ARMCHAIR SHOPPING ARMCHAIR SHOPPING ARMCHAIR SHOPPING ARMCHAIR SHOPPING ARMCHAIR SHOPPING ARMCHAIR SHOPPING ARM CHAIR SHOPPING ARM CHAIR

OLD MILL MARKETING

THE RENOVATOR'S CATALOG

2006

ARMCHAIR SHOPPING OPEN RATES PRICES

RATE	1X		2X		3X		4X		5X		6X	
	4-color	B&W	4 Color	B&W	4 Color	B&W	4 Color	B&W	4 Color	B&W	4 Color	B&W
Full Page	$34,397	$30,269	$33,919	$29,849	$33,681	$29,638	33,203	29,218	32,486	28,587	32,128	28,272
1/2 Page	$17,199	$15,135	$16,960	$14,925	$16,840	$14,820	16,602	14,609	16,244	14,294	16,064	14,105
1/3 Page	$11,466	$10,089	$11,306	$9,950	$11,227	$9,879	11,068	9,740	10,829	9,529	10,709	9,424
1/6 Page	$ 5,733	$5,045	$5,653	$4,975	$5,613	$4,940	5534	4,870	5,415	4,765	5,355	4,712
1 /12 Page	$2,867	$2,522	$2,827	$2,487	$2,769	$2,470	2,767	2,435	2,707	2,382	2,678	2,356

FOR 2 COLOR PRINTING ADD 6% TO B&W RATE. SEE SAMPLE PAGE FOR POPULAR AD SIZES

Positioning:

Advertising Pages are distinct from the catalog pages. There is a special border around these pages to make them stand out Placement is determined on a first-come, first-served basis.

Inserts:

Special Pricing is available upon requests for inserts, gatefolds, cards and other special units.

Terms and Conditions:

Payments required by closing date unless credit has been established. Renovator's supply offers a 15% minimum discount from open rates shown below to recognized ad agencies or for electronic files provided a discount has not been applied. Accounts must be paid within 30 days to receive a qulifying discount.

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