# IMAGE USE RATES

| In-store materials | One store | All stores |
|---|---|---|
| 8.5 X 11 | $100 | $200 |
| 11 x 17 | $150 | $300 |
| 24 x 24 | $200 | $400 |
| 48 x 48 | $250 | $500 |
| Large banner | $600 | $1000 |

**Web page usage**

| | |
|---|---|
| Homepage image | $400 |
| Section banner | $200 |
| e-mail main | $200 |
| Supporting/article image | $100 |
| Banner ad | $150 |

**Print usage (magazines or other printed materials)**

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

| | |
|---|---|
| Front cover or full page | $600 (per ad/use) |
| ½ page or ⅔ page | $300 (per ad/use) |
| ¼ page (or less) | $200 (per ad/use) |

***Circulation (100,000- 500,000)***

| | |
|---|---|
| Front cover or full page | $500 (per ad/use) |
| ½ page or ⅔ page | $250 (per ad/use) |
| ¼ page (or less) | $200 (per ad/use) |

***Circulation (20,000- 100,000)***

| | |
|---|---|
| Front cover or full page | $400 (per ad/use) |
| ½ page or ⅔ page | $200 (per ad/use) |
| ¼ page (or less) | $100 (per ad/use) |

***Circulation (5,000- 20,000)***

| | |
|---|---|
| Front cover or full page | $300 (per ad/use) |
| ½ page or ⅔ page | $100 (per ad/use) |
| ¼ page (or less) | $ 75 (per ad/use) |