

IN THE WORLD OF  
HOME IMPROVEMENT MARKETING,  
**MENARDS**<sup>®</sup> IS *your partner.*

We pride ourselves in knowing exactly what our Guests need to improve their homes and make their lives great. In fact, we go to great lengths to ensure that your products end up in the hands of homeowners, craftsmen and contractors alike. With the right marketing strategy, we can help you capture the attention of our loyal Guests when they're in our store, in their car or in the comfort of their own home. With over 58 years of experience in home improvement retail, Menards continues to prove that our simple and effective marketing programs keep our Guests coming back for more. Let our team map out a successful marketing strategy for you!





<b>BROADCAST ADVERTISING</b> .....	5-11
TELEVISION.....	6-7
RADIO.....	8-9
IN-STORE ANNOUNCEMENTS .....	10-11



<b>PRINT ADVERTISING</b> .....	13-17
SALES FLYER OPPORTUNITIES.....	14-15
FLYER PRODUCTION BREAKDOWN.....	16-17



<b>DIGITAL MARKETING</b> .....	19-23
EMAIL, BRANDED WEBPAGE & DIGITAL FLYER .....	21
DISPLAY ADVERTISING, MOBILE APP & PRE-ROLL.....	22
PINTEREST, INSTAGRAM & SMS MARKETING.....	23



<b>OUTDOOR ADVERTISING</b> .....	25-27
----------------------------------	-------



<b>CREDIT CARD PROGRAMS</b> .....	29-31
BIG CARD & CONTRACTOR CARD MARKETING.....	30-31



<b>SPECIAL PROMOTIONS</b> .....	33-35
TEAM MEMBER SALES CONTESTS & SPIF .....	34
FLOOR DECALS, GRAND OPENINGS & VEHICLE SWEEPSTAKES .....	35



<b>RACING SPONSORSHIPS</b> .....	37-39
----------------------------------	-------

<b>THANK YOU</b> .....	40-41
<b>QUICK REFERENCE PRICE CHART</b> .....	42-43
<b>2017 CALENDAR</b> .....	44-45
<b>GUIDELINES</b> .....	46
<b>CONTACTS</b> .....	48



# BROADCAST



# ADVERTISING

## THE HISTORY OF MENARDS' BROADCAST...

From 1976 to 1998, Raymond Jack Szmanda, Sr. was the face of Menards.

In the first 20 years, Menards advertised in roughly 13 TV markets, working with 52 TV stations and close to 100 radio stations. Now, Menards appears in over 55 TV markets, working with more than 250 TV stations and more than 700 radio stations.

Through the years, Menards' broadcast technology has grown by leaps and bounds. We have gone from dubbing individual tapes for every station to having our spots delivered digitally. Now, we send our spots with just a click of a button to hundreds of TV and radio stations.

Much of our earlier work was done using a typewriter, pencil, paper and calculator. And with the introduction of email, it launched us into a simpler form of communication. Request for proposals, which once took days to reach our stations, can be sent and answered within seconds.

As technology continues to change the advertising landscape, Menards continues to adapt, supplementing traditional broadcast advertising with streaming media buys on Pandora, Hulu and YouTube.

One thing that has remained constant for generations is our familiar jingle, "Save BIG Money At Menards!"



# AMERICA'S *Favorite* PASTIME

**5 HRS & 11 MINS  
IS THE AMOUNT  
OF TIME AN  
AVERAGE ADULT  
(18+) WATCHES  
TV A DAY.**

(Statistic Brain, 2016)

## THE RESULTS ARE IN

Television remains at the top of media usage despite technological advancements in mobile, Internet and DVR.



**64%**

Of consumers who visit a company's website after seeing a TV commercial. (Comscore)

**4X**

TV advertising averages four times the sales lift as digital. (Adweek)

**5 YRS  
+**

TV was the only medium to maintain its effectiveness at driving advertisers' KPIs over the last five years. (Adweek)

**95%**

Of viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text. (Virtuets)





# BRINGING IN BIG NUMBERS

# 26 MILLION +

The number of households we reach with our TV buy

TV's viability as a key advertising medium remains solidly intact. (Nielsen)



The amount of spots we air each week across all markets



The amount of reach extended with digital buys including YouTube, Hulu and Pandora



Hulu has 4 million paying subscribers and, within the past year, has had 457 million video views

## TELEVISION OPPORTUNITIES

### SHARED/ EXCLUSIVE SPOTS

#### SHARED

- Buy a 30-Second Shared TV Commercial with another vendor

#### EXCLUSIVE

- Buy an Exclusive 30-Second Commercial = 2 Shared Spots

#### SHARED SPOTS

<b>1-2 SPOTS .... \$85,000 EACH</b>	<b>5 SPOTS ..... \$77,000 EACH</b>
<b>3-4 SPOTS .... \$82,000 EACH</b>	<b>6+ SPOTS .... \$70,000 EACH</b>

### GOLD PACKAGE

- 6 - Shared TV Commercials
- 1 - Exclusive Radio Commercial

**\$420,000 EACH**

### PLATINUM PACKAGE

- 8 - Shared TV Commercials
- 2 - Exclusive Radio Commercials
- Free 34" x 34" Floor Decal

#### BONUS!

Receive 1 FREE 34" x 34" Floor Decal with 8 or more Television Spots.

**\$560,000 EACH**

### EXCLUSIVE SPOT UPGRADE

- Exclusive TV & Streaming (Hulu, YouTube Pre-roll and Pandora Video)

**\$200,000 EACH**

### PRE-ROLL

Expand your TV campaign and deliver your marketing message to our Guests online with pre-roll video advertising. As your commercial plays immediately before select YouTube videos, you'll reach millions of viewers across the Google Display Network (ESPN, HGTV, CNN, MSNBC and more). Each video targets your ideal audience by identifying viewers' geography, demographic criteria and interests, so you reach the right audience every time! Plus, this is also a great way to connect to our Guests when they're on their laptops, smartphones or Internet-enabled TVs.

**PRE-ROLL ADD-ON\* ..... \$20,000 EACH \* TV spot required per Add-On**

# MOVING THE *Needle*

**RADIO IS THE  
MOST INTIMATE  
AND SOCIALLY  
PERSONAL  
MEDIUM IN THE  
WORLD.**

(Harry Von Zell)

## THE RESULTS ARE IN

Radio continues to be popular across all age demographics. The reach exceeds that of smartphones, even in the Millennial group. Around 93% of Millennials listen to the radio while 80% engage with smartphones on a regular basis.



**13.44**  
HRS

The average amount of time a consumer between the ages of 18-64 listens to the radio in a week (Nielsen)

**66.6**  
MILLION

The average amount of consumers between the ages of 18-34 who use the radio each week (Nielsen)

**#1**  
ROI

Radio is ranked #1 for delivering eye-popping ROI, which means that brands average a sales lift of more than \$8 for every \$1 spent on radio (Nielsen)





## RADIO IS A GREAT WAY TO REACH OUR GUESTS ON THE GO.

Each radio commercial is dedicated to your brand, with enough time to promote product features and sale pricing. There's no better way to maintain awareness than with a radio campaign.

- Keep your brand in the minds of our Guests wherever they are
- Get your message to a large number of people
- Radio has the highest share of media consumption (Radar)



The amount of radio spots we air each week



The number of households we reach with our radio buy



The number of radio stations we use to broadcast

**1-2 SPOTS ..... \$27,000 EACH      3+ SPOTS ..... \$22,000 EACH**

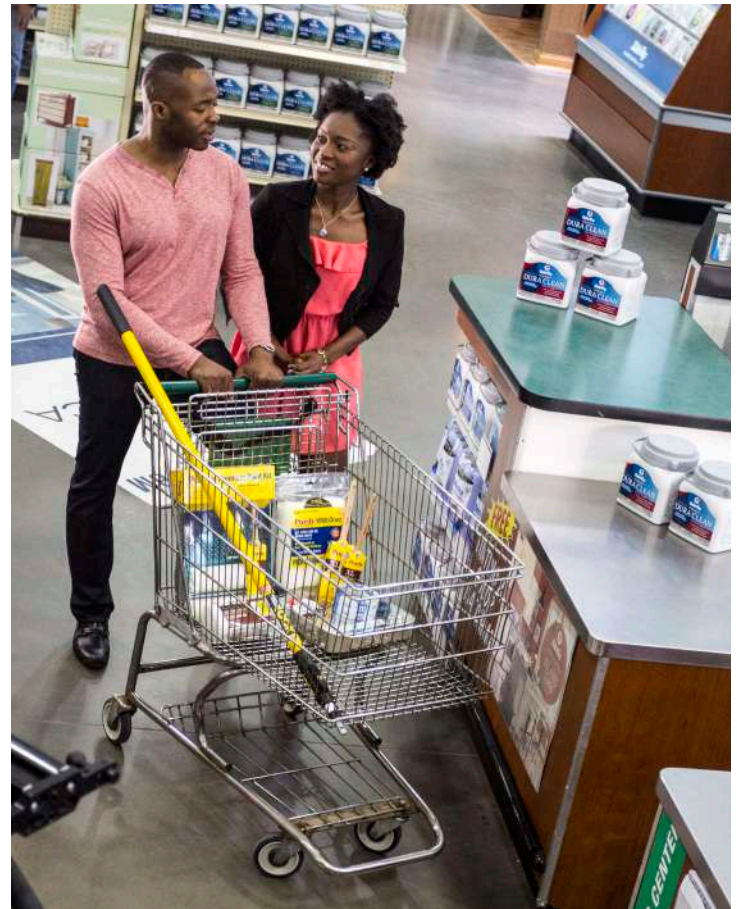
**AUDIO STREAMING ADD-ON\* ... \$10,000 EACH** \* Radio spot required per Add-On

# GET YOUR *Product* IN THE CART

OVER 90%  
OF ADULTS  
LISTEN TO  
RADIO EACH  
WEEK

## INFLUENCING A PURCHASE RIGHT UP TO THE REGISTER

Grab the attention of our Guests while they are shopping. Calling out one feature or benefit can instantly affect a purchasing decision. Turn your message into money by reaching millions who are ready to spend.



1/3

During a national retail media study, more than 1/3 of shoppers who recalled hearing retail audio advertisements when they were

shopping, purchased a brand different from the one they originally intended to buy after hearing it advertised. (Arbitron Inc.)





One of our in-store announcements is played



The number of in-store announcements that occur each week across all markets



Reach millions of Guests each week with in-store announcements

## IN-STORE ANNOUNCEMENTS

Reach Guests that are in our stores and ready to buy. Make sure our Guests hear what your brand has to offer while they're shopping.

- Each store announcement airs approximately once an hour, from Sunday to Saturday

**1+ SPOTS ..... \$6,000 EACH**





PRINT



ADVERTISING

### THE HISTORY OF MENARDS' PRINT ADVERTISING...

Built in the spring of 1962, the first Menards store initially functioned as a midway meeting spot for pole building construction crews. In 1963, the young business ventured into the merchandising world by purchasing a load of lumber from a local vendor. When the wrong shipment was delivered to the store, John Menard, Jr. took out an advertisement in the paper and sold off the incorrectly sized pieces. Since the advertisement stimulated a lot of interest, Menard decided to open Menard Cashway Lumber. Newspaper ads grew to full pages, and as merchandising continued to expand, the first sales flyer insert was created in 1980.

### TO WHERE WE ARE NOW...

With a production platform built for highly targeted print advertising, we offer numerous formats including wraps and multi-page tabs to broadsheets, providing a cost-effective solution to reach our Guests. We provide a high degree of flexibility and options that will provide the best results for your brand. Demographic, geographic and store-centric versioning allow you to effectively tailor your print advertising needs to our stores throughout the Midwest.



**SPECIAL ORDER WINDOWS**

**Crestline**

Double Hung With Nailing Flange Sale **\$4,482\***

- Select 250 Series
- Maintenance-Free Vinyl
- Terra Bronze Finish 462-0000
- White

Special order is approximately 2 weeks. **\$3,950**

**JWB JELBOWEN**

Double Hung with Nailing Flange Starting At **\$5,036\***

**12-Window House Package**

Includes:

- 2" x 4" 20" x 20" (OV) 21 Double Hung
- 2" x 4" x 20" (OV) 21 Double Hung
- 3" x 6" x 24" (OV) 21 Double Hung
- 3" x 6" x 24" (OV) 21 Double Hung

Other features:

- Premium Grade
- Maintenance-Free vinyl
- White Finish 462-0050

Other features: **\$7,806**

**EXTERIOR FINISH OPTIONS**

Black, White, Almond, Espresso, Teak

**JWB JELBOWEN STOCK WINDOWS**

7 ADDITIONAL SIZES ON SALE

EGRESS WINDOW

**COMPLETE YOUR PAINT PROJECTS IN TIME FOR LABOR DAY!**

Interior or Exterior Paint & Primer in One **Save \$10** Per Gallon

After \$2 Instant Savings & \$8 Mail-In Rebate

Paramount is designed to exceed your performance expectations. It's the perfect blend of cutting-edge paint & color technology and style expertise—the most advanced protection you can get in true one-coat coverage with exceptional stamblocking and hiding. For interiors, Paramount offers maximum durability and washability. For exteriors, it offers exceptional adhesion, high-performance resistance to cracking and peeling, UV protection to ensure true, lasting color.

**PARAMOUNT**

Starts Sunday, August 21  
Ends Monday, September 5, 2016. Open Until 8 PM Labor Day.



# DELIVERING *Results* IN PRINT & ONLINE

ACROSS ALL PLATFORMS, 7 OUT OF 10 ADULTS STILL READ NEWSPAPER MEDIA CONTENT IN PRINT OR ONLINE IN A TYPICAL WEEK.

(NAA)

## WHAT THE STATISTICS SHOW

Guests are utilizing technology more than ever to find sales, products, services and content. In the last few years, the appetite for sale details has been in high demand. We are able to meet these needs by planning out projects in print and prolonging their shelf life in online shopping lists and helpful planners. By combining the print and online distribution of our sales flyers, we are able to produce evolving media that speaks to all the doers, the makers and the dreamers in home improvement.

**3/4**  
ADULTS

Three quarters of U.S. adults with incomes above \$100,000 consume newspaper content

**#1**  
EFFECTIVE

Studies show that circulars are still more effective than banner ads, search marketing and pay-per-click advertising

**3** OUT OF **4**  
SHOPPERS

3 out of 4 shoppers are actually inspired to visit stores after successfully finding pricing and store information online

**4.9**  
DAYS

On average, Sunday inserts are kept 4.9 days



# WEEKLY ADS DRIVE CONSUMER BEHAVIOR



Of primary shoppers read weekly ads (Nielsen)



Of readers take action after reading a weekly ad (Nielsen)



Weekly ad readers have a 36% higher basket size (Datalogix)

## SALES FLYER OPPORTUNITIES

### FEATURE FLYER SPOT

Prime placement on a category-specific page so Guests see your product first.

- Highly visible — stand out from other products
- Guaranteed space on interior department pages
- Enough space for benefits, features and/or tips
- Direct link to product detail page on MENARDS.COM®

### WRAP

An attention-grabbing addition to get your product noticed.

- 4-page horizontal wrap around the flyer
- High exposure to showcase your product
- Customize the ad to fit your current campaign
- Direct link to product detail page on MENARDS.COM®

### FLYER PULLOUT

Showcase your products in an exclusive section in our weekly flyer.

- 1" pop-up banner visible from cover and back
- Includes in-depth product features
- Reduces product competition and noise
- Direct link to product detail page on MENARDS.COM®

### CUSTOM BROCHURE

We will build a custom brochure for your product line and have available at our department desks. Limited spots available.

- Full-color, trifold or bifold on heavy 70# gloss text paper
- Trimmed, folded, packaged and delivered to all Menards locations
- Minimum quantity 10,000 pieces. Custom orders available upon request.

### FEATURE FLYER SPOT

FEATURE.....	\$36,500 EACH
1/2 PAGE.....	\$146,000 EACH
FULL PAGE.....	\$292,000 EACH

### WRAP

4-PAGE.....	\$365,000 EACH
-------------	----------------

### FLYER PULLOUT

SINGLE SHEET 2-SIDED .....	\$725,000 EACH
EXCLUSIVE 4-PAGE PULLOUT .....	\$1,450,000 EACH
EXCLUSIVE 8-PAGE PULLOUT .....	\$3,350,000 EACH

### CUSTOM BROCHURE

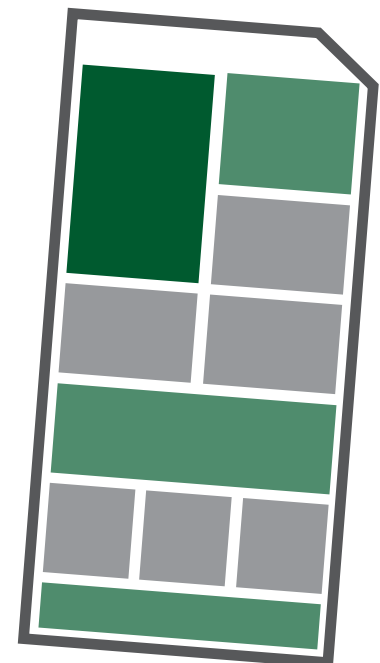
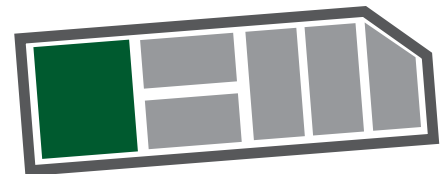
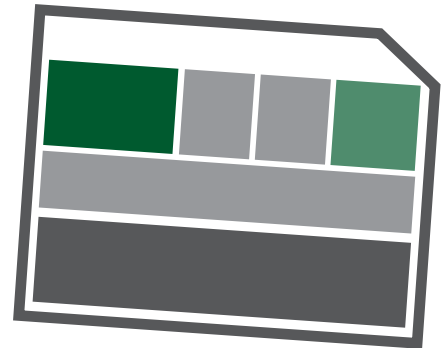
TRIFOLD OR BIFOLD .....	\$5,000 EACH
-------------------------	--------------

# FLYER PRODUCTION BREAKDOWN

## MERCHANT INPUTS



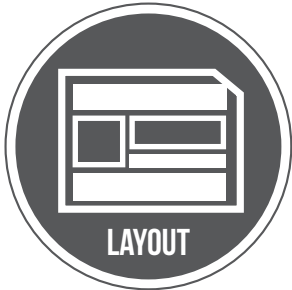
## TEMPLATES AND LAYOUTS



We create, produce and distribute high-quality, cost-efficient communications that speak to our Guests. With over 1.5 billion flyers produced each year, we have a steadfast marketing strategy that is second to none. Partnering with Menards, you'll discover an unmatched array of resources, ideas and expertise throughout our refined process.

→ **PRODUCTION PROCESS** →

**MARKETING AND STORE REPORTING**



**STORE TRIP GENERATOR:**

- Proven media to drive store traffic
- Top-line sales generation



**REACH AND SCALE:**

- Highly targeted media reach
- Optimize media performance
- Advanced analytics



**CATEGORY ANALYSIS:**

- Page and SKU readership and interaction
- Heatmapping of pages and products
- Industry comparables



**PRESHOPPING IMPACT:**

- Shopping list analysis
- Category intent comparable to industry



**TRANSACTION LOG ANALYSIS:**

- Sales impact and category lift analysis
- Page/production analysis
- Test-control geo experiments
- ROI







# DIGITAL

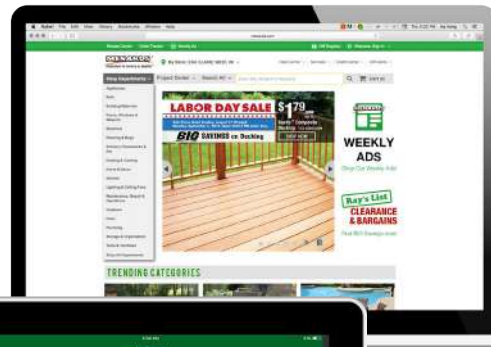


# ADVERTISING

## DIGITAL ADVERTISING FROM THE BEGINNING...

As Menards began building a robust E-Commerce presence, growing our email list became a necessity. Direct mail and store level entries were a huge gateway to building the database we have today.

With millions of active users, we leverage faster, smarter and better email marketing automation. The integration of dynamic content into the Menards' digital weekly ad delivers strong sales results. Interactive content works and our landing pages show it! The launch of SMS marketing has been embraced by both our stores and our Guests. Pre-roll and display advertising serve relevant content to targeted audiences, delivering amazing results. And to close the loop, investing in publishing and promoting content through social media helps you reach our key influencers.



# RAISING THE *Digital* BAR

THE IMPORTANCE OF EMAIL MARKETING - EMAIL SHINES YEAR-ROUND.

## FROM INSPIRATION TO ACTION



Of consumers will check their emails at least once a day



Of online consumers also use email



Of consumers always open emails from their favorite companies and brands

# THE DIGITAL ERA: A TAILORED EXPERIENCE

**3**

**MILLION**

Our digital flyer currently attracts over 3 million active subscribers

**\$44<sup>25</sup>**

**AVG. RETURN**

For every \$1 spent on email marketing

**110K+**

**CONTRACTORS**

On our Contractor Email list

**54%**

**MENARDS DIGITAL GUESTS**

Actively view our website on a mobile device



## EMAIL

Be the first thing that the Guest sees. With direct links, it's never been easier to purchase products. Link to your branded webpage to further entice our Guests to make a purchase.

**FEATURE SPOT..... \$7,000 EACH**

**SPECIALTY EMAIL... \$10,000 EACH**

## BRANDED WEBPAGE

Reserve your own space on Menards.com for 12 months to drive Guests to a page dedicated to your brand during your annual marketing campaign. Organize your product offerings on one page and illustrate their unique benefits through videos and imagery.

**BRANDED WEBPAGE ..... \$15,000 EACH**

## DIGITAL FLYER

- Make your sale items stand out by showcasing your brand with plenty of space for information, images and video. Highlight brand benefits and provide helpful how-to information.

**DYNAMIC CONTENT FEATURE OR ONLINE EXTRA PAGE ..... \$12,000 EACH**



# EXTEND YOUR REACH AND GENERATE WORD OF MOUTH

## DISPLAY ADVERTISING

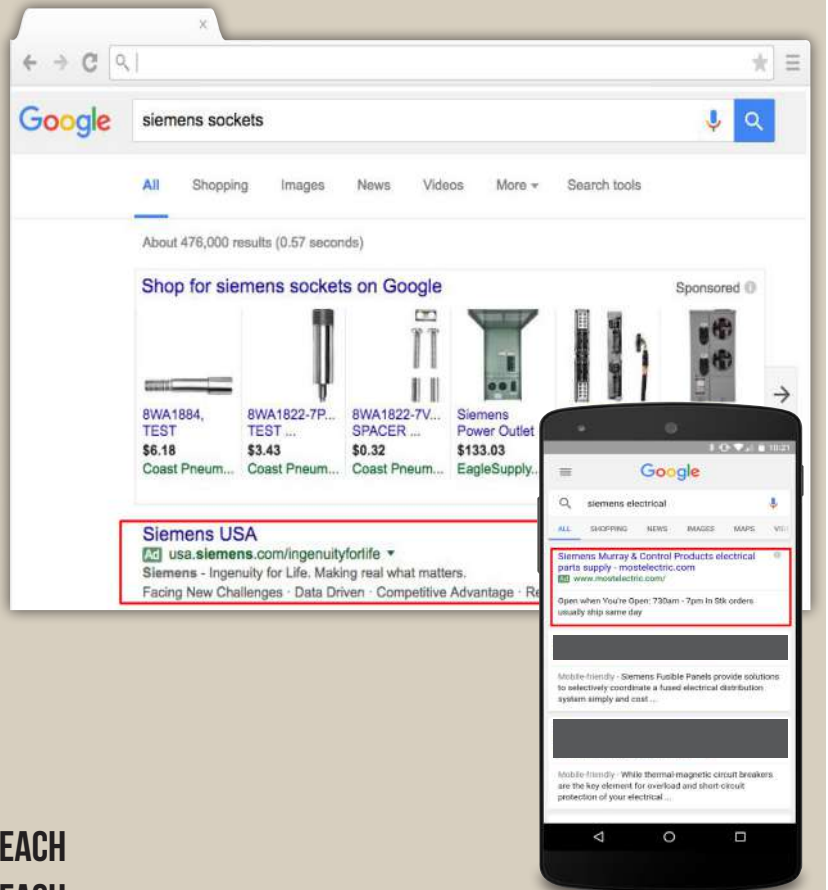
### Display Ads

Put your message in front of millions of active, home-improvement Guests while they're researching their next project. Our display solution serves the right message at the right time — The results: serving relevant ads to a key target audience.

- Reach Menards Guests across devices with display ads
- Use ads that integrate with your strong brand
- Only pay when someone clicks on your ad

### Search Ads

Be seen by shoppers when they're searching for products online via Google. Our search ads are placed in a prime position by the Google search bar. Target ads by search keywords or products. Campaigns are closely monitored and optimized to achieve maximum results.



DISPLAY AD .....\$5,000 EACH  
 SEARCH AD.....\$5,000 EACH

## MENARDS MOBILE APP

Have a great product and want to get the word out to our most loyal Guests? Create awareness and drive sales by placing a mobile ad on the Menards app.

Complete with a push message and a full-screen display ad, your product will be one click away for over 900,000 active users.

MENARDS  
 MOBILE APP .....\$7,000 EACH

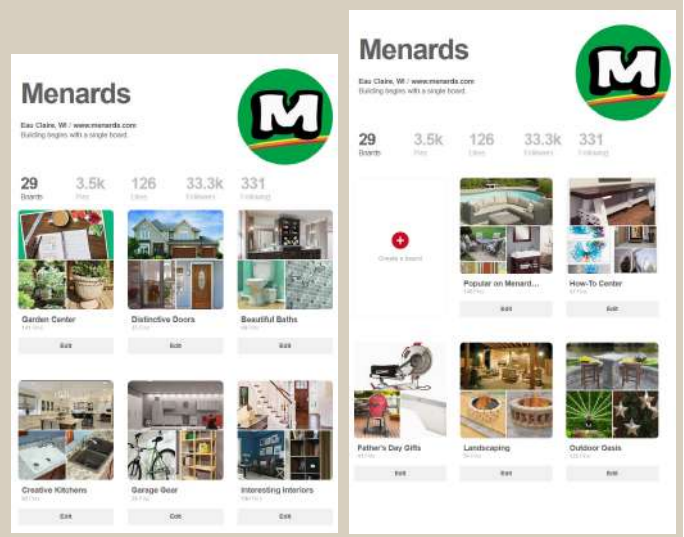


# TARGET SPECIFIC AUDIENCES AND DELIVER A PERSONAL EXPERIENCE

## PINTEREST - PROMOTED PINS

Get discovered by millions of DIYers and Contractors looking for product and project ideas. Each month, shoppers engage with our Pins hundreds of thousands of times, generating millions of impressions and direct hits to MENARDS.COM. Keywords are crucial, and this strong online community is quick to try out a new tool, new paint color or even remodel a room.

- Promoted Pins: 5 Max
- Exclusive Board on Menards Pinterest Page: Unlimited Pins

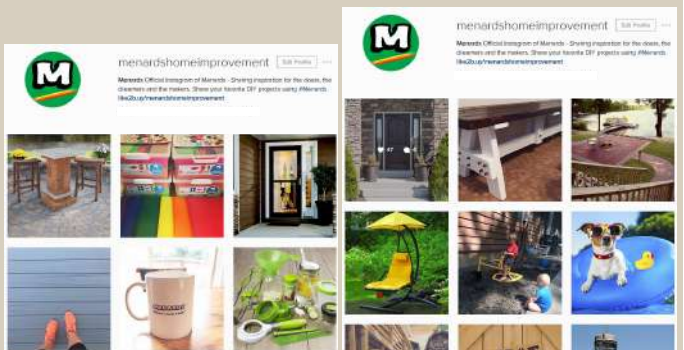


**PINTEREST ..... \$5,000 EACH**

**EXCLUSIVE PINTEREST ..... \$12,000 EACH**

## INSTAGRAM

Menards has cultivated a community of DIY enthusiasts that can be a strong social influencer for your brand. Own our feed for a day and promote your brand with photos and videos that tell a compelling story about your product.



**INSTAGRAM ..... \$3,000 EACH**

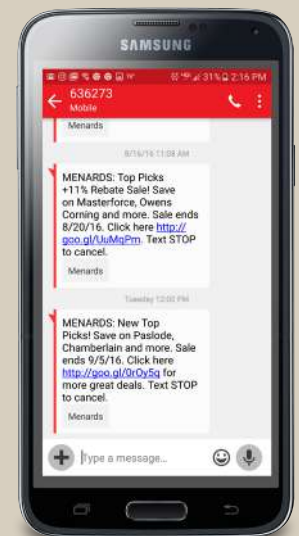
## SMS MARKETING

Mobile Marketing is one of the most effective tools at your disposal to put your brand in the palm of our Guests' hands. A great way to connect with Guests is to reach out to them in the way they communicate on their phone. Reach thousands of Guests in seconds with our easy-to-use and cost-effective texting service!

Promote your brand by:

- Texting a product offer that links directly to the weekly ad or a custom webpage on MENARDS.COM
- Sending a link to a product video
- Providing how-to instructions on your product

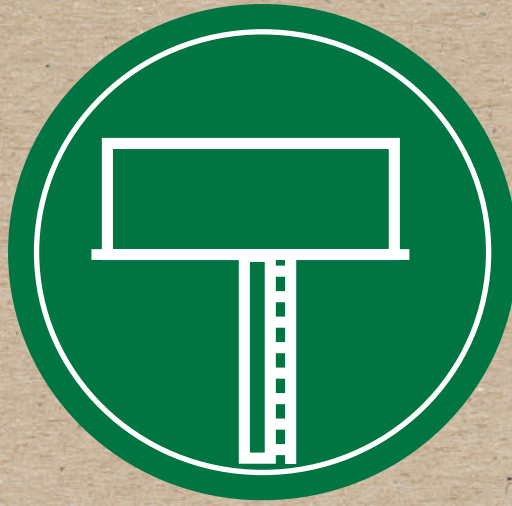
**SMS MARKETING ..... \$1,000 EACH**







**OUTDOOR**



**ADVERTISING**

## **OUTDOOR ADVERTISING FROM THE BEGINNING...**

Starting with just hand-painted signage and simple vehicle graphics, outdoor advertising has always been an effective means of marketing for Menards. While the simple concept of it remains today, it has expanded tremendously. In the beginning, the reach of our outdoor advertising was limited to the immediate location surrounding each store and as far as our company vehicles could travel.

The constant growth in the number of Menards stores and distribution centers has increased the reach of our outdoor presence, covering the entire Midwest region. We now post our outdoor messaging near each location, as well as on posters and bulletins scattered throughout every market.

With this extended reach and the advancement in production technology, outdoor advertising is a great way to get relevant and timely messaging seen by thousands of potential and already loyal Guests while they are making shopping choices during their travels.



# CUT THROUGH THE *Clutter*

REACH  
CONSUMERS  
WHERE  
THEY LIVE,  
WORK AND  
COMMUTE.

## PROMOTE BOLD & CLEAR MESSAGES

Ensure that all eyes are on your brand with outdoor advertising. Let our team do what they do best in planning, buying and producing a strategic billboard campaign for your products. You can target specific markets with big and impactful messages that will reach Guests while they are out making important buying decisions. That's 24 hours a day, every day of the week.



An average American spends 20 hours and 16 minutes per week traveling in a vehicle



The average driver spends 6 seconds viewing a billboard

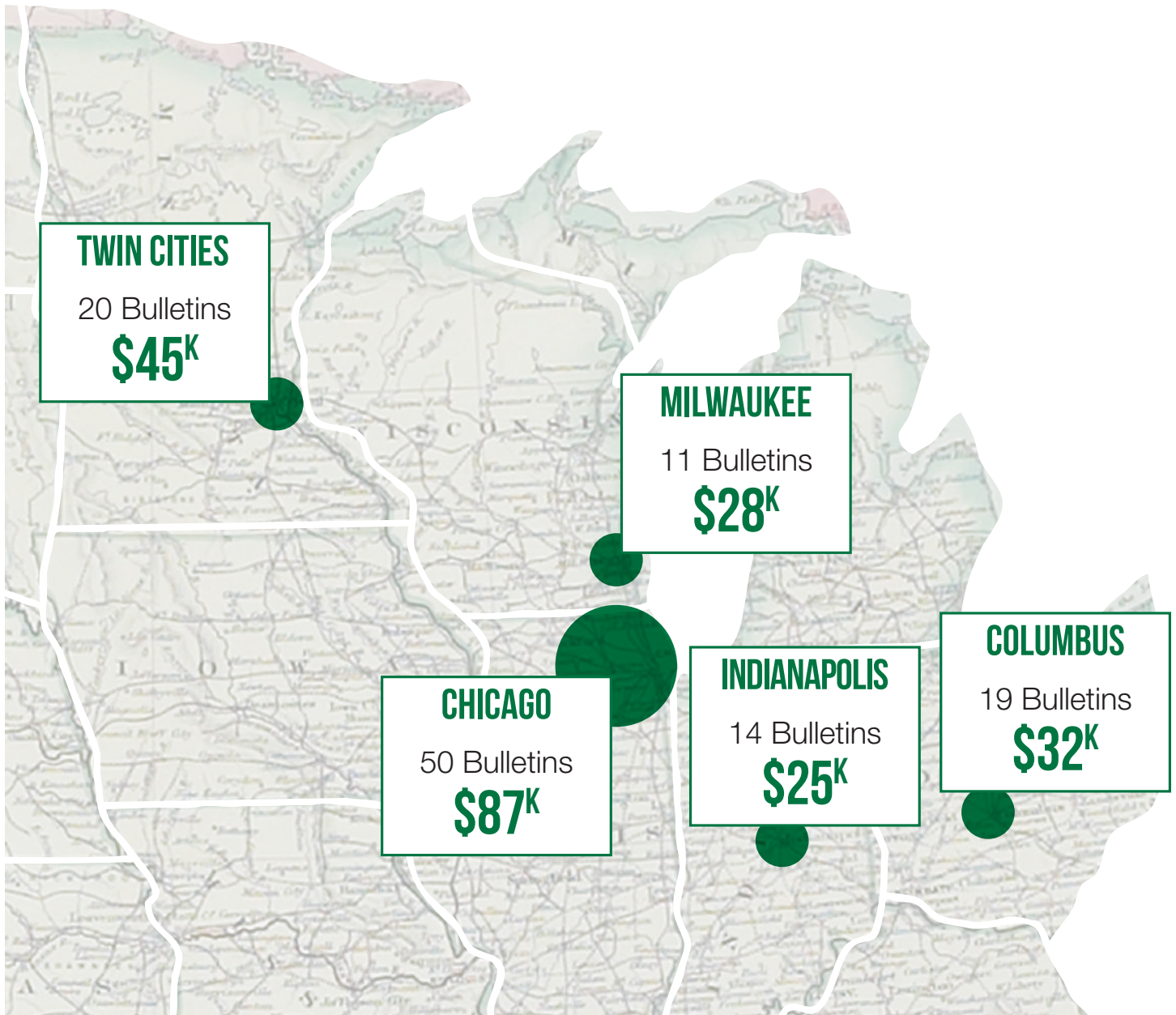


Frequently shop on their way home from work



Billboards are most effective when no more than 7 words of copy are used





**GENERATE CONTINUOUS EXPOSURE**

Select our 4-week bulletin program in one of our preplanned markets, or choose another market, or a combination of markets.

*For a customized program, speak with your Buyer.*





**CREDIT CARD**



**PROGRAMS**

**CREDIT CARD PROGRAMS FROM THE BEGINNING...**

In 1996, Menards offered a Credit Card Program with Green Tree Financial. Through the years, the program has steadily grown from its first BIG Card Guest to the millions of loyal Guests today. With over 60 years of combined marketing experience with our current bank (Capital One), we are excited to take our credit card programs to the next level and drive even more impressive results with our partners!



# OUR MOST *Loyal* GUESTS

BY CHOOSING TO PARTICIPATE IN OUR BIG CARD AND CONTRACTOR CARD MARKETING, YOU TARGET OUR MOST LOYAL GUESTS!



## HOW WE INSTILL LOYALTY IN OUR GUESTS

- Lifecycle marketing program
- Partner offers
- Special financing options
- Targeting inactive cardholders
- Comprehensive rebate program

# BECOME PART OF OUR IMPRESSIVE LOYALTY PROGRAM

## BIG CARD MARKETING

\*COST-BASED ON REDEMPTIONS  
 †BARCODE-ACTIVATED PROMOTION

### MONTHLY COUPON BOOK (BAP†)

- Inserted into millions of cardholder statements

**COUPON OFFER** ..... **\$1,000 EACH**  
 + 50% SPONSORSHIP

### STATEMENT INSERTS (BAP†) *(Limited availability)*

- A dedicated insert that draws attention to your product
- Targets BIG Card holders

**SHARED 1-SIDED** ..... **\$2,300 EACH**  
 + 100% SPONSORSHIP

**EXCLUSIVE 2-SIDED** ..... **\$4,500 EACH**  
 + 100% SPONSORSHIP

### VENDOR-SPONSORED REBATES

- Rebate offer on your product line or specific products
- In-store product availability
- Distributed to all our BIG Card holders
- Low risk — You only pay for redemptions

**REBATE %** ..... **N/A\***

### CUSTOM MARKETING

- Custom options available upon request
- Choose frequency, timing and quantity

## CONTRACTOR CARD MARKETING

\*COST-BASED ON REDEMPTIONS  
 †BARCODE-ACTIVATED PROMOTION

### MONTHLY FLYER (BAP†)

- Inserted into hundreds of thousands of cardholder statements
- Features contractor-orientated products

**COUPON OFFER** ..... **\$1,000 EACH**  
 + 50% SPONSORSHIP

**BACK PAGE FEATURE** ..... **\$3,000 EACH**  
 + 100% SPONSORSHIP

**FRONT PAGE SPOTLIGHT FEATURE** ..... **\$2,500 EACH\*\***  
 + 100% SPONSORSHIP

*\*\*Includes 1/4 front cover ad, product placement and signage, as well as a product highlight in a Menards Team Member Newsletter. Ideally used to feature new products.*

### VENDOR-SPONSORED REBATES

- Rebate offer on your product line or specific products
- In-store product availability
- Distributed to all our Contractor Card holders
- Low risk — You only pay for redemptions

**REBATE %** ..... **N/A\***

### CUSTOM MARKETING

- Custom options available upon request
- Used at Contractor Lunches, Grand Openings or other contractor events

**SHIRTS (750 QTY)** ..... **\$3,750**

### STATEMENT INSERTS (BAP†) *(Limited availability)*

- A dedicated insert that showcases your product
- Allows you to market directly to our Contractor Card holders

**SHARED 1-SIDED** ..... **\$1,000 EACH**  
 + 100% SPONSORSHIP

**EXCLUSIVE 2-SIDED** ..... **\$1,750 EACH**  
 + 100% SPONSORSHIP





**SPECIAL**



**PROMOTIONS**

### **SPECIAL PROMOTIONS FROM THE BEGINNING...**

The special promotions category was designed to be fun, affordable and to reach a huge audience with minimal effort. These promotions entice, motivate and encourage brand loyalty and awareness without the Guest even realizing it. Your brand becomes pertinent when our Guests has a need. Menards has a long history of successful brand promotional events dating back to the early years.



# INCREASE *Brand* VISIBILITY

CREATE, DEVELOP  
AND ENHANCE  
YOUR BRAND  
CREDIBILITY BY  
BRINGING IT TO  
THE FRONT OF THE  
CROWD!

## PUT YOUR BRAND IN THE HANDS OF OUR GUESTS

The easiest way to expand your brand awareness is by sponsoring a special promotion. No matter what campaign you choose, it will offer you the chance to interact with our Guests and bring your brand to the front of the crowd.



## TEAM MEMBER SALES CONTESTS

Inspire our Team Members to sell your product in our stores.

- Team Members will receive sales contest updates every week to increase competition and keep your product in mind, which will result in additional sales for you.
- Maximize your investment by co-sponsoring a Team Member Sales Contest with a complementary product line. Some products are essential to each other - Capitalize on it!
- Shared or Exclusive: Each four-week contest ensures that your brand will reach tens of thousands of Menards' Guests through our Team Members at a very low cost. Run your own or share with another vendor.

**TEAM MEMBER SALES CONTESTS.....\$15,000 MIN.**

Contest runs for a period of 4 weeks.

## SPIF (Sales Performance Incentive Fund)

Take advantage of an opportunity to gain immediate sales for your products by participating in the Menards SPIF Program. You'll see results from providing a small, immediate bonus to a Team Member for selling your products. It's a simple way to encourage Team Members to push your product. Plus, it's easy to set up. Just work with your Buyer to get this rolling today!

- Cost of the program determined by the number of items sold
- Rely on your Buyer to determine appropriate items

**SPIFS..... N/A†**

† Cost-based on unit sales





## FLOOR DECALS

Set your brand apart from your competition by presenting it to our Guests before they even arrive at your aisle display.

- Our design team will work with you to develop an excellent showcase of your brand
- Your Floor Decal will be placed in our main aisle for up to 4 months

Receive 1 **FREE** 34" x 34" Floor Decal with 8 or more Television Spots. (See pg.11)

**34" X 34"** .....\$7,500 EACH

**34" X 68"** .....\$10,000 EACH

## GRAND OPENINGS

Take advantage of our continued expansion by sponsoring Grand Openings. Help our Guests become more familiar with your brand.

- Brand recognition in thousands of flyers mailed to Guests' homes
- Feature your logo in email blasts to Guests in a new market
- Add more visibility for your brand through in-store signage prior to and during a Grand Opening event
- Increased promotion via in-store announcements during a Grand Opening

Thousands will enjoy branded giveaway items or register to win prizes.

**GIVEAWAYS** .....\$5,000 MIN

## VEHICLE SWEEPSTAKES

Get millions of impressions by sponsoring a vehicle.

- Builds brand recognition & loyalty
- Winner announcements provide more media publicity
- Exclusive sponsorship of a four-week sweepstakes

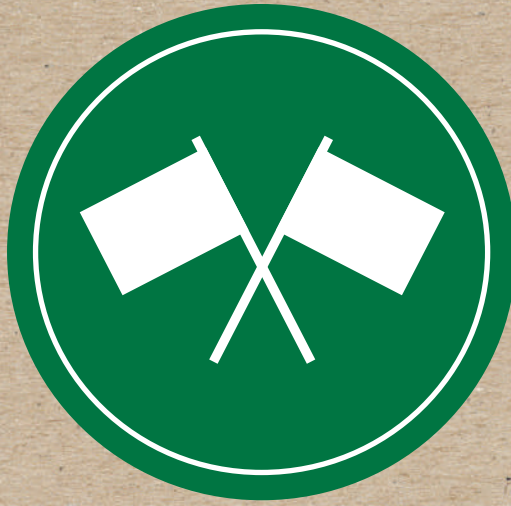


**VEHICLE** .....\$35,000 EACH





**RACING**



**SPONSORSHIP**

### **THE HISTORY OF MENARDS RACING...**

Menards has a successful history with racing ventures at almost every level of racing. Dating back to the early years of ice racing and go-karting, Menards used the growth of racing as a marketing tool. You can count on Menards to work side by side with vendor partners to create inventive opportunities in store, at the track and in the public eye. With the ultimate goal of racing being to sell more products, vendor partners are invited to take advantage of opportunities at various levels of racing in 2017, including the ARCA Racing Series presented by Menards, the NASCAR Truck Series, the NASCAR Xfinity Series and the NASCAR Sprint Cup Series.



# FUEL UP FOR *Sales*

## SUCCESS HAS NO FINISH LINE

Want your brand to finish first? Then, jump in the car with Menards and experience the excitement generated by racing!

### LOYALTY

- Corporate sponsorships with grassroots fans
- NASCAR Fans are the most brand-loyal fans in major U.S. sports

### TARGET SALES

- Race fans are do-it-yourself enthusiasts
- Build brand loyalty in all markets



### DRIVE SALES

- Launch a new product or promotion with a professional sponsorship package
- Connect your brand with celebrities
- NASCAR fans are 80% more likely than non-fans to have an occupation in building & ground maintenance





# Thank You FOR JOINING US!

- 1760 MILLWORK
- 3M
- ABC FASTENING TECHNOLOGY
- ACP
- ADO PRODUCTS
- ADVANCE EQUIPMENT MFG CO
- AERO-TECH LIGHT BULBS
- AFC / UNISTREET
- AFX, INC
- AGT
- AIR VENT, INC
- AIRLITE
- AJ FUNK AND CO
- AK INDUSTRIES
- AKONA
- AKRO-MILS
- AKRON PRODUCTS
- ALERT STAMPING
- ALLIED MOULDED PRODUCTS
- ALTUS MFG LLC
- AMERICAN BOTTLING
- AMERICAN GYPSUM
- AMERICAN LIGHTING
- AMERICAN PACIFIC
- AMERICAN STANDARD
- AMERICAN TACK & HARDWARE
- AMERIFORM
- AMERILUX
- AMERIMAX HOME PROD
- AMERWOOD
- AMORIM CORK
- AMTROL
- AMTURF
- ANAHEIM MANUF
- ANCHOR HOCKING
- ANSELL
- APACHE INC
- APEX TOOL GROUP
- APOLLO
- APPLETON SUPPLY
- ARAUCO
- ARDISAM
- ARKE INC
- ARLEE HOME FASHIONS
- ARLINGTON
- ARMSTRONG WORLD
- ARMORED AUTO GROUP
- ARNOLD CORP
- ARROW FASTENER CO LLC
- ARROW SHED, LLC
- ATLAS SCREW & BOLT
- AUSTRALIAN GOLD
- AUTO EXPRESSION
- AVANITY CORP
- AVANTI
- BACCUS GLOBAL
- BALTA US
- BARENBRUG USA
- BARKAN
- BATH SENSE LLC
- BAYCO PRODUCTS
- BAYER
- BEACON MORRIS
- BEL AIR LIGHTING
- BELWITH
- BERCOM
- BERTCH
- BEST LIGHTING
- BETTER LIFE TECHNOLOGY
- BETTER LIVING PRODUCTS
- BEVCO
- BINATONE
- BISSSEL
- BJ ALAN CO
- BLASTER CORPORATION
- BPG
- BONDED LOGIC, INC
- BOOTZ
- BOSCH
- BRIGGS & STRATTON PRODUCTS
- BROAN
- BUCK KNIVES, INC
- BUGG PRODUCTS
- BULLDOG LLC
- BURPEE GARDEN PRODUCTS
- BUSSMAN
- BUTLER HOME PRODUCTS
- C & S PRODUCTS
- CALCULATED INDUSTRIES
- CALICO BRANDS INC
- CAMBRIDGE RESOURCES
- CAMPBELL HAUSFELD
- CANARM LTD
- CANFOR WOOD PRODUCTS
- CARPET CRAFTS INC
- CENTRAL GARDEN
- CENTRAL PET (KAYTEE PRODUCTS)
- CERTAINTED
- CFL WOOD FLOORING
- CH HANSON COMPANY
- CHAMBERLAIN
- CHAPIN
- CHAR-BROIL
- CHERVON
- CHEYENNE RIVER
- CHURCH & DWIGHT
- CITATION
- CLARK DIETRICH BLDG
- CLEVA NORTH AMERICA
- CLOROX
- CMT USA INC
- COAST
- COBRA ANCHORS
- COFAIR PRODUCTS
- COLEMAN CABLE
- COLGATE PALMOLIVE
- COLONIAL ELEGANCE
- COLORADO PET TREAT
- COLUMBIA FRAME
- CONAGRA FOODS
- CONCO
- CONGLOM
- CONGOLEUM
- CONSOLIDATED FOAM
- CONTICO
- CONTINENTAL (PRO CAM)
- CONTINENTAL BUILDING PROD.
- COOPER LIGHTING
- COOPER WIRING DEVICES
- COUNTY MATERIALS
- CP FILMS
- CR BRANDS
- CRAFTMASTER MFG (JELD WEN)
- CREATIVE SPECIALTIES
- CROCS LIGHTER INC
- CRUISER ACCESSORIES
- CTI INDUSTRIES
- CUGINOS
- CUSTOM ACCESSORIES
- CUSTOM SURFACE
- D & D COMMODITIES
- DAKOTA PANEL
- DALLAS MANUFACTURING
- DALTILE (RAGNO)
- DALYN RUG
- DANNMAR EQUIPMENT
- DAP PRODUCTS INC
- DAREX, LLC
- DAWN INDUSTRIES
- DECKO
- DÉCOR GRATES INC
- DELTA FAUCET
- DESIGN HOUSE
- DESIGN IMAGING LLC
- DESIGN SOLUTIONS INTERNATIONAL
- DISSTON
- DIVERSIFOAM PRODUCTS
- DIXIE HOM
- DIXIE PACIFIC
- DOSKOCIL
- DOW CHEMICAL
- DPI
- DREAMLINE
- DUNDAS JAFINE
- DURA-TREL INC
- DUTCH BOY
- E L MUSTEE
- EAGLE MOUNTAIN PRODUCTS
- EASTMAN FOOTWEAR GROUP
- EAST WEST COMMERCE
- EASY GARDENER PRODUCTS
- EASY HEAT
- EATON
- EC GROW INC
- ECOLAB
- ECOWATER
- EDSAL MFG
- ELECTROLUX
- ELKAY
- ELKHART
- ELMER'S
- ENCAP LLC
- ENERCO/ MR HEATER
- ENERGIZER
- ENFORCER/ZEP
- ENVIRONMENTAL STONEWORKS
- ESSICK AIR PRODUCTS
- ES ROBBINS
- EURO PRO
- EVERGREEN PRODUCTS LLC
- EXIDE TECHNOLOGIES
- FACTORY MOTOR PARTS
- FASCO AMERICA
- FEENEY, INC
- FEIT ELECTRIC
- FERNCO INC
- FIRST ALERT/BRK BRANDS
- FIRSTIME MANUFACTORY
- FISKARS BRANDS
- FLEXON INDUSTRIES
- FLOOR HEAT
- FLORIM USA
- FLUIDMASTER
- FOR LIFE PRODUCTS
- FOREVER GIFTS
- FOSS MANUFACTURING
- FPC CORPORATION
- FRAMERICA
- FRANKE USA
- FRANKLIN ELECTRIC
- FRANKLIN INTERNATIONAL
- FRITO LAY
- FUSION PRODUCTS LTD
- FUTURE FOAM
- FVP/SPASH
- FYPON
- G&S METAL PRODUCTS
- GARDNER BENDER
- GE INDUSTRIAL
- GE LIGHTING
- GEAR HEAD
- GEISS, DESTIN, & DUNN INC.
- GENERAC POWER SYSTEMS
- GENERAL MILLS
- GENIE
- GEOCEL
- GEORGIA PACIFIC
- GEORGIA PACIFIC - PLYWOOD
- GERBER
- GHP
- GILPIN INC
- GINSEY
- GLEASON
- GLOBAL HARVEST
- GOLD EAGLE
- GOOD EARTH
- GORILLA GLUE
- GOURMET GIFT CONCEPTS
- GRABBER CONSTRUCTION PRODUCTS
- GRACO INC
- GRASSWORX
- GREAT LAKES FLOORING
- GREENFIBER
- GREENLEE
- GREENSCAPES
- GROUP SEB USA(T-FAL WEAREVER)
- GTO LLC
- HALCYON
- HALEX
- HAMILTON BEACH
- HAMPTON LUMBER
- HANDY HOME PRODUCTS
- HANGMAN PRODUCTS
- HARBOR SALES CO
- HARTZ
- HB FULLER
- HEALTHIER CHOICE
- HEARTH & HOME TECHNOLOGIES
- HEARTLAND LABS
- HEATHCO
- HEATING & COOLING PRODUCTS
- HENKEL CORPORATION
- HIATT MFG INC
- HILLSDALE
- HITACHI KOKI USA
- HOLLAND BEAUTY
- HOLLOWAY HOUSE
- HOMERIGHT/AUTO RIGHT
- HOMESTAR
- HOMEWERKS
- HONEYWELL SAFETY
- HONG KONG CHINA ELECTRIC
- HOPKINS MANUFACTURING
- HORMEL
- HOUSE OF FARA
- HUBBELL ELECTRICAL
- HUG-A-PLUG
- HUNTER FAN
- HUSQVARNA
- HY-C
- HYDRA SPONGE
- HYDROSMART
- HYPER PET
- IDEAL DOOR/CLOPAY
- IDEAL INDUSTRIES
- IHP
- IMAGES 2000
- IMAGINATION PRODUCTS
- IMPERIAL MARBLE
- INCREDIBLE SOLUTIONS
- IN-O-VATE TECHNOLOGIES, INC.
- IN SINK ERATOR
- INSUL FOAM
- INTERBAKE
- INTERCROWN
- INTERDESIGN
- INTERFOR
- INTERNATIONAL MERCHANDISING SERVICE
- INTERNATIONAL MULCH COMPANY
- INTERNATIONAL PRODUCT SUPPLY
- INTERNATIONAL TOOL BOXES
- INTERTAPE POLYMER
- INTEX RECREATION
- INVENTUE
- IP MOULDING
- IRONROCK
- IRVING FOREST PRODUCTS
- IRWIN INDUSTRIAL TOOL CO
- ITP (INDUSTRIAL THERMO POLYMERS)
- ITW BRANDS
- ITW GLOBAL BRANDS
- IVC US
- JACKEL INC.
- JAIN AMERICAS
- JARDEN
- JASCO PRODUCTS
- JB WELD COMPANY
- JBSS (JOHN B SANFILIPPO & SONS)
- JELD WEN
- JELMAR
- JJJ SPECIALTY CO
- JM
- JMF COMPANY
- JOHNSON LEVEL
- JS PRODUCTS
- KAI USA LTD.
- KAMIAH MILLS
- KELLOGG'S
- KENROY HOME
- KESON INDUSTRIES
- KETER NORTH AMERICA
- KICHLER
- KIDDE
- KIMBERLY CLARK
- KING INNOVATION
- KITTRICH LLC
- KLEMENTS SAUSAGE
- KNAPE & VOGT
- KNAUF INSULATION
- KNIPEX TOOLS
- KNOX FERTILIZER
- KOCH INDUSTRIES
- KOHLER / STERLING
- KP BUILDING PRODUCTS
- KRACO
- KRAFT TOOL
- KRAUS
- KREG TOOL
- KWIKSET
- LA CROSSE TECHNOLOGY
- LAKESIDE CONSTRUCTION FASTENERS
- LANCER
- LARSON MFG.
- LATICRETE INTERNATIONAL
- LAVALITE
- LAVELLE
- LDR GLOBAL
- LEBANON SEABOARD
- LEGACY MFG
- LEGRAND
- LENOX
- LEVOLOR HOME FASHIONS
- LEWIS HYMAN
- LG ELECTRONICS
- LIBERTY HARDWARE
- LIBMAN
- LIFETIME BRANDS
- LINK SNACKS, INC
- LINZER PRODUCTS
- LITHONIA LIGHTING



## WE TRULY APPRECIATE OUR PARTNERSHIPS AND LOOK FORWARD TO YOUR FUTURE BUSINESS.

LONE STAR ROSE	NIBCO INC	QCIL INTERNATIONAL INC	SOLAR GROUP	VALSPAR
LOOPTEX MILLS	NICHIHA USA	QCL INT	SOLE CHOICE	VALVOLINE
LOUISIANA PACIFIC	NOCO COMPANY	QEP	SOPUS	VAUGHAN & BUSHNELL
LUMINEX	NORMAR	QUAL CRAFT	SOURCE NETWORK	VELCRO USA INC
LUTRON	NORSE BUILDING PRODUCTS	QUALCO	SOUTHEASTERN MILLS	VELUX
LUX PRODUCTS	NORTH STATES	QUALITY FILTERS	SOUTHERN CROSS	VENTURE CARPET
LYONS INDUSTRIES	NORTHERN INTERNATIONAL	QUALITY ONE WOODWORK	SOUTHERN TELECOM	VENTURI
MAAX	NOVABRIK INTL	QUEST BRANDS	SOUTHWIRE	VERSATUBE
MACCOURT	NOVIK	QUICKIE	SPECRAIL	VF IMAGEWEAR
MADISON MILL	O'BERRY ENTERPRISES INC	QUIKRETE	SPECTRA METAL SALES	VIABELLA HOLDINGS
MAGIC SLIDERS	OATEY	QUOIZEL	SPECTRUM BRANDS	VITA FOODS
MAGICK WOODS	OEM INDUSTRIES	RADIATOR SPECIALTY	SPEEDSET	VOLM COMPANIES
MAGNA INDUSTRIES	OFIC NA	RADIO SYSTEMS	SPORTSPOWER	VOXX
MAINE ORNAMENTAL LLC	OLDCASTLE	RAIL SIMPLE	SPRECHER	VPI CORP
MALCO PRODUCTS	OLD WORLD	RAILING DYNAMICS	SPRINGS WINDOW FASHIONS	WAGNER
MANSFIELD	OLYMPUS GROUP	RAIN BIRD	SQUARE D	WALH CLIPPER CORP
MARKMAN PEAT CORPORATION	OMEGA DIAMOND	RAY PADULA ENT.	ST PAUL CORRUGATING	WALNUT HOLLOW
MARMON RETAIL HOME IMPROVEMENT PRODUCTS	OMG INC	REAL WOOD PRODUCTS	STACK-ON	WATER PIK INC
MARQUIS INDUSTRIES	OPTIMUM TECH	RECKITT BENCKISER	STAFST BLD PRODUCT	WATER SOURCE
MARTIN WHEEL	ORBIT IMAGINATION	RED DEVIL	STANLEY/BLACK & DECKER	WATERBOSS
MARWOOD LTD	ORBIT IRRIGATION	REDI SHADE	STAR SNACKS	WATKINS INC.
MASCO CORP OF IN.	ORION CARPET	REFLECTIX	STAR WATER	WATTS
MASONITE	ORION SAFETY	RENFRO CORPORATION	STERILITE	WAYMOUTH FARMS
MASTERBRAND CABINETS	OSRAM SYLVANIA	REV-A-SHELF	STERLING BRANDS	WAYNE WATER SYSTEMS
MASTER MAGNETICS	OVE DECORS	REVERE MILLS	STIEBEL ELTRON	WD-40
MASTER MARK	OWENS CORNING	REYNOLDS	STRATEGIC RETAIL SOLUTIONS	WEATHERSHIELD
MASTERS BEST FRIEND	OWENS CORNING THERMAFIBER	RFG DISTRIBUTING	STRYO INDUSTRIES	WEILER CORPORATION
MAXITILE	OXYGENICS	RHEEM	SUMMIT BRANDS	WEIMAN PRODUCTS
MD BUILDING PRODUCTS	PACE	ROBERT BOSCH TOOL CORP	SUN PRODUCTS	WELLMADE
MEADOW VALLEY LOG HOMES	PANACEA	ROBERTS CONCRETE	SUNCAST	WEST CHESTER HOLDINGS
MECHANIXWEAR	PARAMOUNT FARMS	ROSEBURG	SUNCOURT INC	WESTINGHOUSE LIGHTING
MEDALLION CABINETS	PARKLAND PLASTICS	ROTHENBERGER	SUNFORCE	WESTWOOD MILLS
MEDLINE	PASLODE REMODELING	ROYAL APPLIANCE - HOOVER	SUNNYSIDE CORP	WET & FORGET
MENZNER LBR	PEAK PRODUCTS	ROYAL PET	SUPER CLEAN BRANDS	WGI INNOVATIONS
MERRILL MFG. CO	PEARSON'S CANDY	RPS PRODUCTS	SUPERIOR TOOL	WHAM-O
MESSINAS	PEERLESS PREMIER	RUBBERSET	SURFACE SHIELDS	WHINK PRODUCTS CO
METAL WARE CORP	PELL INDUSTRIAL	RUSTOLEUM	T-FAL	WHIRLPOOL CORPORATION
MIDEA	PENTAIR	S LICHTENBERG & CO INC.	TAPCO GROUP	WILLERT
MIDWEST AIR INDUSTRIES	PENTAIR WATER	SAFETY WORKS	TARKETT	WINSTON PRODUCTS
MIDWEST CAN	PERFECT SHUTTERS	SAINT GOBAIN / NORTON	TAYSE	WIREMOLD LEGRAND
MIDWEST FASTENER CORP	PERFORMANCE SEED	SAINT-GOBAIN ADFERS	TECH ENTERPRISES INC	WISCONSIN PHARMACAL
MIDWEST TOOL & CUTLERY	PERMA R PRODUCTS	SAMAN	THE COLEMAN COMPANY	WJ DENNIS
MILESCRAFT	PETSTAGES	SARGENT ESSEX	THE HILLMAN GROUP	WM BARR & COMPANY
MILL & TIMBER	PFERD	SAUDER WOODWORKING	THE MIBRO GROUP	WOODGRAIN MILLWORK
MILLIKEN	PFISTER	SC JOHNSON	THE ROOSTER GROUP	WOODSTREAM
MINUTE KEY	PGT INDUSTRIES	SCHLAGE LOCK CO	THE STOW CO	WORLD & MAIN CRANBURY
MINWAX	PHALANX INC	SCREW PRODUCTS	THE SWAN CORP	WORTHINGTON
MIRACLE SEALANTS	PINNACLE HOLDINGS	SCOTT'S LIQUID GOLD	THOMAS & BETTS	WRAP-ON
MK MORSE	PINNACLE PRODUCTS	SCOTTS COMPANY	THOMPSON TRADERS	WW HENRY
MM CONCRETE	PLANO MOLDING	SEAUER CO	THOMPSONS	ZENITH PRODUCTS
MM EXTRUSION	PLASTI DIP INTERNATIONAL	SELKIRK	THORWORKS	ZIPWALL INC.
MM STEEL	PLASTIC DEVELOPMENT GROUP	SENCO BRANDS	THREE DOG BAKERY	ZIRCON CORP
MM TREAT	PLYCEM	SENTINEL	TILE REDI	
MM TRUSS	PLYMOUTH FOAM	SERTA INTL	TIMBER PRODUCTS	
MOEN INCORPORATED	PM & J, LLC	SERVAAS LABS	TORIN JACKS	
MOHAWK HOME	PNEUFAST	SFA SANIFLO	TORO COMPANY	
MOHAWK INDUSTRIES	POLAR PLASTICS	SHAPE PRODUCTS LLC	TPK INC.	
MOTHERS POLISHES INC	POLYETHYLENE TECHNOLOGIES	SHAW IND	TR INDUSTRIES	
MOUNTAIN WEST	POLYGLASS	SHEILD INDUSTRIES INC	TR PLASTICS LLC	
MP GLOBAL PRODUCTS	POSITEC USA	SHELTER FOREST	TRICAM INDUSTRIES	
MS INTERNATIONAL	POWERMATE AMERICA LLC	SHELTER LOGIC	TRIMACO	
MTD PRODUCTS	PPG	SHEPHERD HARDWARE	TRU CUT	
MULIA INC	PRATT READ TOOLS LLC	SHOP VAC CORP	TWIN CITY CONCRETE	
MULTY HOME LP	PREMIUM WATERS	SHURTECH BRANDS, LLC	TWINCO/ROMAX	
NATCO	PRIER	SIAMONS	UNIFIED MARINE	
NATIONAL GYPSUM	PRIME LINE	SIDEPIN LTD	UNILIN	
NATIONAL HARDWARE	PRIMESOURCE	SIEMENS	UNITED INDUSTRIES CORP	
NATIONAL MANUFACTURING	PRINSCO	SIENHUA GROUP	UNITED PET GROUP	
NATIONAL NAIL CO	PRO FLEX	SIGMA ELECTRIC	UNITED WEAVERS	
NDS	PRO LAB	SIMTEK FENCE	US FLOORS, INC	
NELSON	PRO-PET	SILOUX CHIEF	US FORGE	
NESTLE PURINA PETCARE	PROCTER & GAMBLE	SKOTZ MANUFACTURING	US POLYMERS	
NEW AGE PRODUCTS INC	PROTECT PLUS	SLEEP INNOVATIONS	USG (UNITED STATES GYPSUM)	
NEW YORK WIRE	PUERTAS MONTEALBAN	SLIPSTICK	USP STRUCTURAL CONNECTORS	
NEWELL / RUBBERMAID	PURE GLORY	SMARTHOME		
	PYLON MFG	SNAPSTONE		

# QUICK REFERENCE PRICE CHART

## BROADCAST ADVERTISING (Refer to pages 5-11)

### TELEVISION SHARED SPOTS

1-2 SPOTS .....	\$85,000 EACH
3-4 SPOTS .....	\$82,000 EACH
5 SPOTS .....	\$77,000 EACH
6+ SPOTS .....	\$70,000 EACH

### GOLD PACKAGE

Includes 6 Shared Television Commercials and 1 Exclusive Radio Commercial

**\$420,000 EACH**

### PLATINUM PACKAGE

Includes 8 Shared Television Commercials, 2 Exclusive Radio Commercials and 1 free 34" x 34" Floor Decal

**\$560,000 EACH**

**RECEIVE 1 FREE 34" X 34" FLOOR DECAL WITH 8 OR MORE TELEVISION SPOTS.** (See pg.7)

### EXCLUSIVE SPOT UPGRADE

Exclusive TV & streaming (Hulu, Youtube Preroll and Pandora Video)

**\$200,000 EACH**

### PRE-ROLL ADD-ON

(TV spot require per add-on)

**\$20,000 EACH**

### RADIO

1-2 SPOTS .....	\$27,000 EACH
3+ SPOTS .....	\$22,000 EACH

### STREAMING MEDIA ADD-ON

(Radio spot require per add-on)

**\$10,000 EACH**

### IN-STORE ANNOUNCEMENTS

1+ SPOTS .....	\$6,000 EACH
----------------	--------------

## PRINT ADVERTISING (Refer to pages 13-17)

### FEATURE FLYER SPOT

FEATURE.....	\$36,500 EACH
1/2 PAGE .....	\$146,000 EACH
FULL PAGE.....	\$292,000 EACH

### WRAP

4 PAGE .....	\$365,000 EACH
--------------	----------------

### CUSTOM BROCHURE

CUSTOM BROCHURE TRIFOLD OR BIFOLD .....	\$5,000 EACH
--	--------------

### FLYER PULLOUT

SINGLE SHEET 2-SIDED.....	\$725,000 EACH
------------------------------	----------------

EXCLUSIVE 4-PAGE PULLOUT .....	\$1,450,000 EACH
-----------------------------------	------------------

EXCLUSIVE 8-PAGE PULLOUT .....	\$3,350,000 EACH
-----------------------------------	------------------

## DIGITAL MARKETING (Refer to pages 19-23)

### DISPLAY ADVERTISING

DISPLAY AD ..... \$5,000 EACH  
SEARCH AD..... \$5,000 EACH

**MENARDS MOBILE APP**  
\$7,000 EACH

### SOCIAL MEDIA

INSTAGRAM ..... \$3,000 EACH  
PINTEREST ..... \$5,000 EACH  
EXCLUSIVE PINTEREST ..... \$12,000 EACH

### DIGITAL FLYER

DYNAMIC CONTENT FEATURE OR ONLINE EXTRA PAGE.... \$12,000 EACH

### EMAILS

FEATURE SPOT .... \$7,000 EACH  
SPECIALTY EMAIL..... \$10,000 EACH

### BRANDED WEBPAGE

\$15,000 EACH

### SMS MARKETING

\$1,000 EACH

## OUTDOOR ADVERTISING (Refer to page 25-27)

### INDIANAPOLIS

14 Bulletins  
\$25,000

### MILWAUKEE

11 Bulletins  
\$28,000

### COLUMBUS, OH

19 Bulletins  
\$32,000

### TWIN CITIES

20 Bulletins  
\$45,000

### CHICAGO

50 Bulletins  
\$87,000

## CREDIT CARD PROGRAMS †Barcode-Activated Promotion \*Cost-based on redemptions (Refer to page 29-31)

### BIG CARD (†BAP)

COUPON BOOK OFFER ..... \$1,000 EACH  
+ 50% sponsorship

REBATE % ..... N/A\*

#### SHARED INSERTS

1-SIDED ..... \$2,300 EACH  
+ 100% sponsorship

#### EXCLUSIVE INSERTS

2-SIDED ..... \$4,500 EACH  
+ 100% sponsorship

### CONTRACTOR CARD FLYER (†BAP)

COUPON OFFER ..... \$1,000 EACH  
+ 50% sponsorship

BACK PAGE ..... \$3,000 EACH  
+ 100% sponsorship

#### PRODUCT SPOTLIGHT

FEATURE ..... \$2,500 EACH  
+ 100% sponsorship

### CONTRACTOR CARD (†BAP)

REBATE % ..... N/A\*

#### SHARED INSERTS

1-SIDED ..... \$1,000 EACH  
+ 100% sponsorship

#### EXCLUSIVE INSERTS

2-SIDED ..... \$1,750 EACH  
+ 100% sponsorship

### CONTRACTOR CARD CUSTOM MARKETING

#### SHIRTS

(750 QTY) ..... \$3,750

## SPECIAL PROMOTIONS (Refer to pages 33-35)

### TEAM MEMBERS SALE

CONTESTS ..... \$15,000 MIN.

Contest runs for a period of 4 weeks.

SPIFS ..... N/A†

†Cost-based on unit sales.

### GRAND OPENINGS

#### MERCHANDISE

CREDIT CHECK PRIZES ..... \$12,000 EACH

GIVEAWAYS ..... \$5,000 MIN.

### VEHICLE

SWEEPTAKES ..... \$35,000 EACH

### FLOOR DECALS

34" X 34" ..... \$7,500 EACH

34" X 68" ..... \$10,000 EACH

# 2017 CALENDAR

## JANUARY

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 1	1	2	3	4	5	6	7
WK 2	8	9	10	11	12	13	14
WK 3	15	16	17	18	19	20	21
WK 4	22	23	24	25	26	27	28
WK 5	29	30	31				

NOTES:

JAN 1: NEW YEAR'S DAY  
 JAN 16: MARTIN LUTHER KING JR. DAY

## FEBRUARY

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 5				1	2	3	4
WK 6	5	6	7	8	9	10	11
WK 7	12	13	14	15	16	17	18
WK 8	19	20	21	22	23	24	25
WK 9	26	27	28				

NOTES:

FEB 2: GROUNDHOG DAY  
 FEB 14: VALENTINE'S DAY  
 FEB 20: PRESIDENTS DAY

## MARCH

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 9				1	2	3	4
WK 10	5	6	7	8	9	10	11
WK 11	12	13	14	15	16	17	18
WK 12	19	20	21	22	23	24	25
WK 13	26	27	28	29	30	31	

NOTES:

MAR 12: DAYLIGHT SAVINGS (START)  
 MAR 17: ST. PATRICK'S DAY

## APRIL

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 13							1
WK 14	2	3	4	5	6	7	8
WK 15	9	10	11	12	13	14	15
WK 16	16	17	18	19	20	21	22
WK 17	23	24	25	26	27	28	29
WK 18	30						

NOTES:

APRIL 16: EASTER  
 APRIL 18: TAX DAY  
 APRIL 22: EARTH DAY  
 APRIL 28: ARBOR DAY

## MAY

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 18		1	2	3	4	5	6
WK 19	7	8	9	10	11	12	13
WK 20	14	15	16	17	18	19	20
WK 21	21	22	23	24	25	26	27
WK 22	28	29	30	31			

NOTES:

MAY 5: CINCO DE MAYO  
 MAY 14: MOTHER'S DAY  
 MAY 29: MEMORIAL DAY

## JUNE

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 22					1	2	3
WK 23	4	5	6	7	8	9	10
WK 24	11	12	13	14	15	16	17
WK 25	18	19	20	21	22	23	24
WK 26	25	26	27	28	29	30	

NOTES:

JUN 14: FLAG DAY  
 JUN 18: FATHER'S DAY



JULY

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 26							1
WK 27	2	3	4	5	6	7	8
WK 28	9	10	11	12	13	14	15
WK 29	16	17	18	19	20	21	22
WK 30	23	24	25	26	27	28	29
WK 31	30	31					

NOTES:

JUL 4: INDEPENDENCE DAY

AUGUST

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 31			1	2	3	4	5
WK 32	6	7	8	9	10	11	12
WK 33	13	14	15	16	17	18	19
WK 34	20	21	22	23	24	25	26
WK 35	27	28	29	30	31		

NOTES:

SEPTEMBER

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 35						1	2
WK 36	3	4	5	6	7	8	9
WK 37	10	11	12	13	14	15	16
WK 38	17	18	19	20	21	22	23
WK 39	24	25	26	27	28	29	30

NOTES:

SEPT 4: LABOR DAY  
SEPT 11: PATRIOT DAY

OCTOBER

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 40	1	2	3	4	5	6	7
WK 41	8	9	10	11	12	13	14
WK 42	15	16	17	18	19	20	21
WK 43	22	23	24	25	26	27	28
WK 44	29	30	31				

NOTES:

OCT 9: COLUMBUS DAY  
OCT 31: HALLOWEEN

NOVEMBER

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 44				1	2	3	4
WK 45	5	6	7	8	9	10	11
WK 46	12	13	14	15	16	17	18
WK 47	19	20	21	22	23	24	25
WK 48	26	27	28	29	30		

NOTES:

NOV 5: DAYLIGHT SAVINGS (END)  
NOV 7: ELECTION DAY  
NOV 11: VETERANS DAY  
NOV 23: THANKSGIVING

DECEMBER

	SUN	MON	TUE	WED	THU	FRI	SAT
WK 48						1	2
WK 49	3	4	5	6	7	8	9
WK 50	10	11	12	13	14	15	16
WK 51	17	18	19	20	21	22	23
WK 52	24	25	26	27	28	29	30
WK 1	31						

NOTES:

DEC 7: PEARL HARBOR  
REMEMBRANCE DAY  
DEC 24: CHRISTMAS EVE  
DEC 25: CHRISTMAS DAY  
DEC 31: NEW YEAR'S EVE

## CREATIVE GUIDELINES AND REQUIREMENTS

### PHOTO REQUIREMENTS

When supplying product images or scenes, the following requirements must be met:

#### Acceptable Color Mode

- CMYK without embedded profile

**\*\* Files intended for printed advertising WILL NOT upload to the appropriate location if supplied with a RGB color space\*\***

#### Minimum Size/Resolution

Minimum dimensions - 300 PPI - 1,000 x 1,000 pixels (3.33 in. x 3.33 in. or 8.47 cm x 8.47 cm)

Maximum File Size - 150MB

**\*\*Images should NOT be resized up, cropped or have their “canvas” extended to meet these requirements This will result in substantially lowering the quality of your art.\*\***

#### Acceptable File Types

Only the following photo formats are accepted. (No PDFs with embedded art)

- Uncompressed TIFF
- JPG (Maximum quality) Encoding
- Adobe Photoshop PSD (with layers intact)

All file types (other than scene images) must include a product clipping path.

### LOGO REQUIREMENTS

When supplying logos to Menards, the following requirements must be met:

All logos must be submitted as **EDITABLE VECTOR art**. No PDFs with embedded rasterized art.

#### Acceptable File Types

Adobe Illustrator® version CS6 or earlier .ai (CMYK), .eps (CMYK) or editable .pdfs (CMYK)



## VIDEO FOOTAGE REQUIREMENTS

When supplying footage, the following requirements must be met:

- Shot using a tripod for steady shots
- Prior to shooting, shots should be white balanced for correct color
- Raw, unedited footage works the best. Occasionally, we are able to use pieces of previously edited commercials and training tapes. The more footage you send us, the better.
- Include video slate listing the name of the product, the company, the SKU and the model number, if applicable. In situations where you are unable to have a slate in the video, please label the tape itself with the proper file naming convention.

### Format Requirements

High Definition Video - Preferred

- 16:9 aspect ratio, 1920 x 1080
  - File based - H.264, ProRes HQ 422, P2 files on external hard drive, bluray or data DVD.  
Files can also be placed on our FTP site.
- WE CANNOT ACCEPT ANY HD TAPE FORMATS

Standard Definition Video

- 4:3 aspect ratio; 720 x 480
- Tapes only - DVCPPro 25 or 50, MiniDV Short play or DVD

## DOCUMENT REQUIREMENTS

For document files, .pdf are the only acceptable format. Max .pdf size is 2 MB.

- |                             |                                |                          |
|-----------------------------|--------------------------------|--------------------------|
| • Installation Instructions | • Tech Specs                   | • Energy Guide           |
| • Lighting Facts            | • Warranty                     | • Buying Guide           |
| • Project List              | • MSDS / SDS                   | • Use and Care Manual    |
| • Floor Plans               | • Assembly Instructions        | • Product Comparison     |
| • EPA Registration #        | • Nutrition Labels             | • Paint Chip Color Chart |
| • Span Index Chart          | • Brochures/Catalog Literature | • Sizing Guides          |
| • Replacement Parts Guide   |                                |                          |

## CONTACTS

For more information or to participate in any other marketing opportunities, please contact your Buyer or the Department Managers below.

### MARKETING MANAGER

MIKE EVERY	(715) 876-4116	mevery@menard-inc.com
------------	----------------	-----------------------

### BROADCAST ADVERTISING

ROBIN OLSON	(715) 876-2780	rolson@menard-inc.com
-------------	----------------	-----------------------

TIM ROHE	(715) 876-2611	trohe@menard-inc.com
----------	----------------	----------------------

### PRINT/DIGITAL/OUTDOOR ADVERTISING

RENÉE HOFFMANN	(715) 876-2232	rhoffman@menard-inc.com
----------------	----------------	-------------------------

ERIN ANDERSON	(715) 876-2088	eanderso@menard-inc.com
---------------	----------------	-------------------------

RACHEL CARLSRUD	(715) 876-2960	rcarlsru@menard-inc.com
-----------------	----------------	-------------------------

### CREDIT CARD PROGRAMS

JEFF SACIA	(715) 876-2428	jsacia@menard-inc.com
------------	----------------	-----------------------

### SPECIAL PROMOTIONS

JEFF ABBOTT	(715) 876-4086	jabbott@menard-inc.com
-------------	----------------	------------------------

### RACING SPONSORSHIPS

JIM JOHNSON	(715) 876-2239	jjohnson@menard-inc.com
-------------	----------------	-------------------------