



**IN-STORE ADVERTISING RATES
NATIONAL COVERAGE MARKETS
EFFECTIVE JANUARY 2023**

SHELF ADVERTISING

VOLUME DISCOUNTS	1 - 3	4 - 7	8 - 11	12 +	STANDARD SIZES W" x H"
SHELF COUPON	\$17.45	\$16.60	\$15.75	\$14.75	6" x 3" or 3" x 6"
SHELF AD & FRIDGE AD	\$17.45	\$16.60	\$15.75	\$14.75	5" x 9"
SHELF AD PLUS	\$0.50 per inch over standard sized Shelf Ad				1" increments from 5" x 9"
SHELF BOOKLET base rate	\$17.75	\$17.00	\$16.30	\$15.30	STANDARD SIZES W" x H"

SINGLE MANUFACTURER

Single Manufacturer base rate includes 3 products	Additional Product	Add \$1.75	3¾" x 5¼", 5¼" x 2½" 5½" x 4½", 6¼" x 2½"
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MULTI-MANUFACTURER

Multi-Manufacturer base rate includes 1 Product	Additional Product	Add \$4.50	3¾" x 5¼", 5¼" x 2½" 5½" x 4½", 6¼" x 2½"
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IN-STORE ADVERTISING

GROCERY CART BILL-BOARD 25 bill-boards per store *6 Week minimum	\$30.00	\$30.00	\$30.00	\$30.00	10" x 7¾"
FLOOR AD	\$16.20	\$15.50	\$15.10	\$14.70	2' x 2' or 2' x 3'

ACCESSORIES

BACKER CARD	\$2.15	Standard size 5" x 9" Perpendicular or Flush
LOOSE MATERIAL	\$2.15	Custom Sizes
COUPON OVERLAY	\$1.75	3' X 6" or 6" x 3"
OVERSIZED MATERIAL	Rates available upon request	
	Custom Sizes	



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Total National Coverage	1198 major supermarket and pharmacy locations across Canada. All promotions subject to retailer approval.
Total National Store Format Coverage	Metrospot exclusively services major supermarkets and pharmacies including: Longo's, Sobeys Extra, Sobeys, Sobeys with Pharmacy, Safeway, IGA, IGA with Pharmacy, IGA Extra, Sobeys Foodland, Thrifty Foods, FreshCo, FreshCo with Pharmacy, IGA Your Community Store, Lawtons Drugs, and major independent supermarket locations.

Custom Markets

75% or more of full national network	Corporate base rate applies.
61% to 74% of full national network	Corporate base rate, add 15%.
45 % to 60 % of full national network	Corporate base rate, add 20%.
30% to 44% of full national network	Corporate base rate, add 30%.
Less than 30% of full national network	Corporate base rate, add 50%.
Regional Full Market Buys	Corporate base rate, add 15%.
National Full Buy - Banner Specific	Corporate base rate, add 30% to 50%.
Store Specific Buys	Rate Card, add 75%

Listings

The above custom markets are based on listings. If your brand is listed in a specific store format then it is included in the network. If your brand is not listed in a specific store format then the amount of stores are not included in the network buy when determining custom market buys. Please note Metrospot may confirm listings with category management.



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GENERAL TERMS

Cancellations

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.

Added Value

Annual volume discounts do not apply for secondary discounts. Up to 30% discount off rate card for secondary positions on full market buys. Discount to be applied to lesser value media.

SERVICE & MATERIAL

Installation & Store Service

Standard services commencing January 2, 2023. Off cycle servicing available, custom quote required.

Materials

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.

Space Limitations

Where applicable, media space limitations will be assigned to the first signed contract by a participating manufacturer.

General

Prices are net per location/week, standard sizes. A program is defined as, minimum 4 consecutive weeks running in all 1198 locations. Applicable taxes will be added to the program costs.

All rates subject to change at Metropot Marketing Ltd.'s discretion.