



# LS ELEVEN MEDIA SERVICES 2025/26 RATE CARD

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## ASDA MAG

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
Display Full page	-	-	£12,500	Y
Display Double page	-	-	£21,700	Y
Display Half page	-	-	£6,250	Y
Inside Front Cover	-	-	£13,500	Y
Back Cover	-	-	£12,500	Y
Advertorial - Product Only - Full page	-	-	£15,000	Y
Advertorial - Product Only - Double page	-	-	£25,500	Y
Advertorial - Product & Recipe - Full page	-	-	£16,500	Y
Advertorial - Product & Recipe - Double page	-	-	£28,050	Y
Decision Tree / Quiz - Full page	-	-	£16,500	Y
Decision Tree / Quiz - Double page	-	-	£28,050	Y
Product & Price Co-Fund (1 product)	-	-	£3,575	Y
Best of / Seasonal Top Picks Co-Fund (1 product)	-	-	£4,290	Y
Sponsored Recipe Feature - 6xpages	-	-	£55,000	Y
Sweet or Savoury - 4xpages	-	-	£40,000	Y

## ENTRANCE

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
Security Covers BAU	1 week	Per store	£145	Y
Security Covers Die Cut	1 week	Per store	£174	Y
Security Covers Branded	1 week	Per store	£160	Y
Bollard Covers BAU	1 week	Per store	£130	Y
Bollard Covers Die Cut	1 week	Per store	£156	Y
Bollard Covers Branded	1 week	Per store	£143	Y
D6 1 week	1 week	Per store	£350	Y
D6 2 week	2 weeks	Per store	£595	Y
D6 3 week	3 weeks	Per store	£840	Y

## FM

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
ASDA FM 10"	1 week	Per store	£55	Y
ASDA FM 30"	1 week	Per store	£75	Y

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## POS

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
Barkers	Per week rate - min 3 weeks	Per store	£20	Y
Booklets	Per week rate - min 3 weeks	Per store	£25	Y
Shelf Talkers	Per week rate - min 3 weeks	Per store	£20	Y
Info Panel 12wk	12 weeks	Per store	£155	Y
Chip & Pin - 5 units	12 weeks	Per store	£129	Y
Chip & Pin - 10 units	12 weeks	Per store	£258	Y
Pharmacy Unit Blinker	Promo Period	Per store	£82	Y
Blinkers - Promo	Promo Period	Per store	£45	Y
Blinkers - 12 week	12 weeks	Per store	£80	Y
Spinning Blinker	Promo Period	Per store	£62	Y
Café Table Talkers	Promo Period	Per store	£227	Y

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## FEATURE SPACE

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
Ambient Branded GE (inc In-run - HFSS)	Promo Period	Per store	£ 225	N
Ambient Enhanced Branded GE (inc In-run - HFSS)	Promo Period	Per store	£470	N
Frozen Branded GE (full end)	Promo Period	Per store	£225	N
Frozen Branded GE (2 doors)	Promo Period	Per store	£200	N
Frozen Branded GE (1 door)	Promo Period	Per store	£190	N
Frozen Enhanced Branded GE	Promo Period	Per store	£470	N
Chilled Branded GE	Promo Period	Per store	£225	N
Chilled Branded Half GE	Promo Period	Per store	£155	N

<b>Chilled Enhanced Branded GE</b>	Promo Period	Per store	<b>£391</b>	<b>N</b>
<b>H&amp;B Branded GE</b>	Promo Period	Per store	<b>£225</b>	<b>N</b>
<b>Branded Shippers</b>	Promo Period	Per store	<b>£66</b>	<b>N</b>
<b>Branded Sidestack</b>	Promo Period	Per store	<b>£88</b>	<b>N</b>
<b>Hotspot</b>	Promo Period	Per store +20% FOR EACH OF GWP, GE OR NON- THURSDAY INSTALL	<b>£130</b>	<b>N</b>
<b>Hotspot</b>	12 weeks	Per store +20% FOR EACH OF GWP, GE OR NON- THURSDAY INSTALL	<b>£309</b>	<b>N</b>
<b>LED Illuminated HotSpot</b>	Promo Period	Per store +20% FOR EACH OF GWP, GE OR NON- THURSDAY INSTALL	<b>£195</b>	<b>N</b>
<b>Wire Bins (QMS)</b>	12 weeks	Per store	<b>£71</b>	<b>N</b>
<b>Wire Bins (Shop floor)</b>	Promo Period	Per store	<b>£71</b>	<b>N</b>
<b>Action alley value 1 bay</b>	Promo Period	Per store	<b>£209</b>	<b>N</b>
<b>Action alley value 2 bays</b>	Promo Period	Per store	<b>£335</b>	<b>N</b>
<b>Action alley value 3 bays</b>	Promo Period	Per store	<b>£466</b>	<b>N</b>

## IN RUN BRANDED BAY

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
<b>Freezer Bay - Door &amp; Well Vinyls / Die-cut Blinkers</b>	12 weeks	Per store	<b>£247</b>	<b>N</b>
<b>Chilled Bay - Header / Die Cut Blinkers / Stripping</b>	12 weeks	Per store	<b>£300</b>	<b>N</b>
<b>Ambient Bay - Header / Die-cut Blinkers / Stripping</b>	12 weeks	Per store	<b>£359</b>	<b>N</b>
<b>Ambient Bay - Header / Pallet wrap / Stripping</b>	12 weeks	Per store	<b>£328</b>	<b>N</b>
<b>Ambient Double Bay</b>	12 weeks	Per store	<b>£628</b>	<b>N</b>
<b>Ambient Double Bay Refresh</b>	12 weeks	Per store	<b>£503</b>	<b>N</b>
<b>Branded Bay Refresh (Frozen)</b>	12 weeks	Per store	<b>£206</b>	<b>N</b>
<b>Chilled Double Bay</b>	12 weeks	Per store	<b>£480</b>	<b>N</b>
<b>Die-cut Chilled Branded Bay (3D version POA)</b>	12 weeks	Per store	<b>£330</b>	<b>N</b>
<b>Branded Bay Refresh (Ambient / Chilled)</b>	12 weeks	Per store	<b>£280</b>	<b>N</b>
<b>Branded Shelf - 2x Bookends / Stripping</b>	12 weeks	Per store	<b>£200</b>	<b>N</b>
<b>Die-Cut Branded Shelf: 2x Die-Cut Bookends/ Stripping</b>	12 weeks	Per store	<b>£235</b>	<b>N</b>
<b>3d Branded Shelf</b>	12 weeks	Per store	<b>£260</b>	<b>N</b>
<b>1m floor sticker (Bolt-on)</b>	6 weeks	Per store	<b>£216</b>	<b>N</b>

<b>2m floor sticker (Bolt-on)</b>	6 weeks	Per store	<b>£290</b>	<b>N</b>
<b>Bakery Branded Bay</b>	12 weeks	Per store	<b>£359</b>	<b>N</b>
<b>H&amp;B Branded Bay (Hanging Header)</b>	12 weeks	Per store	<b>£309</b>	<b>N</b>
<b>Branded Bay Backboard</b>	12 weeks	Per store	<b>£232</b>	<b>N</b>
<b>Branded Bay Backboard (1 year)</b>	52 weeks	Per store	<b>£556</b>	<b>N</b>
<b>Branded Bay Header (1 year)</b>	52 weeks	Per store	<b>£543</b>	<b>N</b>
<b>Aisle takeover</b>	6 weeks	Per store	<b>£12,947</b>	<b>N</b>

## SEASONAL AISLE

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
<b>Ambient Bay - Die-cut Header / Die-cut Blinkers / Stripping</b>	Event Duration (10 weeks max)	Per store	<b>£330</b>	<b>N</b>
<b>ASDA FM Ambient Bay – Standard Header &amp; Blinkers / Stripping</b>	Event Duration (10 weeks max)	Per store	<b>£230</b>	<b>N</b>
<b>1m Floor sticker</b>	Event Duration (10 weeks max)	Per store	<b>£222</b>	<b>N</b>
<b>Hotspots</b>	Event Duration (10 weeks max)	Per store	<b>£130</b>	<b>N</b>

## ATL

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
<b>Commercial Radio</b>			<b>POA</b>	<b>N</b>
<b>National Press</b>			<b>POA</b>	<b>N</b>

## SAMPLING

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
<b>Single product - On or out of aisle / Tasting</b>	Per day rate	Min 30 days	<b>£486</b>	<b>N</b>
<b>Single product - Foyer / Tasting</b>	Per day rate	Min 30 days	<b>£594</b>	<b>N</b>
<b>Two products - On or out of aisle / Tasting</b>	Per day rate	Min 30 days	<b>£648</b>	<b>N</b>
<b>Two products - Foyer / Tasting</b>	Per day rate	Min 30 days	<b>£756</b>	<b>N</b>
<b>Single product - In aisle / Cooking demo</b>	Per day rate	Min 30 days	<b>£513</b>	<b>N</b>
<b>Single product - In aisle / Product demo</b>	Per day rate	Min 30 days	<b>£486</b>	<b>N</b>

## EXPERIENTIAL

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
Branded Trike - Car park	Per day rate	Min 8 days	£5,400	N
Food truck - Car park	Per day rate	Min 8 days	£6,480	N
Inflatable Dome & Counter - Car park	Per day rate	Min 8 days	£6,480	N
Photo Booth Experience	Per day rate	Min 8 days	£5,500	N
Ad-Truck and Dump Bins (take home sampling)	Per day rate	Min 8 days	£6,250	N
Ad-Truck and Sampling Station	Per day rate	Min 8 days	£6,250	N
Screen, Wrap and Dump Bins (take home sampling)	Per day rate	Min 8 days	£5,500	N
Screen, Wrap, and Sampling Station	Per day rate	Min 8 days	£5,500	N
Festival Sampling Kiosk	Per day rate	Min 8 days	£6,000	N
Pop-Up Shop	Per day rate	Min 8 days	£5,000	N
Enhanced Sampling (40 days / 20 stores)	Per day rate	Min 8 days	£1,500	N
Foyer digital screens - Standard touch game	Per day rate	Min 8 days	£2,376	N
Foyer digital screens - Bespoke touch game	Per day rate	Min 8 days	£2,700	N
Foyer digital screens - Standard touch game + Competition	Per day rate	Min 8 days	£2,862	N
Foyer digital screens - Bespoke touch game + Competition	Per day rate	Min 8 days	£3,132	N

## NON ENDEMIC

ACTIVITY TYPE	STANDARD RATES PER DAY	MINIMUM DAYS PW	SPACE AGREEMENT
Brand Ambassador	£100	5	<b>3 - 4 Car Park Spaces</b> (as near to FOS as possible, excluding disabled and parent /Child bays) - Where space allows, then directly outside store entrance is possible, however this is to be agreed at store level prior to activity.
Car Dealership (1 Car) 2 Days	£110	N/A	
Car Dealership (1 Car) 5 Days	£100	N/A	
Car Dealership (1 Car) 7 Days	£75	N/A	
Car Dealership (2 Cars) 2 Days	£130	N/A	
Car Dealership (2 Cars) 5 Days	£110	N/A	
Car Dealership (2 Cars) 7 Days	£80	N/A	

TROLLEY PANELS			
STORES	POSTERS	2025 RATE	SUPPLIER RATE DISCOUNT
40	5,000	£25,585	Y
75	9,375	£39,331	Y
100	12,500	£46,721	Y
200	25,000	£88,000	Y

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ATM - CONVENIENCE	
ENGAGEMENTS	LS11 RATE CARD
250,000	£5,850
300,000	£7,020
350,000	£8,190
400,000	£9,360
450,000	£10,530
500,000	£11,700
550,000	£12,870
600,000	£14,040
650,000	£15,210
700,000	£16,380
764,916	£17,550
829,016	£18,720
895,208	£19,890
963,597	£21,060

ATM - MAIN ESTATE	
STORES	LS11 RATE CARD
250,000	£7,776
300,000	£9,396
350,000	£10,908
400,000	£12,420
450,000	£14,040
500,000	£15,444
550,000	£17,064
600,000	£18,684
650,000	£20,196
700,000	£21,816
764,916	£23,760
829,016	£25,812
895,208	£27,864
963,597	£29,916

## CONVENIENCE

PROPOSITION	DURATION	NOTES	RATE	SUPPLIER RATE DISCOUNT
Barker	Per week rate - min 3 weeks	Per store	£18	Y
Competition Booklet	Per week rate - min 3 weeks	Per store	£20	Y
A-Frame (A1 Poster)	1 week	Per store	£85	Y
Car Park Banner	1 week	Per store	£95	Y
Bollards	1 week	Per store	£115	Y
Billboards (Trotters) - 4 weeks	4 weeks	Per store	£1,400	N
Billboards (Trotters) - 12 weeks	12 weeks	Per store	£2,940	N
Wire Bins	Promo Period	Per store	£65	Y
Branded Shippers	Promo Period	Per store	£40	N
Digital Express Screens - 1 week	1 week	Per store	£50	Y
Digital Express Screens - 2 weeks	2 weeks	Per store	£90	Y
Digital Express Screens - 3 weeks	3 weeks	Per store	£120	Y
Store Takeover	3 weeks	Per store	£5,000	N
Branded Chiller	1 year	Per store	£900	N

## DIGITAL ONSITE, OFFSITE, REWARDS & CRM

### DIY DIGITAL BUNDLES - CPM MEDIA

OBJECTIVE	CPM RATE	RICH MEDIA ENHANCEMENT	RICH MEDIA ENHANCEMENT PLACEMENTS	SUPPLIER RATE DISCOUNT
Awareness	£35	£40.25	Expandable banner (leaderboard & billboard enhancement) Video Integration (Billboard & Promo banner enhancement) Prism (Promo banner enhancement) Ad Flipper (Promo banner enhancement) Dynamic live data feeds (Billboard, leaderboard & promo banner enhancement)	Y
Consideration	£35	£40.25		Y
Conversion	£75	£86.25		Y
Prime media - Brand burst	£40.25	N/A		Y
Audience Package	£52	N/A		Y

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## DIGITAL ONSITE, OFFSITE, REWARDS & CRM cont.

### SPONSORED PRODUCTS - CPC MEDIA

OBJECTIVE	MEDIA TYPE	RATE	SUPPLIER RATE DISCOUNT
Conversion	Sponsored Product	Variable CPC	N

### SEARCH TAKEOVERS (TRIAL RATES)

OBJECTIVE	MEDIA TYPE	RATE	SUPPLIER RATE DISCOUNT
Conversion	Category Search term (e.g. Washing powder, shampoo, chocolate)	£22,000	N
Conversion	Brand Search term (e.g. Lenor, Cadbury, Nestle)	£18,000	N

### TENANCY MEDIA - TAKEOVERS

OBJECTIVE	MEDIA TYPE	CHARGE TYPE	RATE	SUPPLIER RATE DISCOUNT
Awareness	Shop groceries Homepage Takeover	Flat rate: 1 day	£17,000	Y
Consideration	Aisle Takeover	Flat rate: 1 week	£11,000	Y
Consideration	Department Takeover	Flat rate: 1 week	£16,500	Y
Consideration	Category Takeover	Flat rate: 1 week	£27,500	Y

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### CONTENT PAGES

OBJECTIVE	FORMAT	SIGNPOSTING INCLUDED	MAX. DURATION	RATE	SUPPLIER RATE DISCOUNT
Consideration & Conversion	Branded page	N/A	Same length as digital campaign booking *Extending the activity beyond this duration will cost a 25% extension fee per additional period	£6,000	Y
	Simple brand zone	Link builder, Search re-direct, Cat Nav Logos	10 weeks *Extending the activity beyond this duration will cost a 25% extension fee per additional period	£27,500	Y
	Complex brand zone	Link builder, Search re-direct, Cat Nav Logos	20 weeks *Extending the activity beyond this duration will cost a 25% extension fee per additional period	£49,500	Y

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## DIGITAL ONSITE, OFFSITE, REWARDS & CRM cont.

### COMPETITIONS

OBJECTIVE	MEDIA TYPE	RATE	SUPPLIER RATE DISCOUNT
Awareness & Consideration	Simple Competition page to highlight national brand campaign (branded page header)"	£6,000	Y
	Simple Competition page (entry page + asda.com/win tile)	£9,000	Y
	Instant win Competition pre built template	£15,000	Y
	Instant win Competition bespoke design : (Priced on build and complexity)	n/a	Y
	Prize fulfillment:(Priced on volume and complexity)	n/a	Y

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### ASDA ACCESS

MEDIA TYPE	MIN SPEND	RATE	SUPPLIER RATE DISCOUNT
L1 Plug & Play (Meta)	£17,600	Flat Rate: Estimated impressions & reach to be provided at plan stage	N
L2 1PD Informed (Meta)	£30,000	Flat Rate: Estimated impressions & reach to be provided at plan stage	N
L3 1PD Only (Meta)	£35,000	Flat Rate: Estimated impressions & reach to be provided at plan stage	N
L3 1PD Self Serve (Meta)	£20,000	Data fee starting rate: 30% of gross media investment	N

### REWARDS

MEDIA TYPE	RATE	DETAILS	SUPPLIER RATE DISCOUNT
Homepage Top Carousel Position 3	£2,145	-	Y
Homepage Top Carousel Position 4	£1,420	-	Y
Homepage Static Banner	£7,700	-	Y
Rewards Pop up Banner	£10,000	-	Y
Targeted Digital Coupon	£5,000	Trial rate. Excludes redemption costs & awareness media	N
Reward App Push Notification	£5,000	Trial rate	N

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## DIGITAL ONSITE, OFFSITE, REWARDS & CRM cont.

### EMAIL MARKETING (TRIAL RATE)

MEDIA TYPE	MIN SPEND	RATE	SUPPLIER RATE DISCOUNT
L1 Plug & Play (Meta)	£17,600	Flat Rate: Estimated impressions & reach to be provided at plan stage	N
L2 1PD Informed (Meta)	£30,000	Flat Rate: Estimated impressions & reach to be provided at plan stage	N
L3 1PD Only (Meta)	£35,000	Flat Rate: Estimated impressions & reach to be provided at plan stage	N
L3 1PD Self Serve (Meta)	£20,000	Data fee starting rate: 30% of gross media investment	N

### ONLINE GROCERY SAMPLING

OBJECTIVE	DISTRIBUTION CENTRE	SAMPLE TYPE	MAX. SAMPLE VOLUME	RATE	SUPPLIER RATE DISCOUNT
Trial	Leeds	Ambient / Chilled / Leaflet / Frozen	15,000 units per week	£0.38	Y
	Nottingham		14,000 units per week	£0.38	Y

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### PERSONALISED SAMPLING

OBJECTIVE	FORMAT	IMPRESSIONS	SAMPLE POOL VALUE	SAMPLE RRP	RATE	SUPPLIER RATE DISCOUNT
Trial	Personalised Sampling - Tier 1	300,000	£1,500	< £2	£10,700	Y
	Personalised Sampling - Tier 2	500,000	£2,250	< £3	£16,050	Y
	Personalised Sampling - Tier 3	700,000	£3,000	< £4	£21,400	Y

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ASDA MAG - DISCOUNT PRICES								
PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Display Full page	£9,375	£3,125	£10,000	£2,500	£10,625	£1,875	£11,250	£1,250
Display Double page	£16,275	£5,425	£17,360	£4,340	£18,445	£3,255	£19,530	£2,170
Display Half page	£4,688	£1,563	£5,000	£1,250	£5,313	£938	£5,625	£625
Inside Front Cover	£10,125	£3,375	£10,800	£2,700	£11,475	£2,025	£12,150	£1,350
Back Cover	£9,375	£3,125	£10,000	£2,500	£10,625	£1,875	£11,250	£1,250
Advertorial - Product Only - Full page	£11,250	£3,750	£12,000	£3,000	£12,750	£2,250	£13,500	£1,500
Advertorial - Product Only - Double page	£19,125	£6,375	£20,400	£5,100	£21,675	£3,825	£22,950	£2,550
Advertorial - Product & Recipe - Full page	£12,375	£4,125	£13,200	£3,300	£14,025	£2,475	£14,850	£1,650
Advertorial - Product & Recipe - Double page	£21,038	£7,013	£22,440	£5,610	£23,843	£4,208	£25,245	£2,805
Decision Tree / Quiz - Full page	£12,375	£4,125	£13,200	£3,300	£14,025	£2,475	£14,950	£1,650
Decision Tree / Quiz - Double page	£21,038	£7,013	£22,440	£5,610	£23,843	£4,208	£25,245	£2,805
Product & Price Co-Fund (1 product)	£2,681	£894	£2,860	£715	£3,039	£536	£3,218	£358
Best of / Seasonal Top Picks Co-Fund (1 product)	£3,218	£1,073	£3,432	£858	£3,647	£644	£3,861	£429
Sponsored Recipe Feature - 6xpages	£41,250	£13,750	£44,000	£11,000	£46,750	£8,250	£49,500	£5,500
Sweet or Savoury - 4xpages	£30,000	10,000	£32,000	£8,000	£34,000	£6,000	£36,000	£4,000

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 2 EVENT (15%)	
		LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Display Full page	£12,500	£7,500	£5,000	£8,750	£3,750	£10,625	£1,875
Display Double page	£21,700	£13,020	£8,680	£15,190	£6,510	£18,445	£3,255
Display Half page	£6,250	£3,750	£2,500	£4,375	£1,875	£5,313	£938
Inside Front Cover	£13,500	£8,100	£5,400	£9,450	£4,050	£11,475	£2,025
Back Cover	£13,500	£8,100	£5,400	£8,750	£3,750	£10,625	£1,875
Advertorial - Product Only - Full page	£15,000	£9,000	£6,000	£10,500	£4,500	£12,750	£2,250
Advertorial - Product Only - Double page	£25,500	£15,300	£10,200	£17,850	£7,650	£21,675	£3,825
Advertorial - Product & Recipe - Full page	£16,500	£9,900	£6,600	£11,550	£4,950	£14,025	£2,475
Advertorial - Product & Recipe - Double page	£28,050	£16,830	£11,220	£19,635	£8,415	£23,843	£4,208
Decision Tree / Quiz - Full page	£16,500	£9,900	£6,600	£11,550	£4,950	£14,025	£2,475
Decision Tree / Quiz - Double page	£28,050	£16,830	£11,220	£19,635	£8,415	£23,843	£4,208
Product & Price Co-Fund (1 product)	£3,575	£2,145	£1,430	£2,503	£1,073	£3,039	£536
Best of / Seasonal Top Picks Co-Fund (1 product)	£4,290	£2,574	£1,716	£3,003	£1,287	£3,647	£644
Sponsored Recipe Feature - 6xpages	£55,000	£33,000	£22,000	£38,500	£16,500	£46,750	£8,250
Sweet or Savoury - 4xpages	£40,000	£24,000	£16,000	£28,0 00	£12,000	£34,000	£6,000

## ENTRANCE - DISCOUNT PRICES

PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Security Covers BAU	£109	£36	£116	£29	£123	£22	£131	£15
Security Covers Die Cut	£109	£36	£116	£29	£123	£22	£131	£15
Security Covers Branded	£120	£40	£128	£32	£136	£24	£144	£16
Bollard Covers BAU	£98	£33	£104	£26	£111	£20	£117	£13
Bollard Covers Die Cut	£117	£39	£125	£31	£133	£23	£140	£16
Bollard Covers Branded	£107	£36	£114	£29	£122	£21	£129	£14
D6 1 week	£263	£88	£280	£70	£298	£53	£315	£35
D6 2 week	£446	£149	£476	£119	£506	£89	£536	£60
D6 3 week	£630	£210	£672	£168	£714	£126	£756	£84

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 2 EVENT (15%)	
		LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Security Covers BAU	£145	£87	£58	£102	£44	£123	£22
Security Covers Die Cut	£145	£87	£58	£122	£52	£148	£26
Security Covers Branded	£160	£96	£64	£112	£48	£136	£24
Bollard Covers BAU	£130	£78	£52	£91	£39	£111	£20
Bollard Covers Die Cut	£156	£94	£62	£109	£47	£133	£23
Bollard Covers Branded	£143	£86	£57	£100	£43	£122	£21
D6 1 week	£350	£210	£140	£245	£105	£298	£53
D6 2 week	£595	£357	£238	£417	£179	£506	£89
D6 3 week	£840	£504	£336	£588	£252	£714	-

## FM - DISCOUNT PRICES

PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
ASDA FM 10"	£41	£14	£44	£11	£47	£8	£50	£6
ASDA FM 30"	£56	£19	£60	£15	£64	£11	£68	£8

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 2 EVENT (15%)	
		LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
ASDA FM 10"	£55	£33	£22	£39	£17	£47	£8
ASDA FM 30"	£75	£45	£30	£53	£23	£64	£11

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# POS - DISCOUNT PRICES

PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Barkers	£15	£5	£16	£4	£17	£3	£18	£2
Booklets	£19	£6	£20	£5	£21	£4	£23	£3
Shelf Talkers	£15	£5	£16	£4	£17	£3	£18	£2
Info Panel 12wk	£116	£39	£124	£31	£131	£23	£139	£15
Chip & Pin - 5 units	£97	£32	£103	£26	£109	£19	£116	£13
Chip & Pin - 10 units	£193	£64	£206	£52	£219	£39	£232	£26
Pharmacy Unit Blinker	£62	£21	£66	£16	£70	£12	£74	£8
Blinkers - Promo	£34	£11	£36	£9	£38	£7	£41	£5
Blinkers - 12 week	£60	£20	£64	£16	£68	£12	£72	£8
Spinning Blinker	£46	£15	£49	£12	£53	£9	£56	£6
Café Table Talkers	£170	£57	£181	£45	£193	£34	£204	£23

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 2 EVENT (15%)	
		LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Barkers	£20	£12	£8	£14	£6	£17	£3
Booklets	£25	£15	£10	£18	£8	£21	£4
Shelf Talkers	£20	£12	£8	£14	£6	£17	£3
Info Panel 12wk	£155	£93	£62	£108	£46	£131	£23
Chip & Pin - 5 units	£129	£77	£52	£90	£39	£109	£19
Chip & Pin - 10 units	£258	£155	£103	£180	£77	£219	£39
Pharmacy Unit Blinker	£82	£49	£33	£58	£25	£70	£12
Blinkers - Promo	£45	£27	£18	£32	£14	£38	£7
Blinkers - 12 week	£80	£48	£32	£56	£24	£68	£12
Spinning Blinker	£62	£37	£25	£43	£19	£53	£9
Café Table Talkers	£227	£136	£91	£159	£68	£193	£34

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CONVENIENCE - DISCOUNT PRICES

PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Barker	£14	£5	£14	£4	£15	£3	£16	£2
Competition Booklet	£15	£5	£16	£4	£17	£3	£18	£2
A-Frame (A1 Poster)	£64	£21	£68	£17	£72	£13	£77	£9
Car Park Banner	£71	£24	£76	£19	£81	£14	£86	£10
Bollards	£86	£29	£92	£23	£98	£17	£104	£12
Wire Bins	-	-	-	-	-	-	-	-
Digital Express Screens - 1 week	£38	£13	£40	£10	£43	£8	£45	£5
Digital Express Screens - 2 weeks	£68	£23	£72	£18	£77	£14	£81	£9
Digital Express Screens - 3 weeks	£90	£30	£96	£24	£102	£18	£108	£12

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 2 EVENT (15%)	
		LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Barker	£18	£11	£7	£13	£5	£15	£3
Competition Booklet	£20	£12	£7	£14	£6	£17	£3
A-Frame (A1 Poster)	£85	£51	£34	£60	£26	£72	£13
Car Park Banner	£95	£57	£38	£67	£29	£81	£14
Bollards	£115	£69	£46	£81	£35	£98	£17
Wire Bins	£65	-	-	£46	£20	£55	£10
Digital Express Screens - 1 week	£50	£30	£20	£35	£15	£43	£8
Digital Express Screens - 2 weeks	£90	£54	£36	£63	£27	£77	£14
Digital Express Screens - 3 weeks	£120	£72	£48	£84	£36	£102	£18

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IN STORE DIGITAL								
PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Kiosk	£30	£10	£32	£8	£34	£6	£36	£4
Hologram	£30,000	£10,000	£32,000	£8,000	£34,000	£6,000	£36,000	£4,000
Vending	£2,925	£975	£3,120	£780	£3,315	£585	£3,510	£390
Welcome Wall	£338	£113	£360	£90	£383	£68	£405	£45
FOS Gantry Small	1,500	£500	£1,600	£400	£1,700	£300	£1,800	£200
FOS Gantry Large	£1,750	£583	£1,866	£467	£1,983	£350	£2,100	£233

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 2 EVENT (15%)	
		LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Kiosk	£40	£24	£16	£28	£12	£34	£6
Hologram	£40,000	£24,000	£16,000	£28,000	£12,000	£34,000	£6,000
Vending	£3,900	£2,340	£1,560	£2,730	£1,170	£3,315	£585
Welcome Wall	£450	£270	£180	£315	£135	£383	£68
FOS Gantry Small	£2,000	£1,200	£800	£1,400	£600	£1,700	£300
FOS Gantry Large	£2,333	£1,400	£933	£1,633	£700	£1,983	£350

TROLLEY PANELS									
STORES	POSTERS	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
		PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
40	5,000	£19,189	£6,396	£20,468	£5,117	£21,747	£3,838	£23,027	£2,559
75	9,375	£29,498	£9,833	£31,464	£7,866	£33,431	£5,900	£35,397	£3,933
100	12,500	£35,041	£11,680	£37,377	£9,344	£39,713	£7,008	£42,049	£4,672
200	25,000	£66,000	£22,000	£70,400	£17,600	£74,800	£13,200	£79,200	£8,800

STORES	POSTERS	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 2 EVENT (15%)	
			LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
40	5,000	£25,585	£15,351	£10,234	£34	£6	£32	£8
75	9,375	£39,331	£23,598	£15,732	£34,000	£6,000	£32,000	£8,000
100	12,500	£46,721	£28,032	£18,688	£3,315	£585	£3,120	£780
200	25,000	£88,000	£52,800	£35,200	£383	£68	£360	£90

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TENANCY MEDIA - TAKEOVERS								
PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Shop groceries Homepage Takeover	£12,750	£4,250	£13,600.0	£3,400.0	£14,450.00	£2,550.00	£15,300.0	£1,700.0
Aisle Takeover	£8,250	£2,750	£8,800.0	£2,200.0	£9,350.00	£1,650.00	£9,900.0	£1,100.0
Department Takeover	£12,375	£4,125	£13,200.0	£3,300.0	£14,025.00	£2,475.00	£14,850.0	£1,650.0
Category Takeover	£20,625	£6,875	£22,000.0	£5,500.0	£23,375.00	£4,125.00	£24,750.0	£2,750.0

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 2 EVENT (15%)	
		OWN LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Shop groceries Homepage Takeover	£17,000	£10,200.0	£6,800	£11,900	£5,100.00	£14,450	£2,550.0
Aisle Takeover	£11,000	£6,600.0	£4,400	£7,700	£3,300.00	£9,350	£1,650.0
Department Takeover	£16,500	£9,900.0	£6,600	£11,550	£4,950.00	£14,025	£2,475.0
Category Takeover	£27,500	£16,500.0	£11,000	£19,250	£8,250.00	£23,375	£4,125.0

CONTENT PAGES								
PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Branded page	£4,500.00	£1,500.00	£4,800.0	£1,200.0	£5,100.00	£900.00	£5,400.0	£600.0
Simple brand zone	£20,625.00	£6,875.00	£22,000.0	£5,500.0	£23,375.00	£4,125.00	£24,750.0	£2,750.0
Complex brand zone	£37,125.00	£12,375.00	£39,600.0	£9,900.0	£42,075.00	£7,425.00	£44,550.0	£4,950.0

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 2 EVENT (15%)	
		OWN LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Branded page	£6,000	£3,600.0	£2,400.0	£4,200	£1,800.0	£5,100	£900.0
Simple brand zone	£27,500	£16,500.0	£11,000.0	£19,250	£8,250.0	£23,375	£4,125.0
Complex brand zone	£49,500	£29,700.0	£19,800.0	£34,650	£14,850.0	£42,075	£7,425.0

COMPETITIONS								
PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Simple Competition page to highlight national brand campaign (branded page header)"	£4,500.00	£1,500.00	£4,800.0	£1,200.0	£5,100.00	£900.00	£5,400.0	£600.0
Simple Competition page (entry page + asda.com/win tile)	£6,750.00	£2,250.00	£7,200.0	£1,800.0	£7,650.00	£1,350.00	£8,100.0	£900.0
Instant win Competition pre built template	£11,250.00	£3,750.00	£12,000.0	£3,000.0	£12,750.00	£2,250.00	£13,500.0	£1,500.0

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 2 EVENT (15%)	
		OWN LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Simple Competition page to highlight national brand campaign (branded page header)"	£6,000	£3,600.0	£2,400.0	£4,200	£1,800.00	£5,100	£900.0
Simple Competition page (entry page + asda.com/win tile)	£9,000	£5,400.0	£3,600.0	£6,300	£2,700.00	£7,650	£1,350.0
Instant win Competition pre built template	£15,000	£9,000.0	£6,000.0	£10,500	£4,500.00	£12,750	£2,250.0

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REWARDS								
PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Homepage Top Carousel Position 3	£1,608.75	£536.25	£1,716.0	£429.0	£1,823.25	£321.75	£1,930.5	£214.5
Homepage Top Carousel Position 4	£1,065.00	£355.00	£1,136.0	£284.0	£1,207.00	£213.00	£1,278.0	£142.0
Homepage Static Banner	£5,775.00	£1,925.00	£6,160.0	£1,540.0	£6,545.00	£1,155.00	£6,930.0	£770.0
Rewards Pop up Banner	£7,500.00	£2,500.00	£8,000.0	£2,000.0	£8,500.00	£1,500.00	£9,000.0	£1,000.0

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 1 EVENT (30%)	
		OWN LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Homepage Top Carousel Position 3	£2,145	£1,287.0	£858.0	£1,502	£643.50	£1,823	£321.8
Homepage Top Carousel Position 4	£1,420	£852.0	£568.0	£994	£426.00	£1,207	£213.0
Homepage Static Banner	£7,700	£4,620.0	£3,080.0	£5,390	£2,310.00	£6,545	£1,155.0
Rewards Pop up Banner	£10,000	£6,000.0	£4,000.0	£7,000	£3,000.00	£8,500	£1,500.0

ONLINE GROCERY SAMPLING								
PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Leeds	£0.29	£0.10	£0.30	£0.08	£0.32	£0.06	£0.34	£0.04
Nottingham	£0.29	£0.10	£0.30	£0.08	£0.32	£0.06	£0.34	£0.04

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 1 EVENT (30%)	
		OWN LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Leeds	£0.38	£0.23	£0.15	£0.27	£0.11	£0.32	£0.06
Nottingham	£0.38	£0.23	£0.15	£0.27	£0.11	£0.32	£0.06

PERSONALISED SAMPLING								
PROPOSITION	PLAT DISCOUNT (25%)		GOLD DISCOUNT (20%)		SILVER DISCOUNT (15%)		BRONZE DISCOUNT (10%)	
	PLAT RATE	DISCOUNT	GOLD RATE	DISCOUNT	SILVER RATE	DISCOUNT	BRONZE RATE	DISCOUNT
Personalised Sampling - Tier 1	£8,025.00	£2,675.00	£8,560.0	£2,140.0	£9,095.00	£1,605.00	£9,630.0	£1,070.0
Personalised Sampling - Tier 2	£12,037.50	£4,012.50	£12,840.0	£3,210.0	£13,642.50	£2,407.50	£14,445.0	£1,605.0
Personalised Sampling - Tier 3	£16,050.00	£5,350.00	£17,120.0	£4,280.0	£18,190.00	£3,210.00	£19,260.0	£2,140.0

PROPOSITION	ORIGINAL PRICE	OWN LABEL (40%)		TIER 1 EVENT (30%)		TIER 1 EVENT (30%)	
		OWN LABEL RATE	DISCOUNT	TIER 1 RATE	DISCOUNT	TIER 2 RATE	DISCOUNT
Personalised Sampling - Tier 1	£10,700	£6,420.0	£4,280	£7,490	£3,210.00	£9,095	£1,605.0
Personalised Sampling - Tier 2	£16,050	£9,630.0	£6,420	£11,235	£4,815.00	£13,643	£2,407.5
Personalised Sampling - Tier 3	£21,400	£12,840.0	£8,560	£14,980	£6,420.00	£18,190	£3,210.0

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