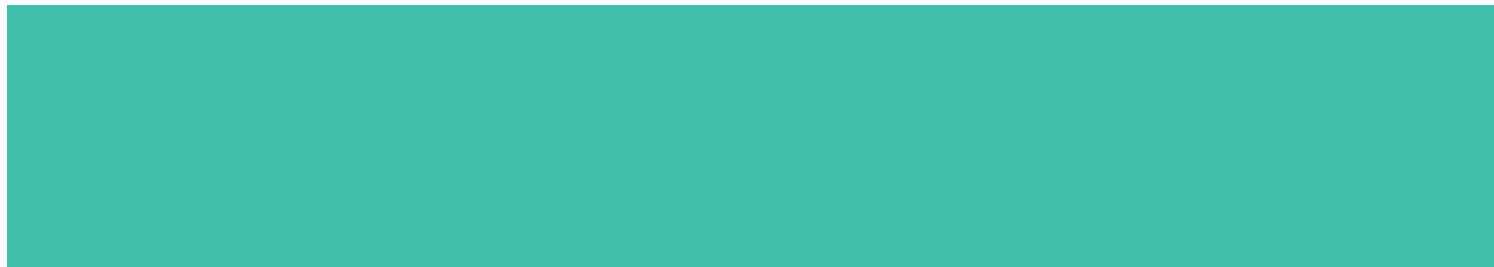




HARMONS

MERCHANDISING &
DISPLAY MENU



Marketing & Display Programs

NEGOTIATED LOWER PRICE

- Shelf Tag.

.....
\$475

AD FEATURE

- Shelf Tag, Ad Feature.

.....
\$1140

- Add Any Optional Display
(See Display Menu for Added Costs.)

LARGE AD FEATURE

- Shelf Tag, Ad Feature.

.....
\$1530

- Add Any Optional Display.
(See Display Menu for Added Costs.)

SURPRISE AND DELIGHT

- 1,000-1,500 Donated Sample Packs to be
Handed Out to eShop Customers with a
Hand-Written Note Attached.

CHECK STAND SAMPLING/ DISPLAY

- Displays right in front of the check stands.

.....
\$1820

LARGE DISPLAY

- Front, Middle, Back, Bunker, or Saddle Back
Display. Ad Feature Required.

.....
\$680 (Display) + \$1140 (Small Ad) = \$1820
\$680 (Display) + \$1530 (Large Ad) = \$2210

SIDE PANEL DISPLAY

- Ad Feature is Optional. 4 Week Duration.

.....
\$1140

JUMP SHELF DISPLAY

- Eye-Level Display on a Large Display. Ad
Feature Required.

.....
\$425 (Display) + \$1140 (Small Ad) = \$1565
\$425 (Display) + \$1530 (Large Ad) = \$1955

TABLE DISPLAY

- Ad Feature is Required. 4 Week Display.

.....
\$680 (Display) + \$1140 (Small Ad) = \$1820
\$680 (Display) + \$1530 (Large Ad) = \$2210

REFRIGERATED / DRY DISPLAY

- Ad Feature is Optional.

.....
\$1820 Refrigerated Section
\$1820 Dry Shelf Section

DIETITIANS

CHECK STAND DISPLAY

- Products Must be Dietitians Choice
Approved. Ad Feature is Optional.

.....
\$1140 Main Item
\$425 Jump Shelf

NEW ITEM DISPLAY

- 4 Week Display for a New Item Launch.
Social Media Presence From Harmons. Ad
Feature is Optional.

.....
\$1140

DIGITAL DISPLAYS

- Get More Digital Display. See Slide for Details.
- Digital Display for Specific Search Term
- Digital Display for Category Search.
- See Slides for Details.

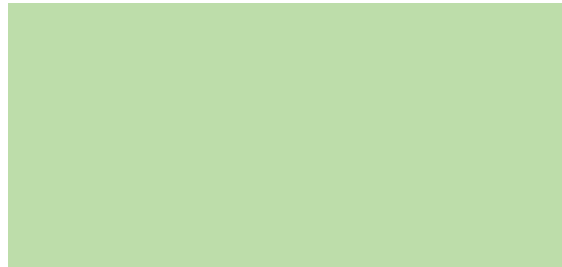
.....
\$500 (Holiday Weeks \$750)

TORTILLA/BREAD TABLE DISPLAY

- Ad Feature Required. 4 Week Display.

.....
\$680 (Display) + \$1140 (Small Ad) = \$1820
\$680 (Display) + \$1530 (Large Ad) = \$2210

Front End Displays with a Jump Shelf



LARGE DISPLAY

- Front, Middle, Back, Bunker, or Saddle Back Displays. Ad Feature Required. Large PO For 17 Stores.

.....
\$680 (Display) + \$1140 (Small Ad) = \$1820

\$680 (Display) + \$1530 (Large Ad) = \$2210

JUMP SHELF DISPLAY

- Eye-Level Display on a Large Display. Ad Feature Required. PO for 17 STORES.

.....
\$425 (Display) + \$1140 (Small Ad) = \$1565

\$425 (Display) + \$1530 (Large Ad) = \$1955



Dietitians & Check Stand Displays



DIETITIANS CHECK STAND DISPLAY

- Products Must be Dietitians Choice Approved. Ad Feature is Optional.

.....
\$1140 Main Item
\$425 Jump Shelf

CHECK STAND DISPLAY

- Displays right in front of the check stands.

.....
\$1820

Frozen Displays

LARGE DISPLAY

- Front, Middle, Back, Bunker, or Saddle Back Displays. Ad Feature Required. Large PO.

$\$680 \text{ (Display)} + \$1140 \text{ (Small Ad)} = \1820

$\$680 \text{ (Display)} + \$1530 \text{ (Large Ad)} = \2210



Refrigerated Display with Dry Tie In



REFRIGERATED/DRY DISPLAY

- Ad Feature is included. Both items should complement each other.

.....
\$1820 Refrigerated Section

\$1820 Dry Shelf Section

Side Panel Displays



SIDE PANEL DISPLAY

- Ad Feature is Optional. 4 Week Duration.

.....
\$1,140



Freezer and Cold Bev. Saddle Displays



LARGE DISPLAY

- Front, Middle, Back, Bunker, or Saddle Back Displays. Ad Feature Required.
Large PO For 17 Stores.

$\$680 \text{ (Display)} + \$1140 \text{ (Small Ad)} = \1820

$\$680 \text{ (Display)} + \$1530 \text{ (Large Ad)} = \2210

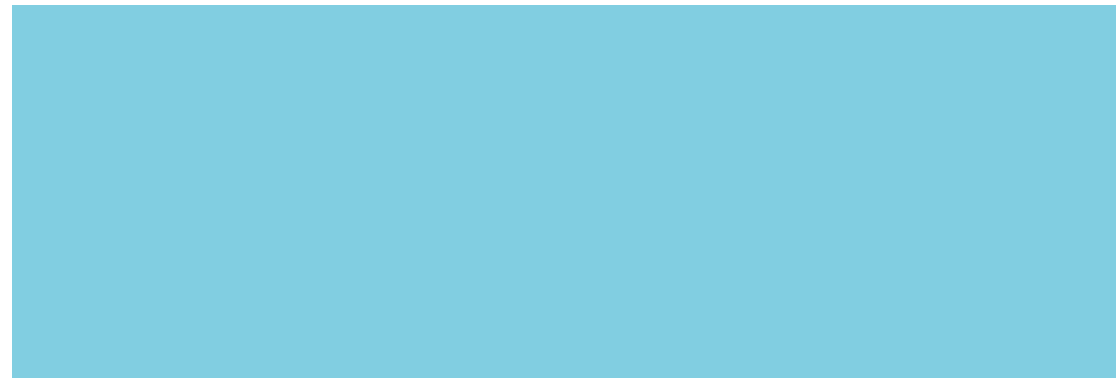


Table Displays

TABLE DISPLAY

- Ad Feature is Required. 4 Week Display.

.....
\$680 (Display) + \$1140 (Small Ad) = \$1820

\$680 (Display) + \$1530 (Large Ad) = \$2210



Dairy and Meat Deli Bunker Displays

LARGE DISPLAY

- Front, Middle, Back, Bunker, or Saddle Back Displays. Ad Feature Required. Large PO..

.....
\$680 (Display) + \$1140 (Small Ad) = \$1820

\$680 (Display) + \$1530 (Large Ad) = \$2210



Back Lobby Bunker and Tortilla Displays

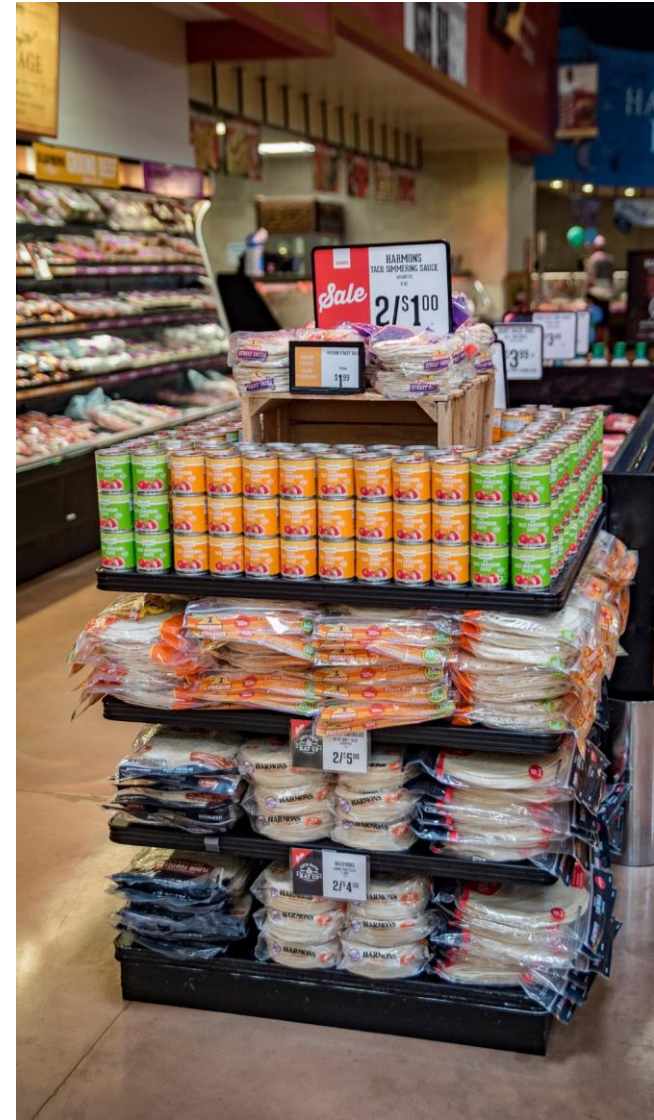


TORTILLA/BREAD TABLE DISPLAY

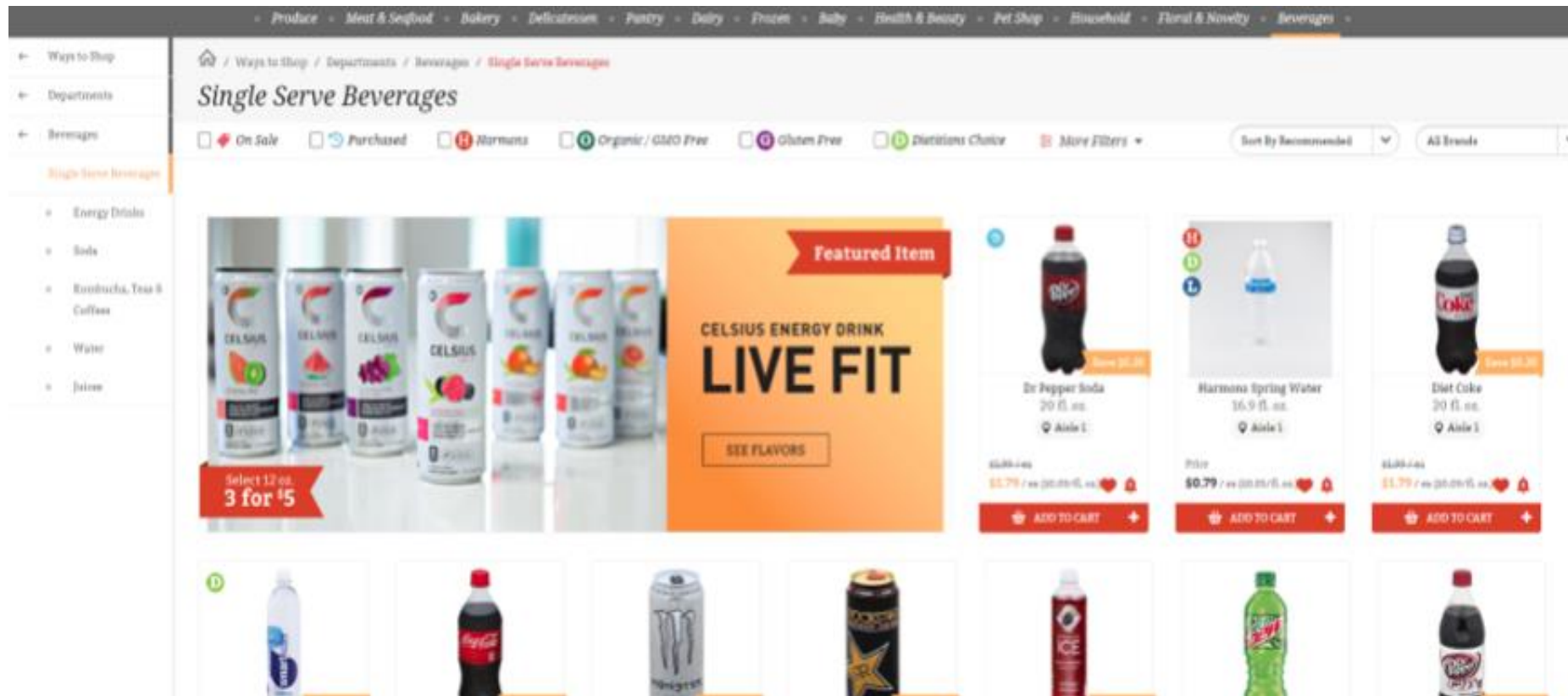
- Ad Feature Required. 4 Week Display.

.....
\$680 (Display) + \$1140 (Small Ad) = \$1820

\$680 (Display) + \$1530 (Large Ad) = \$2210



Search Term Digital Display

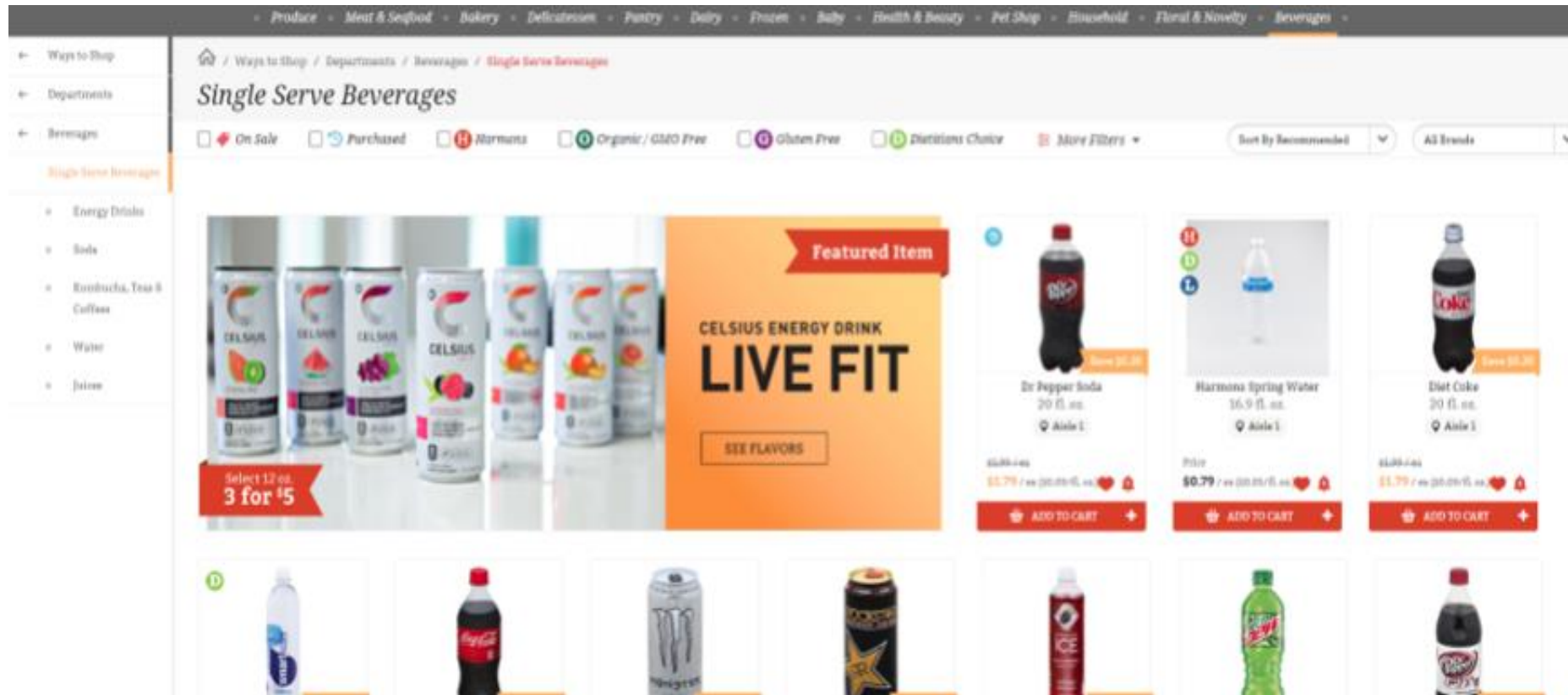


DIGITAL DISPLAY

- 2 Week Digital Display on eShop. Display will appear for specified search term. For example if a customer searches for energy drinks they would see this Celsius display. Ad Feature is Optional.

.....
\$500

Category Digital Display

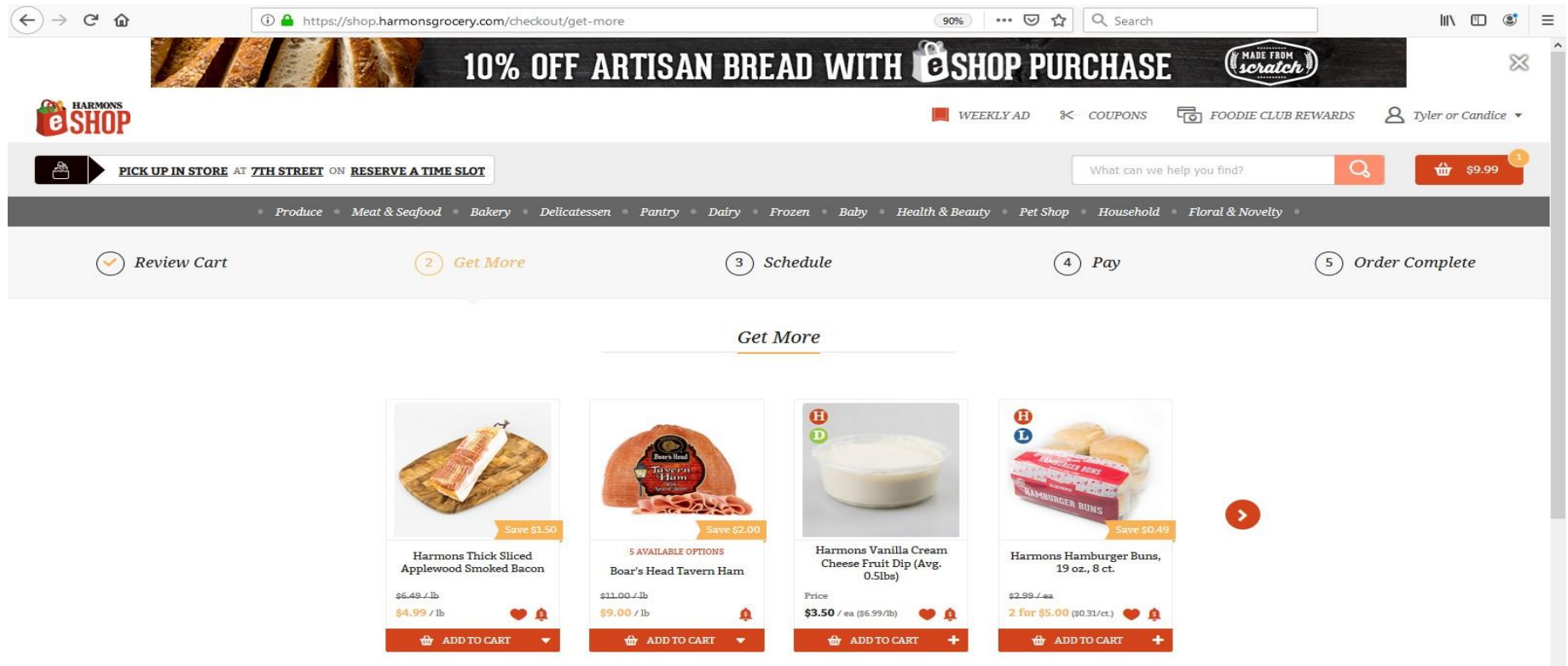


DIGITAL DISPLAY

- 2 Week Digital Display on eShop. Display will appear in a specified category. For example if someone clicked into the single beverage category, they would see this Celsius display. Ad Feature is Optional.

.....
\$500

Get More Digital Display



GET MORE DIGITAL DISPLAY

- 2 Week digital display on eshop. All eshop customers will be shown this screen before they check out. Ad feature is optional.

.....
\$500

Surprise and Delight

SURPRISE AND DELIGHT

- 1,000-1,500 Donated Sample Packs to be Handed Out to eShop Customers with a Hand-Written Note Attached.



HARMONS
NEIGHBORHOOD GROCER®