

IMAGE USE RATES

DIGITAL MEDIA

Web - promo (typically found on homepage)	\$800.00
Web - header (typically found on secondary/tertiary page)	\$400.00
Web - supporting image (typically smaller & lower down on page) <i>(above includes iOS app)</i>	\$200.00
Email - hero image	\$650.00
Email - supporting image	\$250.00
Blog/learn article <i>(includes promotion of blog/learn article in social, email, mec.ca, etc)</i>	\$250.00
Display Ads	\$250.00
Native Ads <i>(includes paid social, display networks, etc)</i>	\$250.00

IN-STORE / EVENT / EXTERIOR

	One Store	All Stores
Small (ex. 8.5x11 poster)	\$200.00	\$400.00
Medium (ex. 22x28)	\$250.00	\$500.00
Large (ex. Entrance display)	\$350.00	\$700.00
Exterior Store Promo Window	\$600.00	\$1,200.00
Permanent Signage (Interior/exterior - 5yrs)	\$1,000.00	\$2,000.00

PRINT

Magazine full-page	\$1,500.00
Magazine half-page	\$1,200.00
National Newspaper	\$1,200.00
Local Newspaper	\$700.00
OOH Transit Shelter	\$1,800.00
OOH Billboard	\$2,500.00