

Fee Level Analysis

Market	Agency	Participation Fee	Perceived Value	Value Comp
10 Divisions Nationally	ACOSTA			
	Level 1	\$61,200	\$61,200	ad in all 10 Safeway divisions, in-store radio, shelf tags, 2 kids to camp, radio PSA's, Kick-Off invitation
	Level 2	\$36,150	\$36,150	ad in all 10 Safeway divisions, in-store radio, shelf tags, 2 kids to camp
Chicago	ACOSTA			
	Level 1	\$22,500	\$30,000	Retail ads, retail displays, POS, Telethon, Kick-off invitations
Denver	ACOSTA			
	Level 1	\$4,000	\$8,000	Participation in King Soopers Program. Inclusion in ads and instore POS; golf tournament
FL, GA, New Orleans, AL, LA	ACOSTA			
	Level 1	\$35,000	\$40,000	PSA (Radio, TV, Print) Weekly Circular, TV Exposure on the Jerry Lewis Labor Day Telethon, In store signage. Display space.
	Level 2	\$25,000	\$30,000	PSA (Radio, TV, Print), Weekly Circular, TV Exposure on the Jerry Lewis Labor Day Telethon, In store signage. Display space.
	Level 3	\$15,000	\$20,000	PSA (Radio, TV, Print) Weekly Circular, TV Exposure on the Jerry Lewis Labor Day Telethon, In store signage. Display space.
	Level 4	\$5,000	\$10,000	PSA (Radio, TV, Print) Weekly Circular, TV Exposure on the Jerry Lewis Labor Day Telethon, In store signage.
Intermountain West Division	Albertsons			
	Level 1	\$45,000	\$50,000	Gala, golf, POS, Ad, In-store display
	Level 2	\$25,000	\$30,000	POS, Ad
	Level 3	\$15,000	\$20,000	POS, Ad

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KS, Southeast Missouri, AR	ACOSTA			
	Level 1	\$16,700	\$16,700	Retail Flyers, POS materials, Telethon, Kick Off table tents
Metro NY, CT, MD, LA, MI, PHL	ACOSTA			
	Level 1	\$25,000	\$75,000	kickoff, displays, ad - ad would have cost 75k, biggest value is displays
	Level 2	\$10,000	\$75,000	kickoff, displays, ad - ad would have cost 75k, biggest value is displays
	Level 3	\$7,500	\$75,000	kickoff, displays, ad - ad would have cost 75k, biggest value is displays
Midwest	ACOSTA			
	Level 1	\$12,000	\$25,000	August 1 Hy-Vee two-week in-store ad and POS (187 stores), August 30 in-store Fareway and POS (90 stores), featured in AOS video PSA shown on nine Telethon broadcasts in the Midwest
	Level 2	\$9,000	\$18,000	August 1 Hy-Vee two-week in-store ad and POS (187 stores), featured in AOS video PSA shown on nine Telethon broadcasts in the Midwest
	Level 3	\$3,000	\$6,000	August 30 in-store Fareway and POS (90 stores), featured in AOS video PSA shown on nine Telethon broadcasts in the Midwest
Minneapolis, MN	ACOSTA			
	Level 1	\$20,000	\$75,000	radio psa, in store ads, lightboard ads, bus bench ads, POS, newspaper store advertisements, Telethon recognition, kick-off invitation
	Level 2	\$10,000	\$40,000	in store ads, Telethon recognition, kick-off invitation
	Level 3	\$1,500	\$3,000	Kick-off invitation, ACOSTA meeting invitation

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New England	ACOSTA			
	Level 1	\$10,000	\$42,800	2.1 million FSI circulation, 35 radio spots, web site advertisement, AOS logo in ad, shelf toppers, telethon promotion, AOS invitation to Golf classic
Northern California	ACOSTA			
	Level 1	\$22,000	\$22,000	Radio PSA's, Retail Display Ads with Price Points, POS, Telethon exposure, Kick off invitation
	Level 2	\$20,000	\$20,000	Radio PSA's, Retail Display Ads with Price Points, POS, Telethon exposure, Kick off invitation
NY, New England, Pennsylvania	Price Chopper			
	Level 1	\$20,000	\$3,000	POS, Telethon, Retail Display Ads w/Price Points, Post-Event Invitation
Pittsburgh, PA	SuperValu			
	Level 1	\$16,000	\$16,000	SuperValu/Shop 'n Save just give us a \$16,000 donation that they label as AOS, which covers 70 locations
SE PA, S Jersey, Delaware, N Va	ACOSTA			
	Level 1	\$10,500	\$15,000	In store radio, Prominent shelf placement, Highlighted in circular, Golf foursome with Acme Executive,
Southern CA/Southern NV	ACOSTA			
	Level 1	\$59,000	\$59,000	TV/KMEX; Feature Ads; Point of Sale; Kickoff for 2 couples; Telethon Exposure
	Level 2	\$20,000	\$20,000	Point of Sale; Kickoff for 1 couple; Telethon Exposure
Texas	ACOSTA			
	Level 1	\$30,000	\$50,000	Advertising in two major newspapers, TV, in-store advertising with price points, kick-off, three products with TPR, Telethon exposure, in-store merchandising
	Level 2	\$8,000	\$16,000	Advertising in two major papers, TPR on one product, in store advertising with price point, and in store merchandising.

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Washington State	ACOSTA			
	Level 1	\$5,000	\$7,500	In-Store, POS, Semiahmoo
West Texas, New Mexico	ACOSTA			
	Level 1	\$6,500	\$10,000	Newspaper ad, Television PSA
	Level 2	\$3,250	\$5,000	Newspaper ad, Television PSA