



Licensed Stores: Pricing Region Details (includes food pg. 2)

Audience: Business Development, Operations
Process Owner: LS Pricing Strategy
Update Date: August 27, 2019

U.S.

Region 1 – AK, NY* - Manhattan (42&43), Brooklyn, Bronx, Hamptons (2&32)

Region 2 – CT, DE, IL* - Chicago (4, 5&18), IN* - Lake, Porter, Newton, Jasper and La Porte counties (5), MA, MD* - except select Capital & Southern (17), ME, NH, NJ, NY*-Upstate (1&32), PA*-Eastern(4), RI, VT, WI* - Kenosha county (5&33)

Region 3 – CA* - except CBSA San Francisco-Oakland-San Jose Bay Areas, except CBSA Los Angeles-Long Beach-Anaheim and except CBSA San Diego-Carlsbad (7, 20, 25&44), NV* - Reno (8&15), CO* - CBSA - Denver-Aurora-Lakewood, CO (4&6), OR*-WA* - CBSA - Portland-Vancouver-Hillsboro, OR (4)-WA (4&29), WA* - CBSA Seattle-Tacoma-Bellevue except Seattle Metro&City of Bellevue (4,29, 34&45), TX* - CBSA Austin-Round Rock, TX excludes Mall (15), NV* - CBSA Las Vegas-Henderson-Paradise, NV excludes Las Vegas Strip & Mall (8&15)

Region 4 – CO* except CBSA - Denver-Aurora-Lakewood, CO (3&6), ID, IL*-Eastern St. Louis Suburbs (2, 5&18), MI*-(5), MO*-St. Louis & Kansas City (5), OH*-Toledo and Suburbs (5), OR* (3), PA*-Pittsburgh (2), WA* - except CBSA Seattle-Tacoma-Bellevue & Seattle Metro and except CBSA - Portland-Vancouver-Hillsboro, OR*-WA* (3,29, 34&45), WY

Region 5 – AR, IA, IL*-Remote (2, 4&18), IN* (2), KS, KY, MI*-Upper Peninsula Only (4), MN* (33), MO* (4), MS* -DeSoto, Marshall, Tate, Tunica counties (15), MT, ND, NE, OH*(4), SD, TN, UT, WI* (2&33), WV

Region 6 – Tourist / Resort including: CO* - Resort (3&4), FL* - Areas of Orlando, Miami, Panama City, Destin (15&17), HI* - Oahu & Waikiki (8)

Region 7 – CA* - CBSA San Francisco-Oakland-San Jose Bay Areas (note: excludes city of San Francisco) (3, 25&44), CA* - CBSA Los Angeles-Long Beach-Anaheim (3&20), CA* - CBSA San Diego-Carlsbad (3&20)

Region 8 – Premium Tourist* - exclusive tourist and high-end shopping locations, HI* - Resort - Big island, Kauai, Waikiki (6). NV* - Las Vegas Strip (3&15)

Region 15 – AL, AZ, FL* (6&17), GA, LA, MS* (5), NM, NC, NV* (3&8), OK, SC, TX* (3), VA* -South (17&20)

Region 17 – DC (2, 15&20), FL* Southeast counties: Palm Beach, Broward, Miami - Dade and Monroe (6&15), MD* - select Capital & Southern (2&20), VA* - North (15&20)

Region 18 – Micro Zone: Chicago area select stores (2, 4&5) i.e., Cook Cnty (Chicago, O'Hare, Northbrook, Evanston, Glenview), DuPage Cnty (Oak Brook, Naperville, Elmhurst), Lake Cnty (Lake Forest, Lake Zurich), Will Cnty (Plainfield) Note: 1/2 mile or less to a CO stores in this price zone

Region 19 – Highway Stores (off main highways, i.e. interstate, toll)

Region 20 – Micro Zone: DC area select stores* i.e., Central Business District, Capitol Hill, Georgetown, Dupont Circle (2, 15&17), Los Angeles area select stores* in i.e., Beverly Hills, Orange Cty, Santa Monica, South Bay, West Hollywood (3, 7&25) Note: 1/2 mile or less to a CO stores in this price zone

Region 25 – San Francisco City* (3, 7&44)

Region 26 – Select Malls Only

Region 29 – Seattle* (Downtown, Capitol Hill, SODO, Belltown, Pike Place Market, West Seattle, Ballard, University District/UV area) (3, 4, 34&45)

Region 32 – Long Island* (excludes Hamptons) Nassau and Suffolk counties (1&2)

Region 33 – CBSA* Minneapolis-St. Paul-Bloomington, MN-WI (5)

Region 34 – City of Bellevue, WA* (3, 4, 29&45)

Region 36 – Suburbs Base - very select suburban locations across the U.S. Note: 1/2 mile or less to a CO store in this price zone

Region 37 – Suburbs Premium - very select suburban locations across the U.S. Note: 1/2 mile or less to a CO store in this price zone

Region 40 – Rural Suburban - select stores in suburban/rural locations. Note: 1/2 mile or less to a CO stores in this price zone (effective 1/8/19)

Region 42 – Manhattan* Micro Zone (1) - select stores in Manhttan. Note: 0.1 mile or less to a CO store in this price zone

Region 43 – Manhattan* Micro Tourist (1) - select stores in Manhattan tourist. Note: 0.1 mile or less to a CO store in this price zone.

Region 44 (Effective 11/07/19) – San Francisco-East Bay, CA* & SFO Airport very select stores premium (3, 7&25) Note: ~0.2 mile or less to a CO store in this price zone.

Region 45 (Effective 11/07/19) – Seattle-Eastside, WA* & SeaTac Airport very select stores premium (3, 4, 29&34) Note: ~0.2 mile or less to a CO store in this price zone.

Note: most Target stores transitioned to Web2Print effective July 10, 2018 – only Target current/new stores in price zones 18, 20, 25, 29, 32, 33, 34, 36, 37, 40, 42, 43, 44 & 45 will continue to be regionally priced.



CANADA

Region 9 – BC* (22)

Region 10 – Alberta* (14), Saskatchewan

Region 11 – Ontario* (16), Manitoba

Region 12 – Quebec, Newfoundland, Nova Scotia, Montreal, New Brunswick

Region 13 – Toronto area select stores i.e., South: Lake, Bloor: Yorkville (incl Rosedale), East: DVP, West: Dufferin Note: 1 kilometre or less to a company-operated stores in this price zone.

Region 14 – Canada Resort and Remote Alberta Oil Towns* (10)

Region 16 – Winnipeg* (11), London* (11), Windsor* (11)

Region 22 – Downtown Urban Core Vancouver, BC* (9)

U.S. Food Zones

U.S. Base	U.S. Base Plus (Stores in Beverage Price Zones 3, 19 & 37)	FL Tourist	Alaska	Hawaii	Seattle (Downtown, Capitol Hill, SODO, Belltown, Pike Place Market, West Seattle, Ballard, University District)	NY - Manhattan, Brooklyn, Bronx, Hamptons	San Francisco / City of Bellevue, WA stores effective	Manhattan Micro Zone (Stores in Beverage Price Zone 42)	Manhattan Micro Tourist Zone (Stores in Beverage Price Zone 43)
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San Francisco-SFO Airport-East Bay, CA* Very Select Premium (Stores in Price Zone 44) Effective 11/07/19	Seattle-SeaTac Airport-Eastside, WA* Very Select Premium (Stores in Price Zone 45) Effective 11/07/19
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Canada Food Zones

CAN Base	CAN Calgary (includes Alberta, Manitoba and Saskatchewan)	Province of Ontario	Toronto Micro Zone (Stored in Price Zone 13) Effective 11/07/19	Vancouver Micro Zone (Stored in Price Zone 22) Effective 11/07/19
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