



**THE MARKETING
DEPARTMENT**
I N C O R P O R A T E D

1255A Reid Street, Unit 8
Richmond Hill, ON L4B 1E9
tel: 905 771 0812 fax: 905 771 6576
www.themarketingdepartmentinc.net

CONVENIENCE RETAILING PRODUCTS

Digital Pricing

You'll appreciate this easy-to-use digital pricing system. It is based on digital styled "8's" which are the basis for every digit. Using a black marker you can quickly create any price you need. Simply 'black out' bars in the '8's' to create any digit. The results are neat and consistent. See below for a guide to how it works.



Shelf Channel Pricing Kit

This kit contains a supply of 3 versions of shelf channel inserts for standard 1.25" wide shelf channels. They are printed on card stock, so you can move them around throughout your store and get many months of service from them. Kit cost is \$45.00 plus handling and shipping cost of \$18.00.



Kit contents:

- ◀ **2-Digit Inserts:** For prices up to \$.99
1.25" x 2.5"
144 Inserts per kit
- ◀ **3-Digit Inserts:** For prices from \$1.00 up to \$9.99
1.25" x 2.5"
336 Inserts per kit
- ◀ **Multiple Pricing Inserts:**
Any quantity from 2 - 9 for a price up to \$9.99
1.25" x 3.33"
108 Inserts per kit

TOTAL INSERTS PER KIT: 588

Cigarette Pricing Signs

Using the same digital pricing system as above, create your own prices on these sturdy card signs printed on 12pt cover stock.

Actual size of these black and white sigs is 9" x 16" to comply to the latest size restrictions for Ontario. Stock up on these so you'll be ready at any time, to adjust your pricing.

Pack of 10 signs is only \$ 9.00. If ordered alone, handling and shipping is \$12.00 for any quantity. See savings on orders of 2 or more items on order form page.



Backlit Cooler Inserts

'CLASSIC'
4 FOOT
COOLER
INSERT



These images are available in 2 sizes: 16" x 74" and 16" x 50". They are oversized, but can easily be trimmed to fit either a 48" cooler or a 72" cooler backlit header box.

'Casual'
4 FOOT
COOLER
INSERT



Available as "Classic" or "Casual" typefaces on a photographic ice background



'CLASSIC'
6 FOOT
COOLER
INSERT

BACKLIT INSERTS:

4 FOOT COOLER SIZE: \$ 50.00 each

6 FOOT COOLER SIZE: \$ 75.00 each

Handling and Shipping: \$ 22.00



'Casual'
6 FOOT
COOLER
INSERT

CONVENIENCE RETAILING PRODUCTS

Placing an Order

Fill out the following order form and mail or fax it as indicated below. Note methods of payment. If paying by cheque, note that we will ship only after it has cleared.

Quantity Ordered	Item Description	COST EACH	TOTALS
	CHANNEL PRICING KIT (588 PIECES)	\$45.00	
	CIGARETTE PRICING SIGNS (10 PACK)	\$ 9.00	
	4 FOOT COOLER INSERT CLASSIC <input type="checkbox"/> CASUAL <input type="checkbox"/>	\$50.00	
	6 FOOT COOLER INSERT CLASSIC <input type="checkbox"/> CASUAL <input type="checkbox"/>	\$75.00	
Insert the Applicable Handling & Shipping Cost			SUB TOTAL
Channel Pricing Kit: \$18.00 Cigarette Sign Pack: \$12.00 Cooler Backlit: \$22.00 2 or more items above: \$ 24.00			HANDLING & SHIPPING
			TOTAL
			5% GST
			8% PST
			TOTAL PAYABLE

YOUR COMPLETE SHIPPING ADDRESS:

NAME: _____

PHONE NUMBER: _____

STREET ADDRESS: _____

CITY, PROVINCE: _____

POSTAL CODE: _____

CHEQUE or MONEY ORDER

Enclose your payment with this order and mail it to:

THE MARKETING DEPARTMENT INC.
 1255A Reid Street, Unit #8,
 Richmond Hill, ON L4B 1E9

Your order will be shipped via overnight courier 3-4 business days from receipt of your payment.



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