



Renaissance's Circular Program provides retailers with an opportunity for a recurring circular schedule throughout the calendar year. The program offers a pre-designed theme as well as a completely customized option. The circular distribution schedule happens at least 6 times throughout the year to represent each retail season. Retailers can select any or all of the retail seasons listed below that they would like to participate in as well as monthly or weekly distribution option.

The 6 Retail Seasons are listed below:

- January/February – Tax Season*
- March/April – Beginning of Spring*
- May/June – Memorial Day*
- July/August – Independence Day/Summer*
- September/October – Labor Day/Back to School*
- November/December – Thanksgiving/Fall*

Option #1: Standard Program

- \$19.95 per thousand
- 20,000 circular minimum per retailer**
- The product and theme are predetermined
- Includes design and printing
- Freight is additional
- Does not include distribution
 - o We can manage or the retailer can manage
- The Retailer name and/or logo and merchandise pricing is added a black plate change
 - o Additional \$200 charge

Option #2: Semi-Custom Print Circular Program – Occurs at least once per quarter

- \$29.95 per thousand
- 100,000 circular minimum per retailer**
- The theme design is predetermined
- Includes design and printing
- Freight is additional
- Does Not include distribution
 - o We can manage or the retailer can manage
- The retailer chooses all product and price

Option #3: Complete Custom Print Circular – Can run as often as twice per month

- Cost determined by quantity
- Quantity determined by the retailer**
- Includes unique design and printing
- Freight is additional
- Does Not include distribution
 - o We can manage or the retailer can manage
- The retailer chooses all product and price

* Free eCircular feature with any print circular run if your website is part of Renaissance's eCommerce Web Solution.

** You will have your monthly web site fees waved when you commit to ordering at least 1 million circulars per year.