

# Member Value Book



*Brought to you by:*



The Grafton Costco is very excited to announce that we will be producing our eleventh Costco Member Value Book. The MVB is a great way to offer an added benefit to our valued Business Members, like you, by offering this cost-effective way to promote your business, product(s), and/or service(s) to area customers. For the very affordable starting price of \$100.00 you can advertise your business in 20,000 books! Advertisers can run the same ad in future editions for an affordable renewal rate starting at \$80.00!

The eleventh edition of the Member Value Book will be distributed to Costco Members starting November 4th at our Grafton location. If you are a Costco Business Member and are interested in this cost effective advertising tool, please contact Ashley Kioski in the Grafton Costco's Marketing Department at (262) 204-1095 or by email at w628mk02@costco.com.

**The deadline to participate is October 7th so sign up today!!**

# Winter 2016-2017 MEMBER VALUE BOOK

COSTCO WHOLESALE - GRAFTON, WI

Our eleventh edition of the Value Book will start to be distributed on November 4, 2016 at the Grafton Costco. If you have any questions please call Ashley Kioski (262) 204-1095 or John Wirth (262) 375-0500

## **VERBIAGE:**

All ads must have an expiration date of 4/30/17. Please do not use the Costco name in any ad or offer. Please do not require members to show their Costco membership card to receive the offer. For further verbiage requirements refer to the Costco Guidelines below. ALL ADS MUST HAVE SOME KIND OF VALUE OR SPECIAL OFFER. To ensure return on your ad investment, we suggest the minimum value of your offer be 20% off, \$5.00 off or Buy One/Get One.

## **ART FILES:**

If you have any electronic art files, ie. logos, photos, past ad elements, etc. please send them no later than October 7, 2016 to Jonny Gulig at [jonny@digitaledgecc.com](mailto:jonny@digitaledgecc.com). If files are larger than 10MB please send by disk to Jonny Gulig at 1310 12th Ave, Grafton, WI 53024 or upload files to [www.digitaledgecc.com](http://www.digitaledgecc.com). Please note that scanned business cards do not print as well as electronic higher resolution files. We can accept most art files with the exception of Corel Draw files. Please export these as pdf files before sending. Send any art questions to Jonny at [jonny@digitaledgecc.com](mailto:jonny@digitaledgecc.com).

## **TERMS AND CONDITIONS:**

Verbal Commitment and art files **must** be submitted to Digital Edge by **October 7th**. The completed form and payment **must** be received by Digital Edge no later than **October 17th**. All revisions and approval of the ad proof **must** be received no later than **October 17th**. Any revisions after **October 17th** cannot be made. If payment is received but no artwork instruction, your spot will be lost and payment held. It is your responsibility to contact the designer about your ad artwork and proof. The designer will make two attempts at delivering an ad proof. If there is no response by **October 17th** we will have to assume that the ad is approved for printing. Proofs will be sent via email unless you specify otherwise. If the completed form, art files and/or proof approvals have been received but no payment was received, then your ad will not be printed. The layout of the book is strictly random and we DO NOT guarantee any priority placement.

## **COSTCO GUIDELINES:**

Costco has prepared the following to provide advertising guidance to MVB participants. Costco reserves the right to review all advertisements before publication to determine if they meet Costco's standards of acceptability. Costco reserves the right to refuse any advertisement that (1) it deems misleading, inaccurate or fraudulent; (2) makes unfair competitive claims; or (3) fails to comply with Costco's standards or image as determined in Costco's sole discretion. Certain businesses may be excluded due to Costco's contractual obligations with its suppliers and service providers. In addition, an advertisement may be rejected because of the particular nature of the business or industry and the applicability of regulatory issues, copyright and trademark restrictions, privacy concerns, the sale of securities and financial products, or advertising regulations.

- You must be a current Costco Business Member to place an ad. If you need to sign up for a Costco Business Membership, need to renew your current Business Membership, or if you are currently a personal Costco Member and need to become a Business Member, please contact Ashley Kioski at (262) 204-1095 or [w628mk02@costco.com](mailto:w628mk02@costco.com). (Membership promotions may apply. Ask for details!)
- You must not require for the coupon to be cut out. Rather, the coupon should be stamped, initialed, dated or somehow "VOIDED" to indicate the usage of the coupon. (This eliminates the consumer's inability to use the coupon on the reverse side.)
- You must own, license, or have a release of rights for all material submitted.
- All coupons must contain full disclosure of all terms, restrictions and conditions related to the offer or

special, including without limitation, expiration dates, purchase requirements, and eligibility restrictions.

- No advertisement, coupon or special value shall include a Costco Cash Card.
- Nothing in the advertisement or coupon shall suggest, imply or state that there is any endorsement of the service or business by Costco or that the business is in any type of partnership arrangement with Costco.
- No coupon or offer shall require Costco membership as a condition of eligibility.
- No coupon or offer shall include a contest, raffle or give away.
- Any offer, special or coupon must reflect an actual savings or actual added benefit.
- The advertisement should avoid guarantees, unless the guarantee is qualified with all applicable terms and conditions.
- The advertisement should avoid using the following words: free (unless it truly is free); exclusive; lowest price; average savings; risk-free; best or other superlative; and any stated savings amount that may vary based on personal experience.
- All coupons shall contain, at a minimum the following information:

Business name and website (if applicable)

Value/Coupon name (if applicable)

Value/Coupon description Coupon code (if applicable)

Offer terms/Restrictions

Expiration Date

Contact Name and Contact Address (Address, City, State, Zip and Phone Number)

The following categories of business have additional participation requirements and need to be reviewed and approved on a case-by-case basis by the warehouse manager:

Auto, boat and RV dealers

Financial institutions and loan brokers

Insurance brokers, agents or companies

Investment services

Medical or Health Care discount services

Travel agencies

## **PAYMENT:**

The charge for participation in the MVB is the printing and the graphic design costs, which have been negotiated by Costco to provide you with an affordable advertising cost starting at \$100.00 for a 1.6875"x5.75" ad that will reach 20,000 Costco consumers. There will be future editions printed of the MVB and if your ad stays the same, the cost starts at just \$80.00 to renew your ad (larger ads will be priced at the applicable rates. Please see attached sizing and price chart). Please submit your initial payment by cash or check to Digital Edge, 1310 12th Ave., Grafton, WI 53024. Please DO NOT make any checks payable to Costco. Payment must be received no later than October 17, 2016. Sending your artwork does not hold your spot.

I hereby agree to all conditions and program requirements including the following:

Submission of your materials constitutes acknowledgement and compliance with the above guidelines along with permission for non-exclusive, perpetual rights for printing and distribution of your material, including a license regarding any trademarks or copyright. You represent and warrant that you own, license or otherwise have the legal right to use all artwork and text contained in the materials submitted.

Participating businesses assume responsibility for any and all claims that may arise as a result of advertisements in the Member Value Book and will indemnify Costco against any claims or liability arising therefrom. Costco disclaims all responsibility for the accuracy or ownership of material submitted by third parties for inclusion in the Member Value Book. Costco is not responsible for errors in printed or other typesetting errors. Costco's liability for any error shall not exceed the cost of the space purchased.

# MEMBER VALUE BOOK PRICES & ORDER FORM

PLEASE FAX COMPLETED FORM TO (262) 375-2900 OR MAIL WITH PAYMENT TO:  
DIGITAL EDGE, 1310 12TH AVE, GRAFTON, WI 53024

## Important Dates:

- **October 7th:** Your participation confirmed with Ashley at Costco and art files submitted to Jonny at Digital Edge.
- **October 17th:** Last day to submit your payment & completed form to Digital Edge. Also, proof revisions must be completed and approval of the final proof must be given to Digital Edge.
- **November 4th:** First day book is distributed to members at Costco.

## To qualify for the renewal rate:

- All artwork must stay the same as your ad in a previous edition; the expiration date is the only thing that changes.
- Art files, photos or logos cannot be added or changed.
- The size of the ad must stay the same.
- For questions about qualifications for the renewal rate, please contact John Wirth at Digital Edge at (262) 375-0500.

<i><b>Ad Size</b></i>	<i><b>Dimensions</b></i>	<i><b>New Ad Rate</b></i>	<i><b>Quantity</b></i>	<i><b>Renewal Ad Rate</b></i>	<i><b>Quantity</b></i>
1/5 PAGE (Base Rate)	5.75" Wide/1.6875" High	\$100.00	_____	\$80.00	_____
2/5 PAGE	5.75" Wide/3.375" High	\$165.00	_____	\$145.00	_____
3/5 PAGE	5.75" Wide/5.065" High	\$230.00	_____	\$210.00	_____
4/5 PAGE	5.75" Wide/6.75" High	\$295.00	_____	\$275.00	_____
FULL PAGE	5.75" Wide/8.4375" High	\$360.00	_____	\$340.00	_____
TOTAL ADS:			_____		_____

TOTAL COST: \$ \_\_\_\_\_

Your Name: \_\_\_\_\_ Membership#: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone#: \_\_\_\_\_ Fax#: \_\_\_\_\_


Business Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Business Owner Name (printed): \_\_\_\_\_

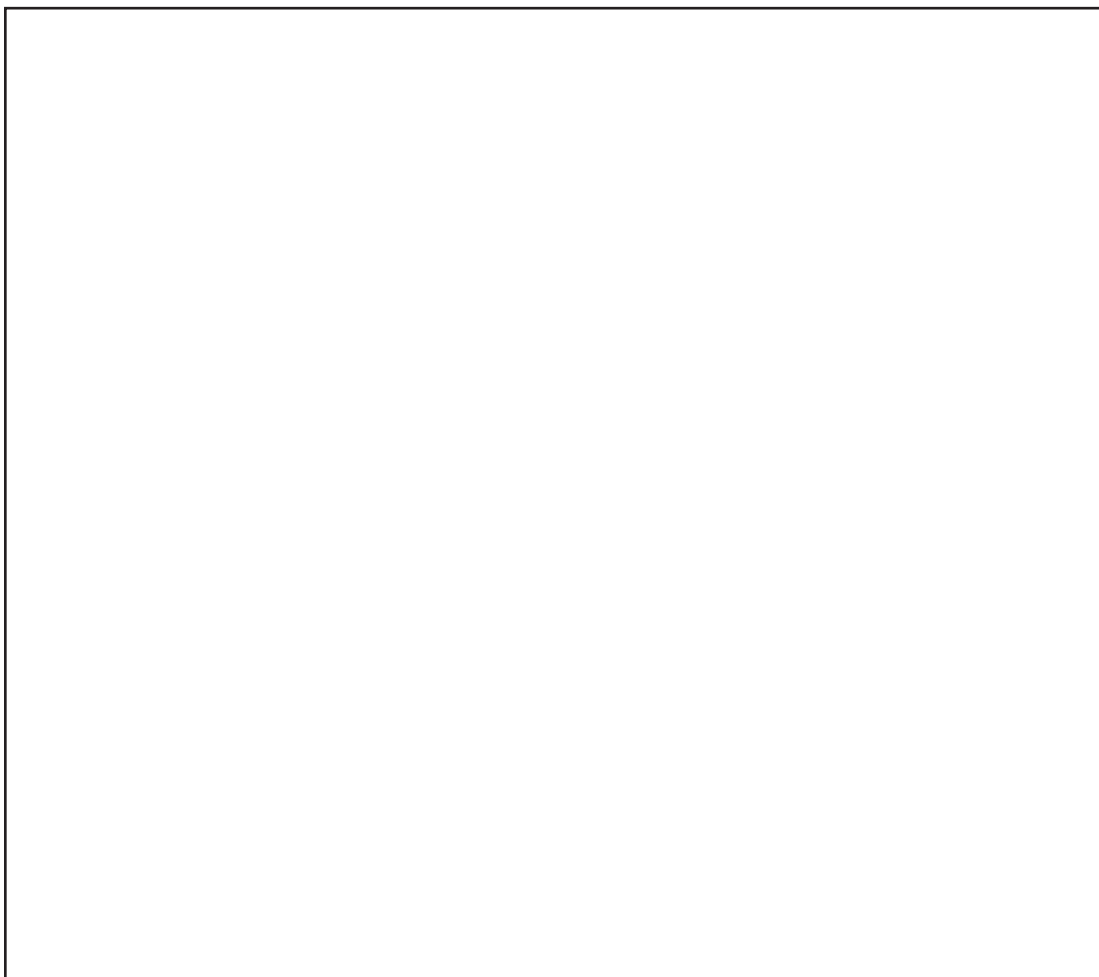
**Please use one of the following boxes that corresponds with your ad size selection to describe how your would like your ad to appear. Each box reflects the actual size of that size ad. There will be a standard 1 pt black border around all ads. Please include any copy, including offers and disclaimers.**

**1/5 Page Ad  
ACTUAL SIZE:  
5.75" wide  
1.6875" high**

Please use one of the following boxes that corresponds with your ad size selection to describe how your would like your ad to appear. Each box reflects the actual size of that size ad. There will be a standard 1 pt black border around all ads. Please include any copy, including offers and disclaimers.

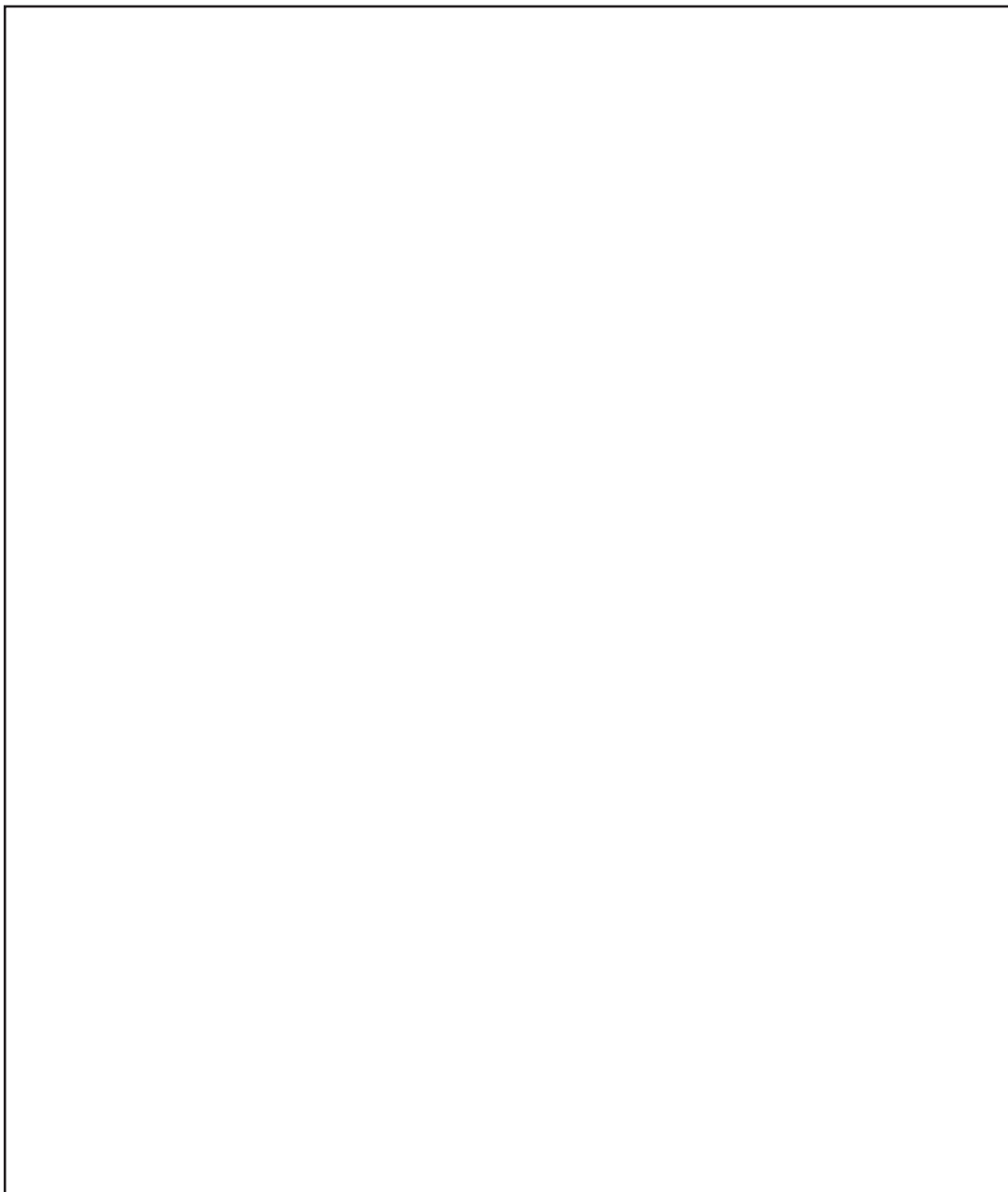


**2/5 Page Ad**  
**ACTUAL SIZE:**  
**5.75" wide**  
**3.375" high**



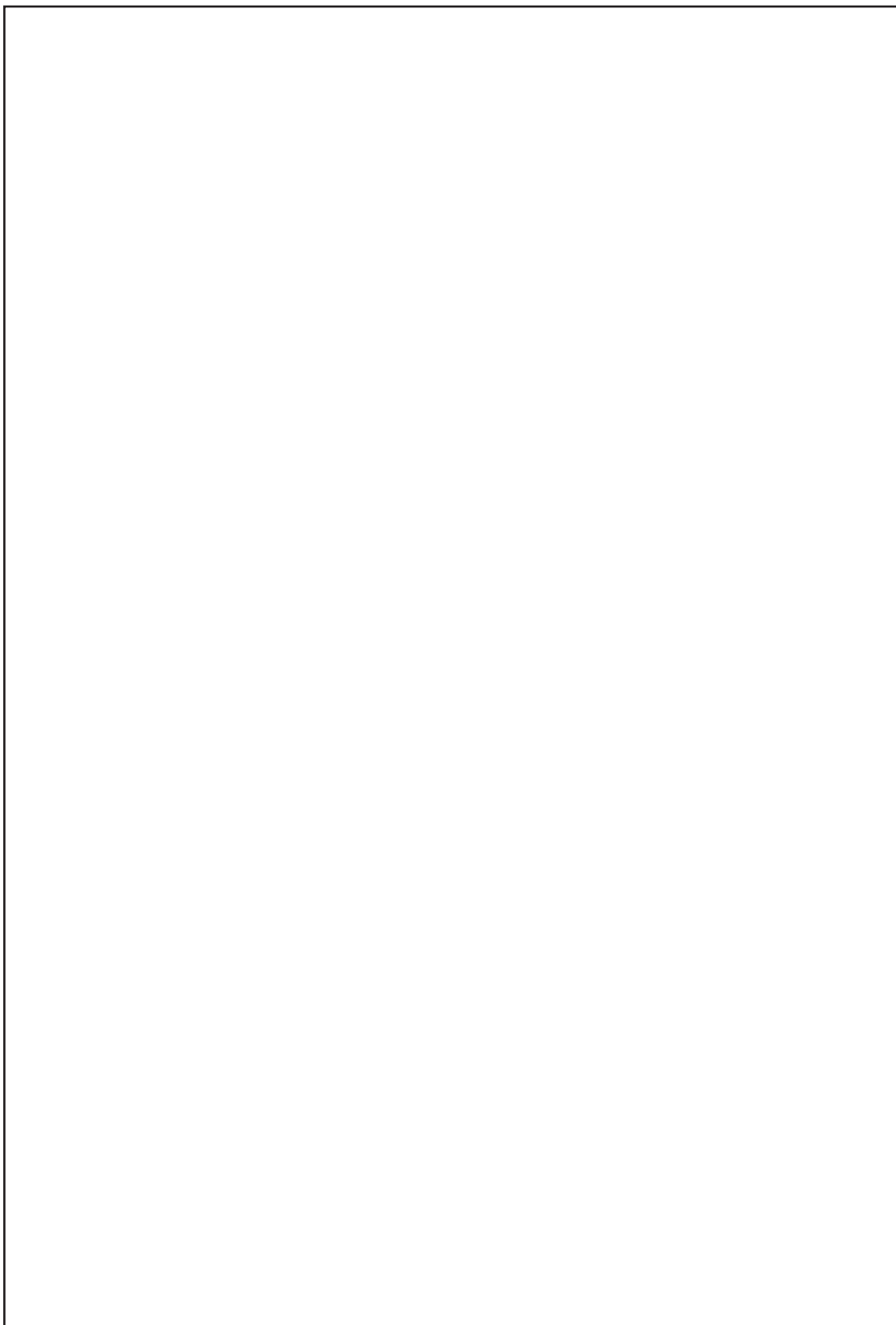
**3/5 Page Ad**  
**ACTUAL SIZE:**  
**5.75" wide**  
**5.065" high**

Please use one of the following boxes that corresponds with your ad size selection to describe how your would like your ad to appear. Each box reflects the actual size of that size ad. There will be a standard 1 pt black border around all ads. Please include any copy, including offers and disclaimers.

A large, empty rectangular box with a thin black border, intended for the user to place their advertisement content. It occupies the majority of the page area below the instructions.

**4/5 Page Ad**  
**ACTUAL SIZE:**  
**5.75" wide**  
**6.75" high**

Please use one of the following boxes that corresponds with your ad size selection to describe how your would like your ad to appear. Each box reflects the actual size of that size ad. There will be a standard 1 pt black border around all ads. Please include any copy, including offers and disclaimers.

A large, empty rectangular box with a thin black border, intended for the user to place their advertisement content. It occupies the majority of the page area below the instructions.

**Full Page Ad  
ACTUAL SIZE:  
5.75" wide  
8.4375" high**