HOW TO CALCULATE INDUSTRY CODED PRICES

seeIT Promo works on a system of coded pricing. There are a few things you should know about coded pricing:

• Prices on website are List Price (Also known as retail or MSRP)
• Net Cost is what a distributor/reseller pays for the product
• The distributor/reseller discount is a letter of the alphabet that corresponds to a specific discount
• Discount Codes run in 5% increments

<table>
<thead>
<tr>
<th>Item#</th>
<th>18x24in Yard Signs Full Color / Full Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
</tr>
<tr>
<td>YS-1824-1</td>
<td>Single Sided, Full Color Print</td>
</tr>
<tr>
<td></td>
<td>$7.15</td>
</tr>
<tr>
<td>YS-1824-2</td>
<td>Double Sided, Full Color Print</td>
</tr>
<tr>
<td></td>
<td>$10.00</td>
</tr>
</tbody>
</table>

* Note Final Product size on YS-1824 may be up to 1/8” smaller all around due to the cutting process.

The above price grid indicates that a could buy 50 of the YS-1824-2 Double Sided Yard Signs at $7.43 ea. The Distributors code is located on the bottom right corner of the price grid in this case a T or E which indicates the distributor gets 40% off the list price and will only pay $5.20 per product, which is the net cost. If a setup fee is applicable it would be stated in a coded price below the last row of the price grid.

DISTRIBUTOR DISCOUNT CODES
SUBTRACT AMOUNT BELOW FROM RETAIL/LIST PRICE BASED ON CODES BELOW

A/P = 50%  F/U = 25%  B/Q = 45%  G/V = 20%  C/R = 40%  H/W = 15%  D/S = 35%  I/X = 10%  E/T = 30%  NET = 0%

PRICING EXAMPLES:
$10 A/P List = $5.00 Net
$10 B/Q List = $5.50 Net
$10 C/R List = $6.00 Net
Etc...

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