

CONTRACT WORKSHEET

PRINT MARKETING

	COST	QUANTITY	TOTAL COST
FLIER (PRICE WILL DOUBLE FOR INCLUSION IN BLACK FRIDAY FLYER)			
1 BOX	\$3,000		
DOUBLE BOX	\$5,000		
BANNER SPACE	\$8,000		
QUARTER PAGE	\$12,500		
HALF PAGE	\$35,000		
FULL PAGE	\$65,000		
WRAP	\$65,000		
2 PAGE PULLOUT	\$125,000		
4 PAGE PULLOUT	\$250,000		
FRONT COVER SPOT	\$10,000		
BACK COVER SPOT	\$8,000		
PRODUCT LITERATURE			
PRODUCT CATALOG	\$65,000		
TRI-FOLD PRODUCT BROCHURE	\$32,500		

SUBTOTAL:

VIDEO MARKETING

	COST	QUANTITY	TOTAL COST
PROMOTIONAL			
PRODUCT FEATURE VIDEO	\$1,000		
TRAINING			
EXISTING VENDOR VIDEO	\$500		
PRODUCT TRAINING VIDEO	\$2,000		
TRAINING CONTEST	\$500		

SUBTOTAL:

STORE EXPERIENCE

	COST	QUANTITY	TOTAL COST
FEATURES			
ENDCAP	\$20,000		
PALLET DROP	\$30,000		
RUDY SPOT	\$18,000		
SIDEKICKS	\$7,000		
MARGIN BINS	\$12,500		
CLIP STRIPS	\$4,000		
SIGNAGE			
BANNERS	\$9,040		
HEADERS	\$5,000		
FACT TAGS	\$3,000		

SUBTOTAL:

ADDITIONAL MARKETING

	COST	QUANTITY	TOTAL COST
ADDITIONAL MARKETING			
BILLBOARD	VARIES		
TRAILER GRAPICS	\$7,500		
BUCKET SPONSOR	\$40,000		
T-SHIRTS	\$50,000		
4-H GIFT CARD PROGRAM	\$25,000		

SUBTOTAL:

CUSTOM QUOTES

TYPE	BUDGET

GRAND TOTAL: _____

RADIO MARKETING

	COST	QUANTITY	TOTAL COST
RADIO			
FULL RUN	\$14,000		
IN-STORE RADIO (2 WEEKS)	\$1,000		
PANDORA ONLY (INCLUDES VISUAL AD)	\$2,000		

SUBTOTAL:

DIGITAL MARKETING

	COST	QUANTITY	TOTAL COST
ONLINE-ONLY AD PAGES			
FULL PAGE	\$5,000		
ONLINE PAGE +DEDICATED EMAIL	\$7,000		
EMAIL			
CYBER WEEK EMAIL (7 AVAILABLE)	\$7,000		
DEDICATED EMAIL	\$3,500		
FEATURE EMAIL	\$2,000		
EMAIL INCLUSION	\$1,000		
DIGITAL AISLE			
BRAND/CATEGORY	\$5,000		
BANNER ADS	\$500		
HOME PAGE BLOCK	\$1,500		
GOOGLE ADWORDS			
SHOPPING	\$5,000		
TEXT ADS	\$5,000		
DISPLAY ADS	\$5,000		
SOCIAL MEDIA			
FACEBOOK POST	\$5,000		
FACEBOOK BOOSTED POST	\$2,500+ BOOST COST		
TWITTER POST	\$1,000		
INSTAGRAM	\$500		
TEXT MESSAGING MARKETING	\$2,000		

SUBTOTAL:

MANAGER MEETING

	COST	QUANTITY	TOTAL COST
STORE MANAGER MEETING			
TITLE SPONSORSHIP	\$50,000		
BOOTH	\$5,000		
BANNER	\$500		

SUBTOTAL:

NEW STORES

	COST	QUANTITY	TOTAL COST
NEW STORES			
BILLBOARDS	\$2,000		
GIVEAWAYS	\$500		
CONTESTS	\$500		

SUBTOTAL:

VENDOR NAME

VENDOR REP NAME

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

BUYER NAME

BUYER CODE

VENDOR NUMBER

BUYER SIGNATURE

VENDOR REP SIGNATURE

DATE