

REFERENCE BOOK

Space Commitment Due Date	Materials Due	Consumer Drop Date
03/29/2019	04/17/2019	September 2019

Reference Book Listing Space

VP*

Full Page	\$400
Column	\$80

Deluxe Index

VP

NVP

Deluxe Index – Logo and 3 Product/Brand Listings	\$250	\$500
Additional Product/Brand Listing	\$10 each	\$20 each

Advertorials

VP

NVP

1 Page	\$3,500	\$7,000
1/2 Page	\$2,000	\$4,000
1/4 Page	\$1,200	\$2,400

Section Intro

VP

NVP

Per Section	\$1,250	N/A
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Covers

VP

NVP

Front Cover Product Feature	\$10,000	N/A
Back Cover Product Feature	\$6,500	N/A

Custom Billboard on Reference Book Sign Sheet

VP

NVP

Per Individual Billboard	\$250	N/A
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Category Content

VP

NVP

Getting Started Section Sponsorship	\$1,500	N/A
Coupon Sponsorship	Call for more information	

WALTHERS FLYER

Cover Product Feature

VP

NVP

Front Cover	\$5,000	\$10,000
Back Cover	\$3,000	\$6,000

Table of Contents Feature (per page)

VP

NVP

\$1,500	\$3,000
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Featured Product Listing

VP

NVP

1 Page	\$2,500	\$5,000
1/2 Page	\$1,750	\$3,500
1/4 Page	\$900	\$1,800

Blow-In Card Insertion (supplied by vendor)

VP

NVP

\$500 set up + \$3/m	\$1,000 set up + \$6/m
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Space Commitment Due Date	Materials Due	Consumer Drop Date (varies due to promo, demands)
4 months prior to desired send month	3 months prior to desired send month	2 weeks prior to committed month

Example: If you would like to commit to space in the September Flyer, space commitment would be required by May 1. Logo, copy and image would be required by June 1. The consumer drop date for the September Flyer would be mid-August.

ORDER STUFFERS

Order Stuffer Inserts: Order Stuffer Inserts, which go to active Walther's customers, can be customized for your promotional needs.

Call for quote - Exclusively available to Vendor Partners

Questions? Contact your Buyer or submit an inquiry via phone: 1-800 877-7171 ext. 7230 or email: vendorinfo@walthers.com. Rates and dates are subject to change.

*VP - Vendor Partner NVP - Non Vendor Partner

DIGITAL PROMOTIONAL PACKAGES

Available only to Vendor Partners, choose from three great packages! Contact us for more information.

ELECTRONIC COMMUNICATIONS

Special packages are available to Walther's Vendor Partners. Call to learn more.

Due to limited availability we encourage booking your send date early. Please contact us for available dates.

Consumer Emails: Consumer emails feature varying schedules and target audiences.

Featured Product In a Consumer Email	VP	NVP
	\$250	\$500

E-UPDATE: The E-Update is sent weekly and announces new arrivals, special sale items and modeling tips.

Space Commitment Due Date	Materials Due	Consumer Drop Date (varies due to promo, demands)
2 months prior to desired send month	1 month prior to desired send month	Weekly

Dedicated Consumer Email	VP	NVP
	\$750	\$1,500

Space Commitment Due Date	Materials Due	Consumer Drop Date
6 weeks prior to desired send date	4 weeks prior to desired send date	Chosen by Vendor

Dealer Emails: The Shop Talk Dealer email is sent twice monthly. The send dates vary each month due to promotional demands.

Featured Product In Dealer Email	VP	NVP
	\$250	\$500

Space Commitment Due Date	Materials Due	Dealer Drop Date (varies due to promo, demands)
1 month prior to desired send month	2 weeks prior to desired send month	Twice monthly

Dedicated Dealer Email	VP	NVP
	\$750	\$1,500

Space Commitment Due Date	Materials Due	Dealer Drop Date
8 weeks prior to go-live date	6 weeks prior to go-live date	Chosen by Vendor

SOCIAL

Deal of the Day	VP	NVP
	\$250	\$500

WEB

Special packages are available to Walther's Vendor Partners. Call to learn more.

12-Month Dedicated Custom Web Page	VP	NVP
	\$1,750	\$3,500

Creation of video and posting to Walther's Video Library: Call for quote

Space Commitment Due Date	Script & Visual Elements Due Date	Go-Live Date
10 weeks prior to go-live date	6 weeks prior to go-live date	Chosen by Vendor