's have additional offers they would like to promote. Coupons will all include a specific expiration date, restriction for use in City of Lawrence locations only, and restriction for one coupon per purchase.

McDonald's will not be asked to pay any advertising or other costs for the promotion, any associated advertising, or any promotional materials. In return for the promotion and no charge Marketplace page McDonald's will promote the Marketplace partnership at their four Lawrence restaurants as detailed below.

At the end of the four month partnership, McDonald's will have the option of signing a regular Marketplace contract and continue using the site on their own at a special rate of \$85 per month (regular full rate is \$200 per month).

Promotion Details:

During the four month partnership promotion will consist of the following:

Ads running in the Journal-World, on Sunflower Broadband, and online on LJworld.com. All ads will promote Marketplace and may include details of multiple offers available on the site. The focus of the promotional ads will be to drive users to Marketplace for special coupons and money saving opportunities, including specifically highlighting the exclusive McDonald's coupons and encouraging users to check back regularly for new McDonald's coupons.

Marketplace will provide McDonald's with the following promotional materials:

Bag stuffers to be used in all four restaurants at a rate of 1,000 bag stuffers per restaurant every other week during the promotion. Bag stuffers will be provided cut to a size of approximately 5.5 x 4.25 inches;

8.5 x 11 inch counter displays for each restaurant;

Corrugated plastic signs / drive thru real estate to be used in each drive thru as frequently as possible, with the understanding that other McDonald's promotions would be rotated with the Marketplace sign;

All of these promotional materials will advise customers of the opportunity to download exclusive McDonald's coupons at LawrenceMarketplace.com and will all be Marketplace / McDonald's exclusive promotion, not featuring any additional Marketplace offers.

Marketplace will have permission to use the McDonald's name and logo in the Marketplace promotion. The McDonald's name/logo will have an "of Lawrence" tag added if required and a "Lawrence Stores Only" disclaimer.

All Marketplace promotion featuring the McDonald's name or logo will be provided to McDonald's and/or Bernstein Rein before being run to ensure all McDonald's corporate requirements and franchisee obligations are being met.

Approved on behalf of the Lawrence Journal-World: _____

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