

Fee Level Analysis

| Market | Agency | | Participation Fee | Perceived Value | Value Component |
|------------------------------|--------|---------|-------------------|-----------------|---|
| Chicago, Illinois, Wisconsin | ACOSTA | | | | |
| | | Level 1 | \$15,000 | \$27,500 | print, radio and/or television public servi |
| | | Level 2 | \$10,000 | \$13,450 | print, radio and/or television public servi |
| Houston/Dallas, TX | ACOSTA | | | | |
| | | Level 1 | \$20,000 | \$35,000 | TV, in-store advertising with price points |
| | | Level 2 | \$10,000 | \$18,000 | TPR on one product, in-store and adver |
| Iowa | ACOSTA | | | | |
| | | Level 1 | \$1 | \$1 | good |
| Michigan and Green Bay | ACOSTA | | | | |
| | | Level 1 | \$8,000 | \$8,000 | ad in paper, pedestal sign, shelf talkers |
| | | Level 2 | \$3,500 | \$3,500 | ad in paper, pedestal sign, shelf talkers |
| | | Level 3 | \$3,000 | \$3,000 | ad in paper, pedestal sign, shelf talkers |
| | | Level 4 | \$2,500 | \$2,500 | ad in paper, pedestal sign, shelf talkers |
| | | Level 5 | \$2,500 | \$2,500 | ad in paper, pedestal sign, shelf talkers |
| Midwest | ACOSTA | | | | |
| | | Level 1 | \$21,000 | \$21,000 | Retail advertising |
| | | Level 2 | \$5,000 | \$5,000 | Kansas City Retailers |
| New Mexico and West Texas | ACOSTA | | | | |
| | | Level 1 | \$6,500 | \$0 | In-store circular and weekly ads for both |
| | | Level 2 | \$3,250 | \$0 | In-store circular and weekly ads for one |
| New York | None | | | | |
| | | Level 1 | \$435 | \$346 | gh |
| Northern California | ACOSTA | | | | |
| | | Level 1 | \$27,500 | \$27,500 | Retail display ads with price points, Poi |
| | | Level 2 | \$25,000 | \$25,000 | Retail display ads with price points, Poi |
| | | Level 3 | \$7,500 | \$7,500 | Point of Sale materials, Telethon expos |
| | | Level 4 | \$3,000 | \$3,000 | Extra couple to attend the AOS kick-off |
| NY NH PA CT MA VT | Other | | | | |
| | | Level 1 | \$20,000 | \$20,000 | in store radio, sunday circular full page, |
| | | Level 2 | \$10,000 | \$10,000 | Sunday circular half page, in store radi |
| | | Level 3 | \$5,000 | \$5,000 | in store tags |
| Southern CA/Southern N | ACOSTA | | | | |
| | | Level 1 | \$24,000 | \$0 | Three common price point packages, re |
| | | Level 2 | \$18,000 | \$0 | Two common price point packages, reta |
| | | Level 3 | \$10,000 | \$0 | One common price point package, retai |
| Southwest | Other | | | | |
| | | Level 1 | \$5,000 | \$0 | Ads, POS, Kickoff |
| WA, CA, AZ, TX, IL, PA, | ACOSTA | | | | |
| | | Level 1 | \$61,200 | \$59,625 | Grocery, Frozen or Refrig - Half-page in |
| | | Level 2 | \$54,000 | \$52,425 | Meat & Produce - Half-page in SWY/MI |
| | | Level 3 | \$40,000 | \$38,425 | Half-page in SWY/MDA coupon book, c |
| | | Level 4 | \$25,000 | \$23,425 | GM/HBC - Half-page in SWY/MDA cou |