



IMAGE USE RATES

IN-STORE MATERIALS	ONE STORE	ALL STORES
8.5 X 11	\$100.00	\$200.00
11 x 17	\$150.00	\$300.00
24 x 24	\$200.00	\$400.00
48 x 48	\$250.00	\$500.00
Large Banner	\$600.00	\$1000.00

WEB PAGE USAGE

Homepage Image	\$400.00
Section Banner	\$200.00
Small/Article Image	\$100.00

PRINT USAGE (MAGAZINES OR MEC CATALOGUES)

Circulation (500,000-1,000,000)

Front Cover or Full Page	\$600.00 (per ad/use)
1/2 page or 2/3 page	\$300.00 (per ad/use)
1/4 page (or less)	\$200.00 (per ad/use)

Circulation (100,000- 500,000)

Front Cover or Full Page	\$500.00 (per ad/use)
1/2 page or 2/3 page	\$250.00 (per ad/use)
1/4 page (or less)	\$200.00 (per ad/use)

Circulation (20,000- 100,000)

Front Cover or Full Page	\$400.00 (per ad/use)
1/2 page or 2/3 page	\$200.00 (per ad/use)
1/4 page (or less)	\$100.00 (per ad/use)

Circulation (5,000- 20,000)

Front Cover or Full Page	\$300.00 (per ad/use)
1/2 page or 2/3 page	\$100.00 (per ad/use)
1/4 page (or less)	\$ 75.00 (per ad/use)