



THE MARKETING DEPARTMENT INCORPORATED

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

CONVENIENCE STORE SIGNAGE KIT

Here's a complete sign kit package that's tailored to your convenience store business. A complete library of popular pricepoints printed on card plus 'clear overlays' that allow each price to be used as multiple pricing or for a 'sale' or 'introductory special'. The entire library - two sizes of signing with overlays, in a re-usable plastic storage box - is yours for only \$160.00 plus \$18.00 handling and delivery and applicable taxes. Order your holders separately to ensure you have the correct quantity by size and attachment style for your store.



PRICEPOINT INSERT LIBRARY:

Small Inserts - 2" x 4.5"

48 different prices - every ten cents from \$.89 up to and including \$4.99... PLUS \$5.49, \$5.99, \$6.49, \$6.99, \$7.49, and \$7.99. Kit includes 4 of every price!

Large Inserts - approx. 4" x 9" 3 each of all the above pricepoints!

TOTAL INSERTS PER KIT: 336



CLEAR PRICING OVERLAYS:

By combining a clear overlay in the holder, with a pricepoint insert you can create multiple pricing...

"2 FOR" any price in your library, or

"3 FOR" any price in your library

Each kit contains 4 each of "2 FOR" and "3 FOR" in the two standard sizes

TOTAL PER KIT: 16

This block is printed on a clear insert the same size as the pricepoint card. It is invisible and held in place by the clear holder.



CLEAR PROMOTIONAL OVERLAYS:

Discounted or new products can be spotlighted by using a promotional overlay with you pricepoint insert (even in combination with a multiple pricing overlay). Two versions are included... "Today's Special" and "Try this, it's new". Kit includes 4 of each type in the two standard sizes.

TOTAL PER KIT: 16

Combine a clear promotional overlay with a pricepoint card to create a 'Today's Special' or introduce a new product with the 'Try this, it's New!' overlay. Either one can also be combined with a '2 FOR' or '3 FOR' overlay if you wish.



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CONVENIENCE STORE SIGNAGE KIT

CUSTOMIZE YOUR SIGNS:

Do you want to promote your store while reminding your customers where they are shopping? We will produce customized sign holder inserts for you from a digital file you provide of your store name or logo. The custom insert cards will work with the standard kit (see below). **You will need to order the OVERSIZED HOLDERS to accommodate your custom inserts.** One-time charge for art and production of store name inserts is only \$75.00.

Standard inserts are positioned in the oversized holder on the right side, in front of the custom insert, allowing the store name/logo to appear.





CONVENIENCE STORE SIGNAGE KIT

Clear, Acrylic Sign Holders

STANDARD SIZE SIGN HOLDERS:

You will need both sizes of holders for you store... 2" x 4.5" are ideal on your mainline confection unit on gums, rolls, and chocolate bars as well as on small products throughout your store. Larger holders (approx. 4" x 9") are ideal on feature ends, chip racks, floor displays and dump bins.

Review your store and determine where you will want signing, the best size for each, and method of attachment. The following outlines the attachment styles available in either size.

Both sizes of holders are available with 5 styles of attachment hardware. As you plan where you will be using your new signs, review the sketches and descriptions on the following page to ensure that you order holders that will work in your store.

Signs insert into the side of Style "C", and into the side or top of all other styles.

ALL SKETCHES ARE SIDE VIEWS, CLEAR ACRYLIC IS SHOWN IN BLUE.

<p>A With Clip For 1.25" Shelf Track Channels</p> <p>Existing 1.25" Track</p> <p>Clip into Your Existing Shelf Tracks</p>	<p>B With Clip For Wire Fence or Bin</p> <p>0.25" Wire</p> <p>Clip Onto Existing Wire Baskets or Shelf fences</p>	<p>C With Base to Stand on Shelf</p> <p>Stand On A Shelf</p>
<p>D Shelf-Talker Style</p> <p>Double-sided Foam Tape</p> <p>Extends in Front of, and Below Shelf</p>	<p>E Flat Holder With Double-sided Tape</p> <p>Double-sided Foam Tape</p> <p>This Holder will Adhere To Any Flat Area... Pegboard, Slatwall, Drywall, etc.</p>	<p>F Flat Holder with Bottle-top Attachment hardware</p> <p>Adjustable, Tilting, Swivel Connection</p> <p>Position this Base over any common sized Bottle top</p>

CONVENIENCE STORE SIGNAGE KIT

Complete the order form below for the holders you need.

If you are supplying an artwork file for your store name/logo, remember to order the items shaded in yellow.

COMPLETE SIGN KIT (Inserts and overlays in 2 sizes) _____ @ \$160.00 ea.									TOTAL	
HOLDER SELECTION										
ATTACHMENT STYLE	A With Clip For 1.25" Shelf Track Channels	B With Clip For Wire Fence or Bin	C With Base to Stand on Shelf	D Shelf-Talker Style	E Flat Holder With Double-sided Tape	F Flat Holder With Bottle-top attach. Hardware	TOTAL HOLDERS BY SIZE	COST EACH		
STANDARD	Small (2" x 4.5")							\$2.90		
	Large (4" x 9")							\$3.40		
CUSTOMIZED*	Oversized Small (2" x 6")							\$3.60		
	Oversized Large (4" x 12")							\$3.90		
	CUSTOM STORE NAME/LOGO INSERTS INCLUDING ART CHARGES*								\$75.00	
									SUB TOTAL	
									HANDLING & SHIPPING	\$18.00
									TOTAL	
									5% GST	
									8% PST	
									TOTAL PAYABLE	

* Order the oversized holders only if you are ordering custom inserts with your store name/logo.

Files of your logo will be accepted in the following formats:

.eps, .jpg, .wmf, .tif, .psd, .cdr.

Attach your file to an e-mail addressed to:

mary@themarketingdepartmentinc.net

Indicate whether order was placed via fax or mail and date sent.

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

YOUR COMPLETE SHIPPING ADDRESS:

NAME: _____

PHONE NUMBER: _____

STREET ADDRESS: _____

CITY, PROVINCE: _____

POSTAL CODE: _____

PAYMENT METHOD:

CHEQUE or MONEY ORDER

Enclose your payment with this order and mail it to:

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