



In the world of home improvement marketing, **MENARDS[®]** is your guide.

At Menards, we pride ourselves in knowing how to get our Guests exactly what they need to make their homes and lives great. In fact, we go to great lengths to ensure that your products end up in the hands of our Guests: DIYers, craftsmen and contractors alike. With the right marketing strategy, we can help you capture the attention of our loyal Guests when they're in the store, their car or the comfort of their own home. With over 50 years of experience in home improvement retail, Menards continues to refine our simple and effective marketing programs to keep our Guests coming back for more. Let our team map out a successful marketing strategy for you!

"Success is a journey, not a destination." — Ben Sweetland



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KEY

● CURRENT STORE

● NEW LOCATION

3 STORES

7 STORES

8 STORES

14 STORES

7 STORES

40 STORES



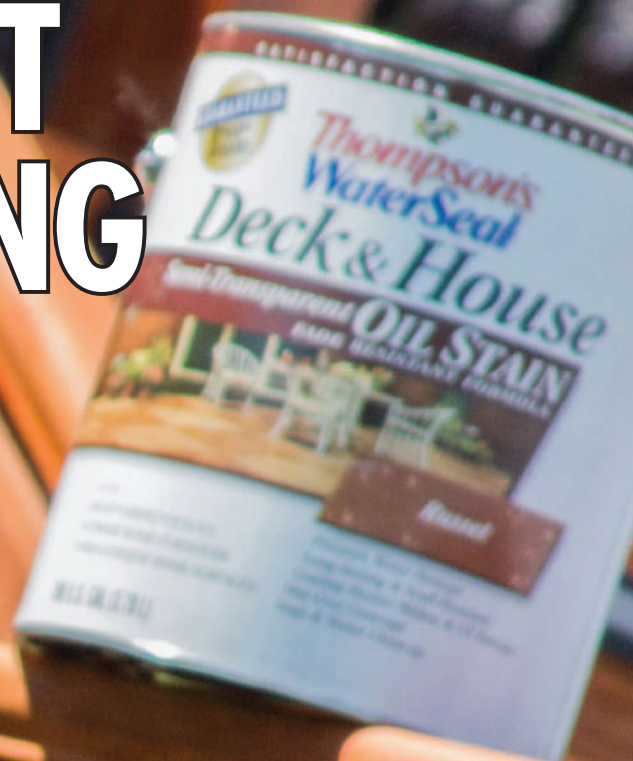
12 NEW STORES IN 2016!







BROADCAST ADVERTISING





AMERICA'S FAVORITE Pastime

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

THE RESULTS ARE IN

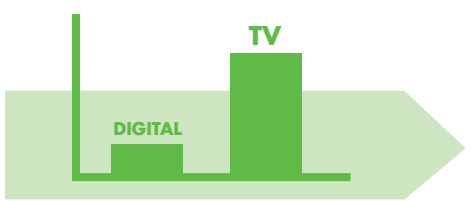
5:10 HH/MM

THE AMOUNT OF TIME AN AVERAGE ADULT (18+) WATCHES LIVE TV A DAY
(Nielsen, Q4 2014)



64%

CONSUMERS WHO VISIT A COMPANY'S WEBSITE AFTER SEEING A TV COMMERCIAL



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)



90%

VIEWERS RETAIN 90% OF A MESSAGE WHEN THEY WATCH IT IN A VIDEO COMPARED TO 10% WHEN READING IN TEXT
(Invisia)



IT'S ALL IN THE Numbers

TV's viability as a key advertising medium remains solidly intact.
(Nielsen, Feb. 2015)

BRINGING IN BIG NUMBERS

25.3+
MILLION



The number of households we reach with our TV buy

133K
TV SPOTS



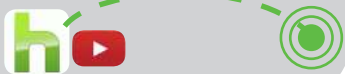
The amount of spots we air each week across all markets

89%
OF DIYERS



The number of 18-49 year olds we reach with our TV buys

35%
REACH



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

750K+
MONTHLY VIEWS



The average number of monthly views Menards commercials receive online (YouTube)



Television Opportunities

**Shared/
Exclusive Spots**

Shared

- Buy a 30-second commercial shared with another vendor

Exclusive

- Buy an exclusive 30-second commercial = 2 shared spots

Gold Package

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

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.

**Brand Building
Spot Upgrade**

- This particular spot will focus on your products with custom footage and expanded script

<p>Shared Spots</p> <p>1-2 Spots \$85,000 each</p> <p>3-4 Spots \$82,000 each</p> <p>5 Spots \$77,000 each</p> <p>6+ Spots \$70,000 each</p>	<p>Gold Package</p> <p>\$420,000 each</p>	<p>Platinum Package</p> <p>\$560,000 each</p>	<p>Brand Building Spot Upgrade</p> <p>\$180,000 each</p>
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MOVING THE Needle

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

THE RESULTS ARE IN

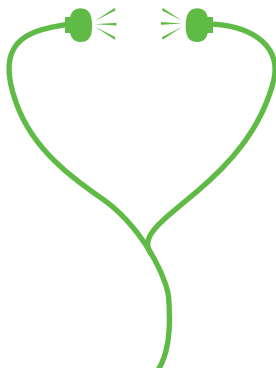
90%

OVER 90% OF ADULTS LISTEN TO RADIO EACH WEEK

(Nielsen)

13^{HRS}

THE AVERAGE AMOUNT OF TIME A CONSUMER LISTENS TO THE RADIO IN A WEEK



#1

RADIO IS RANKED #1 FOR DELIVERING EYE-POPPING ROI
(Nielsen, AdAge Dec 2014)



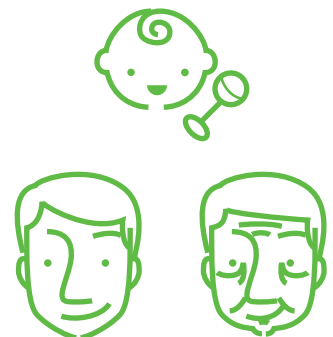
44^{YRS} OLD

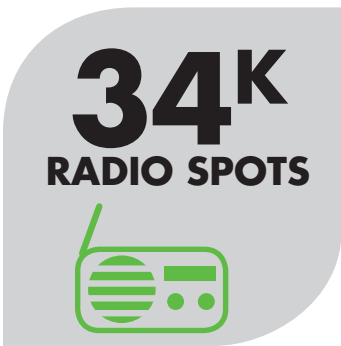
THE AVERAGE AGE OF A FREQUENT RADIO LISTENER



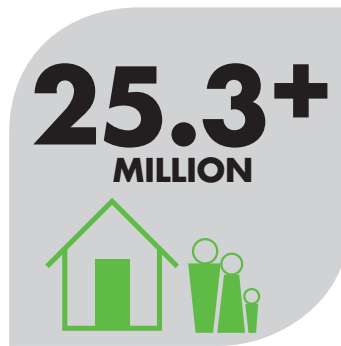
20%

ACROSS ALL AGE DEMOGRAPHICS, RADIO IS CONSISTENT AT 20% OF OVERALL MEDIA USAGE. A STABLE MEDIUM ACROSS THE GENERATION BOUNDARIES





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

Radio

Radio is a great way to reach our Guests when they are on the go. Each radio commercial is dedicated exclusively 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 might be
- Get your message to a large number of people
- Radio has the highest share of media consumption (Radar)

1-2 Spots\$27,000 each

3+ Spots\$22,000 each



GET YOUR PRODUCT In The Cart

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.

INFLUENCING A PURCHASE RIGHT UP TO THE REGISTER



68%

A STUDY OF IN-STORE MEDIA REPORTED THAT 68% OF SHOPPERS SAID IN-STORE MESSAGES SWAY THEIR PRODUCT PURCHASING DECISIONS

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.)



EVERY
10
MINUTES



One of our in-store announcements is played

29K+
IN-STORE
ANNOUNCEMENTS



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

MM+
REACH



Reach millions of people 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

1-2 Spots \$7,500 each	3-4 Spots.....\$6,500 each	5+ Spots \$5,500 each
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MENARDS®

KITCHEN & BATH S

Sale Prices Good Sunday, August 23 Through Monday, September 7, 2015. Open

Ready to take h



CustomCraft®
High Resolution™



PRINT ADVERTISING

SALE

Open Until 8 PM Labor Day.

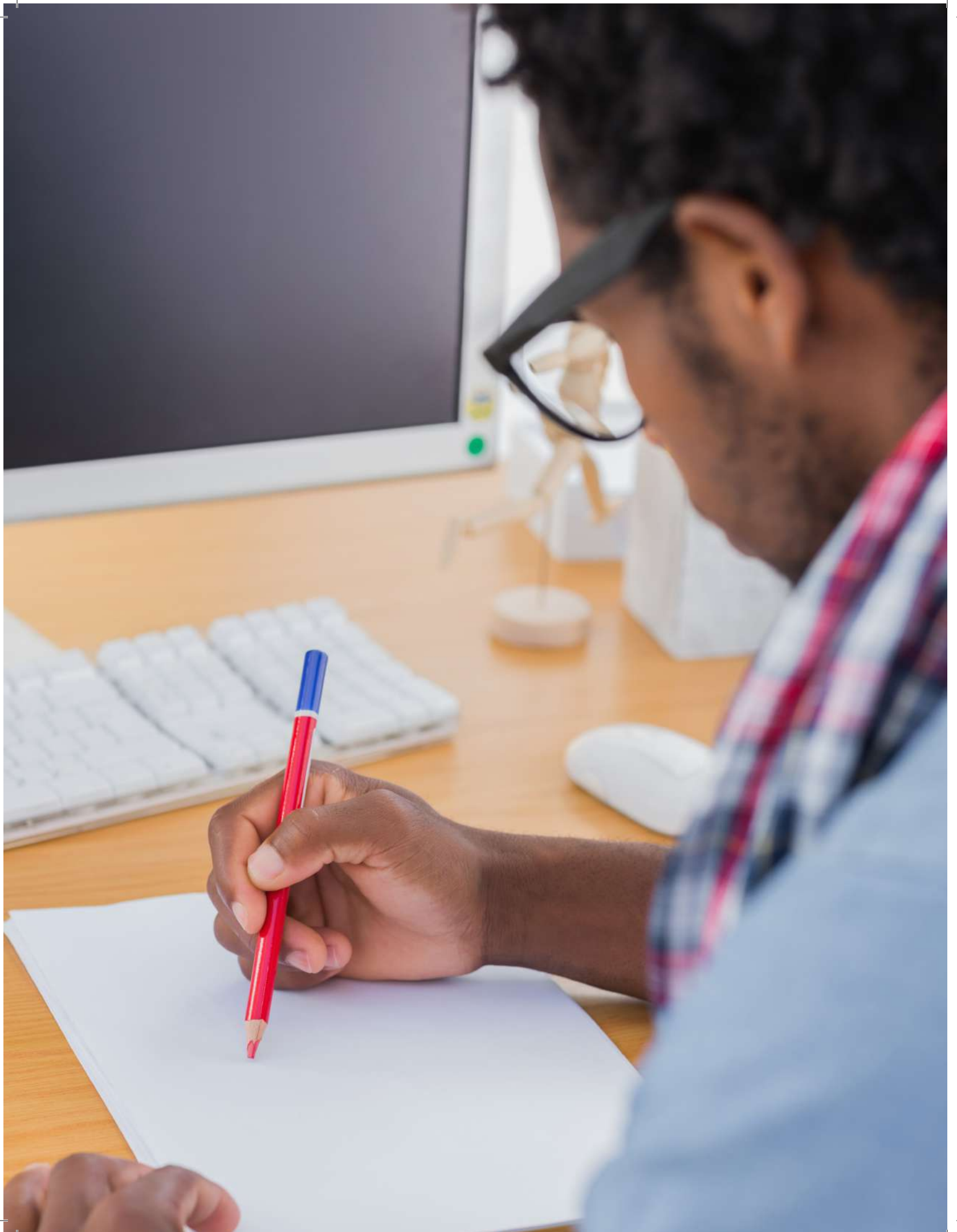
AUG/SEPT

23	24	25	26	27	28	29
30	31	1	2	3	4	5
6	7	8	9	10	11	12

home today!

KITCHEN CONTACT

The advertisement is a full-page print ad for a home sale. It features a large 'SALE' headline, a calendar for August and September, and a photograph of a kitchen with wooden cabinets and a white refrigerator. The text 'home today!' is prominently displayed below the calendar. At the bottom, the words 'KITCHEN CONTACT' are visible, likely referring to a real estate agent or company.



DELIVERING RESULTS IN Print & Online

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 sale flyers, we are able to produce evolving media that speaks to all the doers, the makers and the dreamers out there.

WHAT THE STATISTICS SHOW

7/10

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

\$100K+

AVERAGE INCOME



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

#1

CIRCULARS STILL REMAIN THE #1 WAY TO DRIVE SALES



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

3 IN 4

ARE MORE LIKELY TO VISIT STORES



Shoppers are actually inspired to visit stores after successfully finding pricing and store information online

4.9

IS THE AVERAGE NUMBER OF DAYS THE SUNDAY INSERTS ARE KEPT.



Sunday inserts have a lasting power

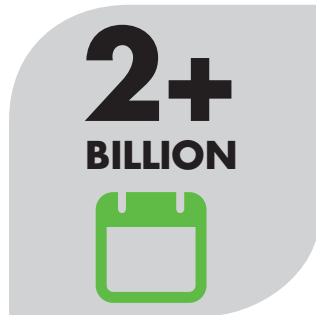
A LASTING IMPRESSION With Print

As one of the largest print advertisers in the Midwest, we are constantly producing effective advertising that excites our Guests and drives sales!

DRIVING SALES IN STORE...



The number of sale flyers printed for a Sunday event



Sales flyers printed annually



Distribute our flyers in high-return areas around our stores



Scheduled during a calendar year

...AND ONLINE



We are on the top mobile apps that allows Guests to browse digital circulars.



Our circular readership has increased by 115% on the Flipp app this year



Average month-over-month growth in circular readership on Menards.com so far this year



Sale Flyers 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

Flyer Pullout

A themed sale event in the center of our flyers 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

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

Specialty Sale

A special promotion you can make your own.

- 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

Feature Flyer Spot

1/8 Page	\$36,500 each
1/4 Page	\$73,000 each
1/2 Page	\$146,000 each
Full Page	\$292,000 each

Flyer Pullout

Single Sheet	
2-Sided	\$725,000 each
Exclusive	
4-Page	
Pullout.....	\$1,450,000 each

Wrap

4-Page.....	\$365,000 each
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Specialty Sale

Exclusive	
4-Page Tab OR 2-Page	
Broadsheet	\$1,750,000 each
Exclusive	
8-Page Tab OR 4-Page	
Broadsheet	\$3,350,000 each

DID YOU Know?

Newspapers are developing a loyal and engaged audience among Millennials...a top target for advertisers.

THESE ARE THE STATISTICS

56%

OF MILLENNIALS WHO USE AN iPhone TO ACCESS NEWSPAPER CONTENT MONTHLY ALSO READ A PRINT NEWSPAPER EACH WEEK

(NAA)



2/3

TWO-THIRDS OF MILLENNIAL COLLEGE GRADUATES READ NEWSPAPER CONTENT EACH WEEK

(Comscore)



MM+

MORE THAN 137 MILLION U.S. ADULTS READ A PRINT NEWSPAPER IN A TYPICAL WEEK

(Nielsen)



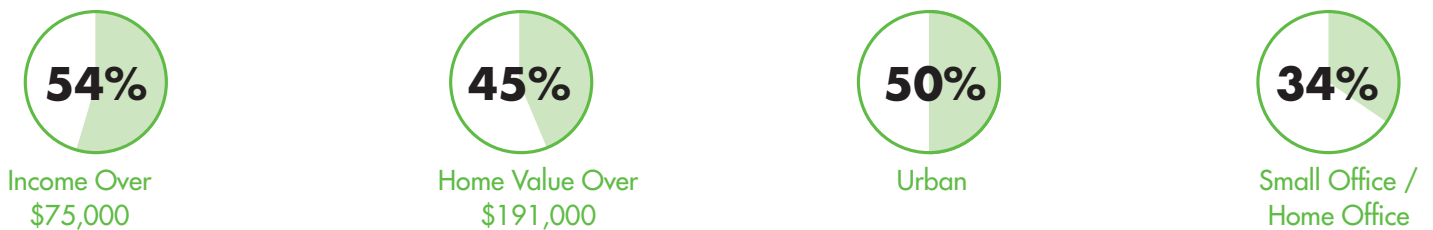
39%

MILLENNIALS ARE 39% MORE LIKELY TO READ NEWSPAPERS ON A MOBILE DEVICE

(NAA)

DEEPER CONSUMER Insights

AN OVERVIEW OF A HOME IMPROVEMENT CONSUMER



HOBBIES & INTERESTS



ONLINE ENGAGEMENT



MOBILE ENGAGEMENT

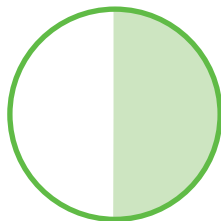




HIT THE Target

Make the most out of your marketing by presenting your products to our contractors through direct mail catalogs.

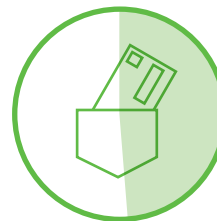
A PROVEN SALES TOOL



30 MIN

THE AVERAGE AMOUNT OF TIME SPENT WITH A CATALOG RECEIVED VIA DIRECT MAIL

These catalogs resonate with businesses and Guests alike. Reaching up to 230,000 contractors, make sure your product is front and center.



48%

OF PEOPLE RETAIN DIRECT MAIL FOR FUTURE REFERENCE

Direct Mail pieces have a longer shelf life and are very influential with purchasing behavior.

Contractor Catalogs

Get your product directly into the hands of loyal Menards contractors. These high-quality pieces are a great tool to finalize their projects, troubleshoot a problem or showcase a new plan to a prospective client.

- Space available in approximately 16 issues per year
- Full color, full bleed, saddle stitched, satin text paper stock

1/4 Page \$3,500 each

1/2 Page..... \$7,000 each

Full Page \$10,500 each

Inside Front \$20,000 each

Back Page \$26,500 each





DIGITAL MARKETING





RAISING THE Digital Bar

WHAT THE STATISTICS SHOW

91%

OF CONSUMERS CHECK THEIR EMAIL AT LEAST ONCE A DAY

Email marketing will maximize your product sales with our list of active and loyal Guests.



9X

AS MANY MARKETING EMAILS ARE SENT EACH YEAR AS DIRECT MAIL PIECES DELIVERED BY THE U.S. POSTAL SERVICE

Ensuring your message is delivered to the inbox, you must partner with a sender who is actively engaged with recipients.



66%

OF CONSUMERS HAVE MADE A PURCHASE ONLINE AS A RESULT OF AN EMAIL MARKETING MESSAGE

Email marketing is a powerful sales channel. It represents a growing % of company sales and profits.



50%

OF ALL MOBILE SEARCHES LEAD TO A PURCHASE

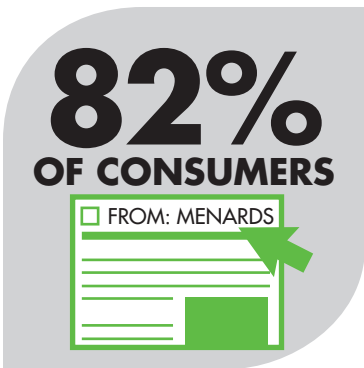
With smartphone penetration in the U.S. nearly doubling year over year, it's clear that the mobile-savvy shopper is here to stay.



THE DIGITAL ERA

A **TAILORED** Experience

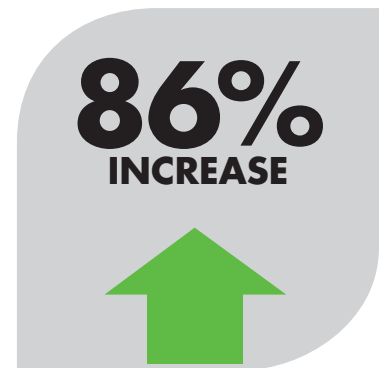
— EXTEND YOUR REACH — GENERATE DIGITAL WORD-OF-MOUTH —



Open emails they receive from companies they trust



Our Digital Flyer currently attracts over 3 million active subscribers



Using video on landing pages can increase conversions by 86%

Digital Flyer

- **Dynamic Content Feature**
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 \$12,000 each

Email Feature Spot

- Be the first thing the Guest sees. With direct links, it's never been easier to purchase products. Link to your branded webpage to further entice our Guests with a page dedicated to your brand, *see next page for more details.*

Feature Spot.....\$7,000 each



— TARGET SPECIFIC AUDIENCES — DELIVER A PERSONAL EXPERIENCE —

\$44²⁵
AVG. RETURN



For every \$1 spent on email marketing

110K+
CONTRACTORS



On our Contractors Email list

54%
MENARDS
DIGITAL GUESTS



Actively view our website on a mobile device

Targeted Email Spots

- Contractor
With over 110,000 active contractors, you can grab the attention of your target market. Best of all, it links directly to our digital flyer or a page on Menards.com.
- Garden Center
Landscaping and outdoor living brands look no further. With over 65,000 active subscribers, you're sure to reach our green-thumbed Guests.

Contractor/Garden Center \$7,000 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 images.

Branded Webpage \$15,000 each

MORE FUEL ECONOMY*

QUAKER STATE

Ultimate Durability™
FULL SYNTHETIC

NO HARD SEL

JUST HARDWORKING

*Compared to Industry Standard Sequence VID.

AT MENARD



OUTDOOR ADVERTISING

LL
OS®

CUT THROUGH THE Clutter

Reach consumers where they live, work and commute.

PROMOTE BOLD, CLEAR MESSAGES

Outdoor Advertising Benefits

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.

- Reach consumers while they are out making important buying decisions, 24 hours a day, every day of the week
- Target a specific market(s) with a big and impactful message

20+
HOURS/WEEK



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

6
SECONDS



The average driver spends 6 seconds viewing a billboard.

72% OF
BILLBOARD VIEWERS

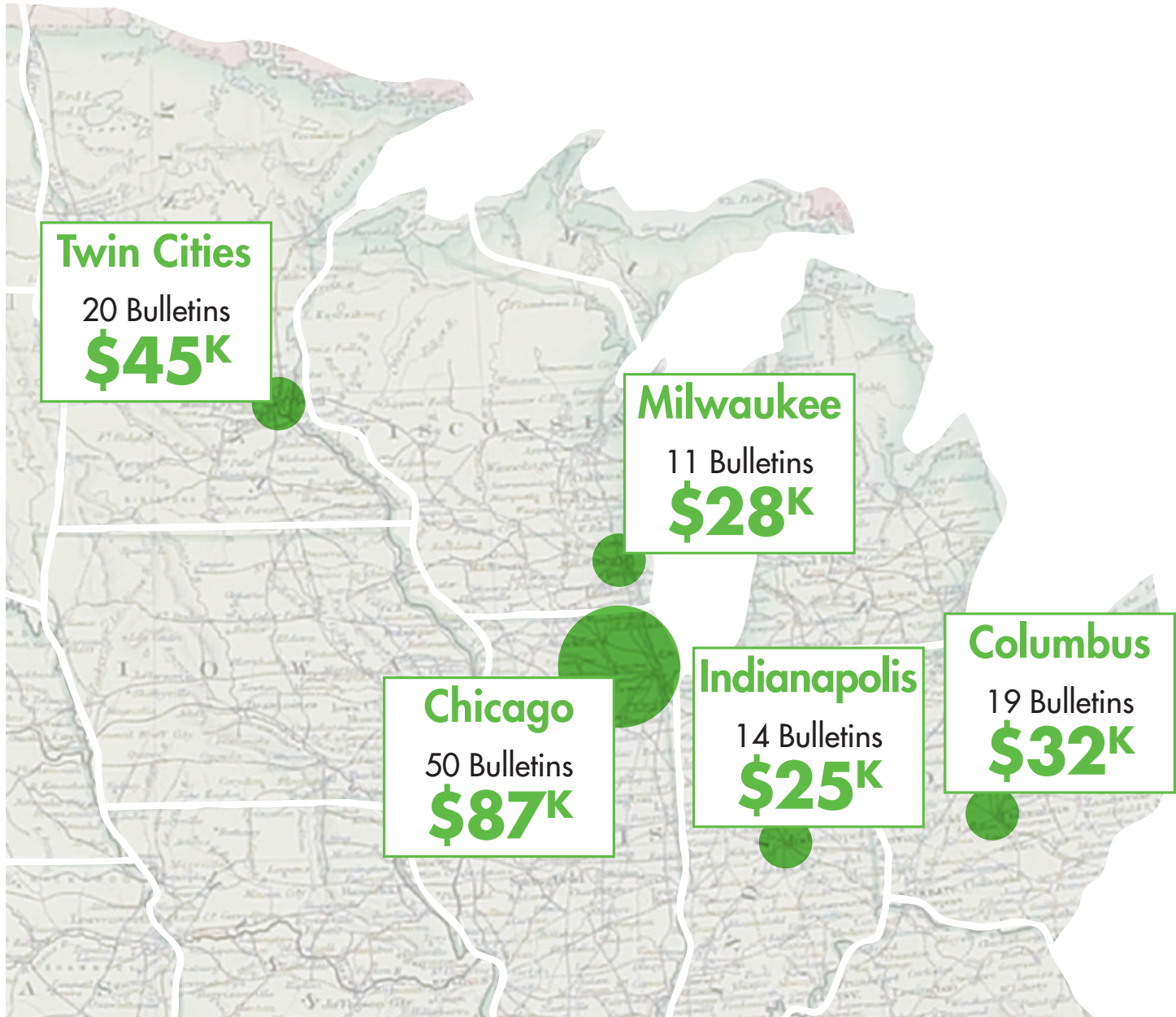


Report frequently or sometimes shopping on their way home from work.

7
WORD RULE



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



OUR MOST LOYAL Guests

By choosing to participate in our BIG Card and Contractor Card Marketing, you will deliver targeted messages to our most loyal Guests!

BECOME PART OF OUR IMPRESSIVE LOYALTY PROGRAM



How We Instill Loyalty in Our Guests

Lifecycle marketing program

Affiliate offers

Special financing options

Targeting inactive cardholders

Comprehensive rebate program



BIG CARD HOLDERS

BIG Card Marketing *cost based on redemptions

<p>Monthly Coupon Book</p> <ul style="list-style-type: none"> Inserted into millions of cardholder statements Low risk — you only pay for redemptions <p>Coupon Offer N/A*</p>	<p>Vendor-Sponsored Rebates</p> <ul style="list-style-type: none"> 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 <p>Rebate %..... N/A*</p>	<p>Statement Inserts</p> <ul style="list-style-type: none"> A dedicated insert that draws attention to your product Targets BIG Card holders <i>(Limited availability)</i> <p>Shared 1-Side \$2,300 each</p> <p>Exclusive 2-Sided \$4,500 each</p>	<p>Custom Marketing</p> <ul style="list-style-type: none"> Custom options available upon request Choose frequency, timing and quantity
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Contractor Card Marketing *cost based on redemptions *Barcode Activated Promotion

<p>Monthly Flyer (BAP¹)</p> <ul style="list-style-type: none"> Inserted into hundreds of thousands of cardholder statements Features Contractor orientated products <p>Coupon Offer N/A*</p> <p>Back Page.. \$3,000 each</p> <p>Front Page Product Spotlight Feature..... \$2,500 each**</p> <p><small>**Includes 1/4 front cover ad, product placement and signage at our Department Sales Desk, as well as a product highlight in a Menards Team Member Newsletter.</small></p>	<p>Vendor-Sponsored Rebates</p> <ul style="list-style-type: none"> 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 <p>Rebate %..... N/A*</p>	<p>Statement Inserts</p> <ul style="list-style-type: none"> A dedicated insert that showcases your product Allows you to market directly to our Contractor Card holders <i>(Limited availability)</i> <p>Shared 1-Side \$1,000 each</p> <p>Exclusive 2-Sided \$1,750 each</p>	<p>Custom Marketing</p> <ul style="list-style-type: none"> Custom options available upon request Used at Contractor Lunches, Grand Openings or other Contractor events <p>Shirts (750 qty)..... \$3,750</p>
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SPECIAL PROMOTIONS



INCREASE BRAND Visibility

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.

YOUR BRAND IN THE HANDS OF OUR GUESTS

Grand Openings

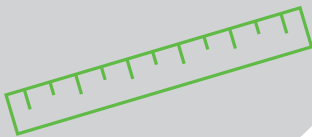
Take advantage of our continued expansion by sponsoring grand openings. Help our Guests become more familiar with your brand.

- Brand recognition on radio and social media networks
- Celebrities are associated with your brand
- Autograph cards promoting your brand
- Feature your logo on flyers, signage, giveaways and email blasts

Celebrity

Appearances... \$12,000 each Giveaways.... \$5,000 min.

3K
FAMILIES



Will take home your logo
on yardsticks

NEARLY
5K
FAMILIES



Will enjoy fun activity books
with your logo on them

ALMOST
2K
FAMILIES



Will be handed painters' caps
with your logo on them



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"\$10,000 each 34" x 78"\$15,000 each

Team Members Sales Contest

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.
- 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 Members Sales Contests \$15,000 min.
Contest runs for a period of 4 weeks.

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



MENARD

Richmond
The Water Heater Experts

MENARDS



CHEVROLET SS

27



MU
GO
Ed



RACING SPONSORSHIPS



FUEL UP FOR Sales

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

SUCCESS HAS NO FINISH LINE



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

THANK YOU FOR Joining Us!

(IMC) INTERNATIONAL
 MULCH COMPANY
 3M
 ABC/SPAX
 ACP
 ADO PRODUCTS
 ADVANCE
 AERO-TECH LIGHT BULBS
 AFC / UNISTREET
 AFX, INC
 AGT
 AIR VENT, INC
 AIRLITE
 AJ FUNK AND CO
 AJ MFG INC
 AKONA
 AKRO-MILS
 AKRON PRODUCTS
 ALERT STAMPING
 ALTUS MFG LLC
 ALUMINART PRODUCTS
 AMERICAN GYPSUM
 AMERICAN LIGHTING
 AMERICAN PACIFIC
 AMERICAN STANDARD
 AMERIFORM
 AMERILUX
 AMERIMAX HOME PROD
 AMERIWOOD
 AMERTAC
 AMORIM CORK
 AMTROL
 AMTURF
 ANAHEIM MANUF
 ANCHOR HOCKING
 ANSELL
 APACHE MILLS
 APEX TOOL
 APOLLO
 APPLETON SUPPLY
 ARAUCO
 ARDISAM
 ARKE INC
 ARLEE HOME FASHIONS
 ARLINGTON
 ARMSTRONG WORLD
 ARNOLD CORP
 ARROW FASTENER
 ARROW SHED, LLC
 AUDIOVOX
 AUTO EXPRESSION
 AVANITY CORP
 BACCUS GLOBAL
 BALTA US
 BARENBRUG USA
 BAYCO PRODUCTS
 BAYER
 BEACON MORRIS
 BEL AIR LIGHTING
 BELL AUTOMOTIVE
 BELWITH
 BERCOM
 BERTCH
 BEST LIGHTING
 BETTER LIFE TECHNOLOGY
 BEVCO
 BINATONE
 BJ ALAN CO
 BLACK & DECKER

BPG
 BONDED LOGIC, INC
 BOOTZ
 BOSCH
 BRIGGS & STRATON POWER PRODUCTS
 BROAN
 BUCK KNIVES, INC
 BUGG PRODUCTS
 BULLDOG LLC
 BURPEE
 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)
 CERTAINTEED
 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
 CONAGRA FOODS
 CONCO
 CONGOLEUM
 CONTICO / CONTINENTAL
 CONTINENTAL (PRO CAM)
 CONTINENTAL BUILDING PROD.
 COOPER LIGHTING
 COOPER WIRING DEVICES
 COUNTY MATERIALS
 CP FILMS
 CR BRANDS
 CRAFTMASTER MFG (JELD WEN)
 CREATIVE SPECIALTIES
 CRESTLINE WINDOWS
 CTI INDUSTRIES
 CUGINOS
 CUSTOM ACCESSORIES
 CUSTOM SURFACE
 D & D COMMODITIES
 DAKA CORP
 DAKOTA PANEL
 DALLAS MANUFACTURING
 DALTILE (RAGNO)
 DALYN RUG
 DANNMAR EQUIPMENT
 DAP PRODUCTS INC

DAREX, LLC
 DECKO
 DÉCOR GRATE
 DELTA FAUCET
 DESIGN HOUSE
 DESIGN IMAGING LLC
 DESIGN SOLUTIONS
 DIVERSIFOAM PRODUCTS
 DIXIE HOM
 DIXIE PACIFIC
 DOSKOCIL
 DOW CHEMICAL
 DPI
 DREAMLINE
 DUNDAS JAFINE
 DURA-TREL INC
 DUTCH BOY
 E L MUSTEE
 EASTMAN FOOTWEAR GROUP
 EAST WEST COMMERCE
 EASY GARDENER
 EASY HEAT
 EATON
 EC GROW, INC
 ECOLAB
 ECOWATER
 EDSAL MFG
 ELECTROLUX
 ELKAY
 ELKHART
 ELMER'S
 ENCAP LLC
 ENERCO/ MR HEATER
 ENERGIZER
 ENFORCER/ZEP
 ENVIRONMENTAL STONWORKS
 ESSICK AIR PRODUCTS
 ES ROBBINS
 EURO PRO
 EVERGREEN PRODUCTS LLC
 EXIDE TECHNOLOGIES
 FASCO AMERICA
 FAST CAP
 FEENEY, INC
 FEIT ELECTRIC
 FERNCO INC
 FIRST ALERT/BRK BRANDS
 FIRSTTIME 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/SPLASH
 FYPON
 G&S METAL PRODUCTS
 GAP ROOFING
 GARDNER BENDER

GARICK, LLC
 GE APPLIANCES
 GE LIGHTING
 GEAR HEAD
 GEISS, DESTIN, & DUNN INC.
 GENERAC POWER SYSTEMS
 GENERAL ELECTRIC DISTRIBUTION
 GENERAL MILLS
 GENIE
 GEOCEL
 GEORGIA PACIFIC
 GEORGIA PACIFIC - PLYWOOD
 GERBER
 GILPIN INC
 GINSEY
 GLEASON
 GLOBAL HARVEST
 GOLD EAGLE
 GOOD EARTH
 GORILLA GLUE
 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
 HARTZ
 HB FULLER
 HBC-HOWARD BERGER
 HEALTHIER CHOICE
 HEARTH & HOME TECHNOLOGIES
 HEARTLAND LABS
 HEATHCO
 HEATING & COOLING PRODUCTS
 HENKEL CORPORATION
 HIATT MFG INC
 HITACHI KOKI USA
 HOLLAND BEAUTY
 HOLLOWAY HOUSE
 HOMELUX
 HOMERIGHT/AUTO RIGHT
 HOMESTAR
 HOMEWERKS
 HONEYWELL
 HONG KONG CHINA ELECTRIC
 HUBBELL ELECTRICAL
 HUNTER FAN
 HUSQVARNA (POULAN PRO)
 HY-C
 HYDRA SPONGE
 HYPER PET
 IDEAL DOOR/CLOPAY
 IDEAL INDUSTRIES
 IDQ
 IHP
 IKO
 IMAGINATION PRODUCTS
 IMPERIAL MARBLE
 INCREDIBLE PLASTICS
 IN-O-VATE TECHNOLOGIES, INC.

IN SINK ERATOR
 INSUL FOAM
 INTERBAKE
 INTERCROWN
 INTERDESIGN
 INTERFOR
 INTERNATIONAL MERCHANDISING SERVICE
 INTERNATIONAL PRODUCT SUPPLY
 INTERNATIONAL TOOL BOXES
 INTERTAPE POLYMER
 INTEX RECREATION CORP
 INVENTUE
 IP MOULDING
 IRONROCK
 IRVING FOREST PRODUCTS
 IRWIN
 ITP (INDUSTRIAL THERMO POLYMERS)
 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
 KAI USA LTD.
 KAMIAH MILLS
 KENROY HOME
 KESON INDUSTRIES
 KETER NORTH AMERICA
 KICHLER
 KIDDE
 KIMBERLY CLARK
 KING INNOVATION
 KITTRICH LLC
 KLEMENTS SAUSAGE
 KNAPE & VOGT
 KNAUF INSULATION
 KNIPEX TOOLS
 KOCH INDUSTRIES
 KOHLER / STERLING
 KOSS CORP
 KP BUILDING PRODUCTS
 KRACO
 KRAFT TOOL
 KREG TOOL
 KWIKSET
 LA CROSSE TECHNOLOGY
 LARSON MFG.
 LATICRETE INTERNATIONAL
 LAVALITE
 LAVELLE
 LEBANON SEABOARD
 LEGACY MFG
 LEWIS HYMAN
 LG ELECTRONICS
 LIBERTY HARDWARE
 LIBMAN
 LIFETIME BRANDS
 LINK SNACKS, INC
 LINZER PRODUCTS
 LITHONIA LIGHTING
 LONE STAR ROSE

We truly appreciate our partnerships and look forward to your future business.

LOOPTEX MILLS
 LOUISIANA PACIFIC
 LUMINEX
 LUTRON
 LUX PRODUCTS
 LYONS INDUSTRIES
 MAAX
 MACCOURT
 MADISON MILL
 MAGIC SLIDERS
 MAGICCK WOODS
 MAGNA INDUSTRIES
 MAINE ORNAMENTAL LLC
 MALCO PRODUCTS
 MANSFIELD
 MARKMAN PEAT CORPORATION
 MARMON RETAIL HOME IMPROVEMENT PRODUCTS
 MARQUIS
 MARTCO
 MARTIN WHEEL
 MARWOOD LTD
 MARY'S RIVER
 MASCO CORP OF IN.
 MASONITE
 MASTERBRAND CABINETS
 MASTER HALCO
 MASTER MARK
 MASTERS BEST FRIEND
 MAXITILE
 MD BUILDING PRODUCTS
 MEADOW VALLEY LOG HOMES
 MECHANIXWEAR
 MEDALLION CABINETS
 MEDLINE
 MENZNER LBR
 MERRILL MFG. CO
 MESSINAS
 METAL WARE CORP
 MGA COMMODITIES
 MIDWEST AIR INDUSTRIES
 MIDWEST CAN
 MIDWEST EXTRUSION
 MIDWEST FASTENER
 MIDWEST TOOL & CUTLERY
 MILESCRAFT
 MILL & TIMBER
 MILLIKEN
 MINWAX
 MIRACLE SEALANTS
 MK MORSE
 MM STEEL
 MM TREAT
 MM TRUSS
 MOEN INCORPORATED
 MOHAWK HOME
 MOHAWK INDUSTRIES
 MONGOOSE PRODUCTS
 MONSTER CABLE PRODUCTS
 MOUNTAIN WEST
 MP GLOBAL PRODUCTS
 MS INTERNATIONAL
 MTD PRODUCTS
 MULIA INC
 MULTY HOME LP
 NATCO
 NATIONAL GYPSUM
 NATIONAL HARDWARE
 NATIONAL MANUFACTURING
 NATIONAL NAIL CO
 NDS

NELAN & WONG LLC
 NELSON
 NESTLE PURINA PETCARE
 NEW YORK WIRE
 NEWELL / RUBBERMAID
 NEWELL RUBBERMAID - LENOX
 NIBCO INC
 NICHIIA USA
 NINGBO GLOBAL
 NOCO COMPANY
 NORSE BUILDING PRODUCTS
 NORTH STATES
 NORTHERN INTERNATIONAL
 NOVABRIK INTL
 NOVIK
 OATEY
 OBERRY ENT
 OEM INDUSTRIES
 OFIC NA
 OLD WORLD
 OLYMPUS GROUP
 OMEGA DIAMOND
 OMG
 OPTIMUM TECH
 ORBIT IMAGINATION
 ORBIT IRRIGATION
 ORIENTAL WEAVERS
 ORION CARPET
 ORION SAFETY
 OSRAM SYLVANIA
 OVE DECORS
 OWENS CORNING
 OWENS CORNING THERMAFIBER
 OXYGENICS
 PACE
 PANACEA
 PARALLAX GROUP
 PARAMOUNT FARMS
 PARKLAND PLASTICS
 PASLODE REMODELING
 PASS & SEYMOUR LEGRAND
 PEAK PRODUCTS
 PEARSON'S CANDY
 PEERLESS PREMIER
 PELL INDUSTRIAL
 PENTAIR
 PERFECT SHUTTERS
 PERFORMANCE SEED
 PERMA R PRODUCTS
 PETSTAGES
 PFISTER
 PGT INDUSTRIES
 PINNACLE HOLDINGS
 PINNACLE PRODUCTS
 PLANO MOLDING
 PLASTI DIP INTERNATIONAL
 PLASTIVAL INC
 PLYCEM
 PLYMOUTH FOAM
 PM & J, LLC
 PNEUFAST
 POLAR PLASTICS
 POLYGLASS
 PONY TOOLS
 POSITEC USA
 POWERMATE AMERICA LLC (PRAMAC)
 PPG
 PRATT READ TOOLS LLC
 PREMIUM WATERS
 PRIER

PRIME LINE
 PRIMESOURCE
 PRO FLEX
 PRO LAB
 PRO-PET
 PROCTOR & GAMBLE
 PROTECT PLUS
 PUERTAS MONTEALBAN
 PURE GLORY
 PYLON MFG
 QCIL INTERNATIONAL INC
 QCL INT
 QEP
 QUAL CRAFT
 QUALCO
 QUALITY FILTERS
 QUALITY ONE WOODWORK
 QUEST BRANDS
 QUICKIE
 QUIKRETE
 QUOIZEL
 RADIATOR SPECIALTY
 RADIO SYSTEMS
 RAIL SIMPLE
 RAILING DYNAMICS
 RAIN BIRD
 RAY PADULA ENT.
 RC VINYL INC
 REAL WOOD PRODUCTS
 RECKITT BENCKISER
 RED DEVIL
 REDI SHADE
 REFLECTIX
 RENFRO CORPORATION
 REV-A-SHELF
 REVERE MILLS
 REYNOLDS
 RFG DISTRIBUTING
 RHEEM
 ROBERT BOSCH TOOL CORP
 ROBERTS CONCRETE
 ROSEBURG
 ROTHENBERGER
 ROYAL APPLIANCE - HOOVER
 ROYAL PET
 RPS PRODUCTS
 RUBBERSET
 RUSTOLEUM
 S LICHTENBERG & CO INC.
 SAFETY WORKS
 SAINT GOBAIN / NORTON
 SAINT-GOBAIN ADFERS
 SAMAN
 SARGENT ESSEX
 SAUDER WOODWORKING
 SC JOHNSON
 SCHLAGE LOCK CO
 SCHNEIDER ELECTRIC
 SCREW PRODUCTS
 SCOTT'S LIQUID GOLD
 SEAVER CO
 SELKIRK
 SENCO BRANDS
 SENTINEL
 SERTA INTL
 SERVAAS LABS
 SFA SANIFLO
 SHAPE PRODUCTS LLC
 SHAW IND
 SHEILD INDUSTRIES INC

SHELTER FOREST
 SHELTER LOGIC
 SHEPHERD HARDWARE
 SHOP VAC CORP
 SHURTECH BRANDS, LLC
 SIAMONS
 SIDEPIN LTD
 SIEMENS
 SIENHUA GROUP
 SIGMA ELECTRIC
 SIMTEK FENCE
 SIOUX CHIEF
 SKOTZ MANUFACTURING
 SLEEP INNOVATION
 SLIPSTICK
 SMART ELECTRIC
 SMARTHOME
 SNAPSTONE
 SOLAR GROUP
 SOLE CHOICE
 SOPUS
 SOURCE NETWORK
 SOUTHERN CROSS
 SOUTHERN TELECOM
 SOUTHWIRE
 SPECRAIL
 SPECTRA METAL SALES
 SPECTRUM BRANDS
 SPEEDSET
 SPORTSPOWER
 SPRECHER
 SPRINGS WINDOW FASHIONS
 ST PAUL CORRUGATING
 STACK-ON
 STAFAST BLD PRODUCT
 STAR SNACKS
 STAR WATER
 STERILITE
 STERLING BRANDS
 STIEBEL ELTRON
 STRATEGIC RETAIL SOLUTIONS
 STRYO INDUSTRIES
 SUMMIT BRANDS
 SUN PRODUCTS
 SUNCAST
 SUNCOURT INC
 SUNFORCE
 SUNNYSIDE CORP
 SUPER CLEAN BRANDS
 SUPERIOR TOOL
 SURFACE SHIELDS
 TAPCO GROUP
 TARKETT
 TAYSE
 TECH ENTERPRISES INC
 THE COLEMAN COMPANY
 THE HILLMAN GROUP
 THE MIBRO GROUP
 THE STOW CO
 THE SWAN CORP
 THOMAS & BETTS
 THOMPSON TRADERS
 THOMPSONS
 THORWORKS
 THREE DOG BAKERY
 TILE REDI
 TIMBER PRODUCTS
 TORIN JACKS
 TORO COMPANY
 TPK INC.

TR INDUSTRIES
 TR PLASTICS LLC
 TRIMACO
 TRU CUT
 TURTLE WAX
 TWIN CITY CONCRETE
 TWINCO/ROMAX
 UNIFIED MARINE
 UNILIN
 UNITED INDUSTRIES CORP
 UNITED PET GROUP
 UNITED WEAVERS
 US FLOORS, INC
 US FORGE
 US POLYMERS
 USG (UNITED STATES GYPSUM)
 USP STRUCTURAL CONNECTORS
 VALSPAR
 VAUGHAN & BUSHNELL
 VELCRO USA INC
 VELUX
 VENTURE CARPET
 VERSATUBE
 VF IMAGEWEAR
 VIABELLA HOLDINGS
 VOLM COMPANIES
 VPI CORP
 WAGNER
 WALH CLIPPER CORP
 WALNUT HOLLOW
 WATER PIK INC
 WATER SOURCE
 WATERBOSS
 WATKINS INC.
 WATTS
 WAYMOUTH FARMS
 WAYNE WATER SYSTEMS
 WD-40
 WEILER CORPORATION
 WEIMAN PRODUCTS
 WELLMADE
 WEST CHESTER HOLDINGS
 WESTINGHOUSE LIGHTING
 WESTWOOD MILLS
 WGI INNOVATIONS
 WHAM-O
 WHINK PRODUCTS CO
 WHIRLPOOL CORPORATION
 WILLERT
 WINSTON PRODUCTS
 WIREMOLD LEGRAND
 WISCONSIN PHARMACAL
 WJ DENNIS
 WM BARR & COMPANY
 WOODSTREAM
 WORTHINGTON
 WRAP-ON
 WW HENRY
 ZENITH PRODUCTS
 ZIPWALL INC.
 ZIRCON CORP

QUICK REFERENCE Price Chart

Broadcast Advertising (Refer to pages 6-15)

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 commercials
\$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. 11)

Brand Building Spot

This particular spot will focus on your products with custom footage and expanded script
\$180,000 each

Radio

1-2 Spots	\$27,000 each
3+ Spots	\$22,000 each

In-Store Announcements

1-2 Spots	\$7,500 each
3-4 Spots	\$6,500 each
5+ Spots	\$5,500 each

Print Advertising (Refer to pages 16-25)

Feature Flyer Spot

1/8 Page	\$36,500 each
1/4 Page	\$73,000 each
1/2 Page ...	\$146,000 each
Full Page	\$292,000 each

Wrap ... \$365,000 each

Flyer Pullout

Single Sheet 2-Sided	\$725,000 each
Exclusive 4-Page Pullout.....	\$1,450,000 each

Specialty Sale

Exclusive 4-Page Tab OR 2-Page Broadsheet	\$1,750,000 each
Exclusive 8-Page Tab OR 4-Page Broadsheet	\$3,350,000 each

Contractor Catalogs

1/4 Page	\$3,500 each
1/2 Page	\$7,000 each
Full Page	\$10,500 each
Inside Front or Back Cover...	\$20,000 each
Back Page	\$26,500 each

Digital Marketing (Refer to pages 26-31)

Digital Flyer

Dynamic Content
Feature\$12,000 each

Emails

Weekly Feature\$7,000 each
Targeted Email.....\$7,000 each
(Contractor & Garden Center)

Branded Webpage

\$15,000 each

Outdoor Advertising (Refer to page 32-35)

Indianapolis

14 Bulletins
\$25,000 each

Milwaukee

11 Bulletins
\$28,000 each

Columbus, OH

19 Bulletins
\$32,000 each

Twin Cities

20 Bulletins
\$45,000 each

Chicago

50 Bulletins
\$87,000 each

Credit Card Programs *cost based on redemptions (Refer to page 36-39)

Big Card

Coupon Book Offer.... N/A*
Rebate %..... N/A*
Shared Inserts
1-Side\$2,300 each
Exclusive Inserts
2-Sided\$4,500 each

Contractor Card Flyer (†BAP)

Coupon Offer N/A*
Back Page.. \$3,000 each
Front Page
Product Spotlight
Feature..... \$2,500 each

†Barcode Activated Promotion

Contractor Card

Rebate %..... N/A*
Shared Inserts
1-Side..... \$1,000 each
Exclusive Inserts
2-Sided \$1,750 each

Contractor Card Custom Marketing

Shirts
(750 qty)..... \$3,750

Special Promotions (Refer to pages 40-43)

Team Member Sales

Contests ... \$15,000 min.
Contest runs for a period of 4 weeks.

Grand Openings

Celebrity
Appearances.. \$12,000 each
Giveaways.....\$5,000 min.

Vehicle....\$35,000 each

Floor Decals

34" x 34" \$10,000 each
34" x 78" \$15,000 each



2016 CALENDAR

JANUARY

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

NOTES:

JAN 1: NEW YEAR'S DAY
JAN 18: MARTIN LUTHER KING DAY

FEBRUARY

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

NOTES:

FEB 14: VALENTINE'S DAY
FEB 17: PRESIDENTS' DAY

MARCH

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

NOTES:

MAR 13: DAYLIGHTS SAVINGS (START)
MAR 17: ST. PATRICK'S DAY
MAR 27: EASTER

APRIL

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

NOTES:

MAY

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

NOTES:

MAY 5: CINCO DE MAYO
MAY 8: MOTHER'S DAY
MAY 30: MEMORIAL DAY

JUNE

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

NOTES:

JUN 14: FLAG DAY
JUN 19: FATHER'S DAY

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

NOTES:

JUL 4: INDEPENDENCE DAY

AUGUST							
SUN	MON	TUE	WED	THU	FRI	SAT	
WK 32	1	2	3	4	5	6	
WK 33	7	8	9	10	11	12	13
WK 34	14	15	16	17	18	19	20
WK 35	21	22	23	24	25	26	27
WK 36	28	29	30	31			

NOTES:

SEPTEMBER							
SUN	MON	TUE	WED	THU	FRI	SAT	
WK 36				1	2	3	
WK 37	4	5	6	7	8	9	10
WK 38	11	12	13	14	15	16	17
WK 39	18	19	20	21	22	23	24
WK 40	25	26	27	28	29	30	

NOTES:

SEPT 5: LABOR DAY

OCTOBER							
SUN	MON	TUE	WED	THU	FRI	SAT	
WK 40						1	
WK 41	2	3	4	5	6	7	8
WK 42	9	10	11	12	13	14	15
WK 43	16	17	18	19	20	21	22
WK 44	23	24	25	26	27	28	29
WK 45	30	31					

NOTES:

OCT 10: COLUMBUS DAY
OCT 31: HALLOWEEN

NOVEMBER							
SUN	MON	TUE	WED	THU	FRI	SAT	
WK 45		1	2	3	4	5	
WK 46	6	7	8	9	10	11	12
WK 47	13	14	15	16	17	18	19
WK 48	20	21	22	23	24	25	26
WK 49	27	28	29	30			

NOTES:

NOV 6: DAYLIGHTS SAVINGS (END)
NOV 11: VETERANS' DAY
NOV 24: THANKSGIVING

DECEMBER							
SUN	MON	TUE	WED	THU	FRI	SAT	
WK 49				1	2	3	
WK 50	4	5	6	7	8	9	10
WK 51	11	12	13	14	15	16	17
WK 52	18	19	20	21	22	23	24
WK 53	25	26	27	28	29	30	31

NOTES:

DEC 24: CHRISTMAS EVE
DEC 25: CHRISTMAS DAY
DEC 31: NEW YEAR'S EVE

Print Advertising Guidelines

Photo Requirements

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

Acceptable File Types

Only the following photo formats are accepted. (Please, no PDFs with embedded art)

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

All file types must include a product clipping path

Minimum Size/Resolution

Minimum dimensions - 4" x 5" at 300 PPI (horizontal or vertical)

- Images should not be resized up, cropped or have their "canvas" extended to fit these dimensions. We understand that the dimensions may be slightly more limited in some vendor supplied images, however images must be submitted at a minimum size of 300 PPI of its intended advertising use.

Acceptable Color Modes

- CMYK without embedded profile
- RGB with embedded profile (Adobe 1998 RGB color gamut)

File Naming Conventions

When supplying images or video to Menards, the following naming convention must be met:

- File Name: Menards SKU P Description.Extension (Ex. 264-0968 P Tool.eps)

Logo Requirements

When supplying logos to Menards, the following requirements must be met. All logos must be submitted as EDITABLE VECTOR art. Please, no PDFs with embedded art.

Acceptable File Types

Adobe Illustrator® version CS5 or earlier .ai (CMYK) or .eps (CMYK)

Catalog Requirements

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

All logos must be submitted as EDITABLE VECTOR art. Please, no PDFs with embedded art.

Acceptable File Types/Formats

The original, workable Adobe® Illustrator (.ai), Photoshop (.psd) or Indesign (.indd) version CS4-CS6 file plus all linkable data (fonts, art, profiles, etc) must be provided. (Do not simply send a PDF (regardless of resolution size)

- we will not accept this as printable in our catalogs.)

- Advertisements may NOT contain: QR codes, websites, phone numbers or email addresses. If ads are submitted containing these items, they will be removed.

Catalog Ad Sizes (All ads must have a .25" margin and .25" bleed)

- 1/4 Page 4"W x 5.25"H
- 1/2 Page 8"W x 5.25"H
- Full Page 8"W x 10.25"H

For more questions or concerns regarding these photo or logo requirements, contact:

Ka Vang (715) 876-2019 • kvang@menard-inc.com

For more questions or concerns regarding catalog ad requirements, contact:

Layne Boldon (715) 876-4162 • lbaldon@menard-inc.com

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.

Ideally we would prefer to have:

- Complete scene/beauty shots
- Installation shots
- Product in/out of package
- In-use shots if applicable

When supplying images or video to Menards, the following naming convention must be met:

- File Name: Menards SKU P Description.Extension (Ex. 264-0968 P Tool.eps)

Format Requirements

High Definition Video

- 16:9 aspect ratio, 1920 x 1080
- File based - H.264, ProRes HQ 422, P2 files on external hard drive, blu-ray or data DVD.

Files can also be placed on our FTP site.

WE CANNOT ACCEPT ANY HD TAPE FORMATS

If you have any questions or concerns regarding these video footage requirements, contact:

Tim Rohe at (715) 876-2611 • trohe@menard-inc.com.

 **CONTACTS**

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

MARKETING MANAGER

JOHN LEONAUSKAS (715) 876-4116 jleonus@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

