



# SOCIAL SHELF 2022 PRICE LIST

## FILE COSTS:

Stores can be a combination of various retailers.

Duration: Minimum of 3 months, Maximum of 1 year. Automatic renewals are available.

	Quarterly	Annual
Master File:	\$4,000	\$12,000
Duplicate Files:	\$1,000	\$3,000
Additional Files:	\$1,000	\$3,000
Non Tag Additional Files:	\$1,000	\$3,000
Site Changes: (Per Page)	\$350 per Occurrence	

\*Annual agreements include one video swap in quarters, 2, 3 and 4

## REOCCURRING VIEW FEES:

First Page: 18c per view

Ancillary Pages: 15c per view

Prices may be adjusted at any time.

Prices are guaranteed for the term of contract.

## INITIAL STEPS:

- Select your chain stores
- Supply participating product names
- Provide us with corresponding UPCs
- Provide distribution number by product by chain

## VESTCOM TAG COST

You can go directly to Vestcom or let Social Shelf do the work for you. Social Shelf makes no profit on Vestcom tags, the prices listed below are pass thru. We are offering this service as a convenience to you.

**Set up –** \$550 per company per flight  
(13, 26, or 52 week increments)

**13 week tag cost –** \$7/ Tag / Store  
(.49¢ / week + tax)



# SOCIAL SHELF

## VESTCOM RETAILER LIST

### ALBERTSONS / SAFEWAY

Name	# of Stores
Southern:	148
United:	90
Jewel/Osco:	189
Shaws:	78
Intermountain:	85
Portland:	141
Seattle:	197
Denver:	122
Norcal:	261
Southwest:	192
Midatlantic:	81
Socal (Beer only):	340

### AHOLD / DELHAIZE

Name	# of Stores
Giant Food (Landover):	68
Stop N Shop:	195
Giant Martins (Carlisle):	100
Hannaford:	119

Name	# of Stores
Walgreens:	6,543

Name	# of Stores
Dollar General:	10,942

Name	# of Stores
Harris Teeter:	232
Ingles:	189
KVAT - Food City:	118
Lowes:	77
Northgate:	42
Price Chopper:	29
Rite Aid:	1,638
SaveMart:	175
Schnucks:	122
Smart & Final:	238
Super Valu:	38
Wakefern(ShopRite):	108
Weis Markets:	90
Brookshires:	139

## VESTCOM TAG COST

You can go directly to Vestcom or let Social Shelf do the work for you. Social Shelf makes no profit on Vestcom tags, the prices listed below are pass thru. We are offering this service as a convenience to you.

**Set up –** \$550 per company per flight  
(13, 26, or 52 week increments)

**13 week tag cost –** \$7/ Tag / Store  
(.49¢ / week + tax)



# SOCIAL SHELF

## 2022 PRICE LIST

### **TAG PLACEMENTS:**

Many retailers not found on the Vestcom list either use another company or print their own shelf tags. For these retailers, typically there is no cost to you but printing cost will vary on a chain by chain basis.

If you have an existing agreement for tag services then we will forward final art for your disbursement. If you do not have an existing “tag” agreement, then you must enter into one with the retailer or deal through Social Shelf. These costs are additional, not included in our rates and are based on current retailer agreements, conditions, and pricing.

---

### **CONTENT:**

Final content approval is conditioned on brand and retailer permission. Both are needed before your brand(s) go live. Not responsible for delays this may cause.

---

### **PRODUCT FILES:**

Final cost is based on total number of tags needed. If you want to track individual chain activity, then separate files per chain are required.

While quarterly/annual fees are based on total number of retail locations, a separate duplicate product file will be required for each different retailer for tracking views.

Product files include a maximum of three (3) pages.