

TABLE A: “matrix.base” WORKSHEET

For each PLUS Pack™, take the smallest possible use of that pack as described on column (c), determine your price for that use, then enter it on column (e)

ADVERTISING PACKS				
a. Pack name	b. Uses	c. Smallest use	d. ID	e. Enter your price
Print Advertising	Use in any print advertising in a magazine, newspaper, directory, insert or program. Applies to a specified end user product or service.	Use in a single state or province for six months.	PAPA	
Display Advertising	Use in any display intended for advertising or promotional purposes including billboard, banner, transit ad, trade show and store poster. Applies to a specified end user product or service.	Use in a single state or province for six months.	PADA	
Marketing Materials	Use in any marketing materials distributed to a targeted audience. Includes use in printed brochure, catalog, annual report, public relations and sales material. Also includes electronic (PDF) versions of the original printed uses. Applies to a specified end user product or service.	Use in a single state or province for six months.	PAMM	
Point of Purchase	Use in any point of purchase media including shelf talker, table tent and counter card. Applies to a specified end user product or service.	Use in a single state or province for six months.	PPOP	
Web & Electronic Advertising	Use in any web and electronic media for advertising and promotional purposes including website, web banner ad, promotional email and mobile ad. Applies to a specified end user product or service.	Use in a single state or province for six months.	PAWE	
EDITORIAL PACKS				
a. Pack name	b. Uses	c. Smallest use	d. ID	e. Enter your price
Book Interior, One Edition, Printed	Use on an interior page of a textbook, trade, retail, custom or reference book. Applies to a single edition of a book in printed formats. Includes use in hardcover, paperback, compendium and bind-up. Allows reproduction of page for promotional purposes.	Distr. in a single state or province for 10 years.	PBIP	
Book Interior, One Edition, All Formats	Use on an interior page of a textbook, trade, retail, custom or reference book. Applies to a single edition of a book in all printed and web formats. Includes use in hardcover, paperback, compendium, bind-up, e-book and password-protected website. Allows reproduction of page for promotional purposes.	Distr. in a single state or province for 10 years.	PBIO	
Book Interior, All Editions, All Formats	Use on an interior page of a textbook, trade, retail, custom or reference book. Applies to all editions of a book in all printed, web and electronic formats. Includes use in hardcover, paperback, compendium, bind-up, CD/DVD, e-book and password-protected website. Allows reproduction of page for promotional purposes.	Distr. in a single state or province for 10 years.	PBIA	
Book Cover, One Edition, Printed	Use on the cover of a textbook, trade, retail, custom or reference book. Applies to a single edition of a book in printed formats. Includes use in hardcover, paperback, compendium and bind-up. Allows reproduction of cover for promotional purposes.	Distr. in a single state or province for 10 years.	PBCP	
Book Cover, One Edition, All Formats	Use on the cover of a textbook, trade, retail, custom or reference book. Applies to a single edition of a book in all printed and web formats. Includes use in hardcover, paperback, compendium, bind-up, e-book and password-protected website. Allows reproduction of cover for promotional purposes.	Distr. in a single state or province for 10 years.	PBCO	
Book Cover, All Editions, All Formats	Use on the cover of a textbook, trade, retail, custom or reference book. Applies to all editions of a book in all printed, web and electronic formats. Includes use in hardcover, paperback, compendium, bind-up, CD/DVD, e-book and password-protected website. Allows reproduction of cover for promotional purposes.	Distr. in a single state or province for 10 years.	PBCA	
Periodical Interior, One Issue	Use on an interior page of a magazine, newspaper or journal. Applies to a single printed issue of a periodical. Includes distribution of same issue on publisher's website. Allows reproduction of page for promotional purposes.	Distr. in a single state or province for 10 years.	PPIO	
Periodical Cover, One Issue	Use on the cover of a magazine, newspaper or journal. Applies to a single printed issue of a periodical. Includes distribution of same issue on publisher's website. Allows reproduction of cover for promotional purposes.	Distr. in a single state or province for 10 years.	PPCO	
Web & Electronic Editorial	Use for editorial purposes in any web and electronic media. Applies to a single issue or edition of an editorial use. Includes use in e-book, website and CD/DVD.	Distr. of content relevant to single state or province for 10 years.	PEWE	
INTERNAL PACKS				
a. Pack name	b. Uses	c. Smallest use	d. ID	e. Enter your price
Internal Company	Use in any media intended for internal business purposes including internal presentation, newsletter, brochure, intranet and video. Applies to a specified end user.	Use in a single state or province for six months.	PICO	
Comp Use	Use restricted to reproduction in design prototypes for advertisements or publications, for internal business review only. Limited to prototype use only. Image may not be displayed or distributed to the public.	No geographic restrictions. Use for six months.	PCOM	
Internal Review	Use restricted to internal business review for inspection and/or editing purposes only. Excludes reproduction in comps or other design prototypes. No reproduction, distribution or other use of the image.	No geographic restrictions. Use for six months.	PICR	
PERSONAL PACK				
a. Pack name	b. Uses	c. Smallest use	d. ID	e. Enter your price
Personal Display	Use for personal display purposes only. Excludes commercial and editorial use. No reproduction allowed.	Perpetual display rights.	PERS	