



**IN-STORE ADVERTISING RATES  
FULL COVERAGE MARKETS  
EFFECTIVE JANUARY 2014**

**SHELF ADVERTISING**

VOLUME DISCOUNTS	1 - 3	4 - 7	8 - 11	12 +	STANDARD SIZES W" x H"
SHELF COUPON	\$15.70	\$14.95	\$14.20	\$13.25	6" x 3" or 3" x 6"
SHELF AD & FRIDGE AD	\$15.70	\$14.95	\$14.20	\$13.25	6" x 5"
SHELF AD PLUS	\$0.50 per inch over standard sized Shelf Ad				1" increments from 6" x 5"
SHELF BOOKLET base rate	\$16.85	\$16.10	\$15.40	\$14.50	STANDARD SIZES W" x H"

**SINGLE MANUFACTURER**

Single Manufacturer base rate includes 3 products	Additional Product		Add \$1.00	3 <sup>3</sup> / <sub>4</sub> " x 5 <sup>1</sup> / <sub>4</sub> ", 5 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>2</sub> " 5 <sup>1</sup> / <sub>2</sub> " x 4 <sup>1</sup> / <sub>2</sub> ", 6 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>2</sub> "
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**MULTI-MANUFACTURER**

Multi-Manufacturer base rate includes 1 product	Additional Product		Add \$3.00	3 <sup>3</sup> / <sub>4</sub> " x 5 <sup>1</sup> / <sub>4</sub> ", 5 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>2</sub> " 5 <sup>1</sup> / <sub>2</sub> " x 4 <sup>1</sup> / <sub>2</sub> ", 6 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>2</sub> "
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**IN-STORE ADVERTISING**

GROCERY CART BILL-BOARD 25 bill-boards per store *6 Week minimum	\$9.35	\$8.95	\$8.50	\$8.10	10" x 7 <sup>3</sup> / <sub>4</sub> "
FLOOR AD	\$16.20	\$15.50	\$15.10	\$14.70	2' x 2' or 2' x 3'

**ACCESSORIES**

BACKER CARD	\$1.50	Standard size 6" x 5" Perpendicular or Flush
LOOSE MATERIAL	\$1.50	Custom Sizes
OVERSIZED MATERIAL	Rates available upon request	Custom Sizes

**CUSTOM MARKETS**

Regional	Add 30%
Banner Specific	Add 50% - 75%
Custom Markets	Available upon Request



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**GENERAL TERMS**

<b>Added Value</b>	Up to 30% discount off rate card for secondary positions on full market buys. Discount to be applied to lesser value media.
<b>Total National Coverage</b>	1 503 major supermarket and pharmacy locations across Canada. All promotions subject to retailer approval.
<b>Major Banners Serviced</b>	Metrospot exclusively services major supermarkets and pharmacies including: Sobeys, Sobeys with Pharmacy, IGA, IGA with Pharmacy, IGA Extra, Sobeys Foodland, Thrifty Foods, FreschCo, FreshCo with Pharmacy, Price Chopper, Price Chopper with Pharmacy, IGA Your Community Store, Pharmacy Jean Coutu, Lawtons Drugs, and major independent supermarket locations. Warehouse size supermarkets receive double service.

**SERVICE & MATERIAL**

<b>Installation &amp; Store Service</b>	Standard services provided on a bi-weekly basis commencing January 6, 2014.
<b>Materials</b>	Digital print files must be received eight (8) weeks prior to In-Store installation date. All printed materials required six (6) weeks prior to the In-Store installation date.
<b>Space Limitations</b>	Where applicable, media space limitations will be assigned to the first signed contract by a participating manufacturer.
<b>Cancellations</b>	All signed contracts must be received ninety (90) days prior to the In-Store installation date. Unsigned contracts are considered binding within ninety days (90) of the program start date. All signed or unsigned contracts, if cancelled, will be subject to full contract costs.
<b>General</b>	Prices are net per location/week, standard sizes. A program is defined as, minimum 4 consecutive weeks running in all 1503 locations. Applicable taxes will be added to the program costs.  All rates subject to change at Metrospot Marketing Ltd.'s discretion.