

RITE AID NORTH			Ad Week 1							Ad Week 2							Ad Week 3							Ad Week 4						
9/11/2015			08/30/20-09/05/20							09/06/20-09/12/20							09/13/20-09/19/20							09/20/20-09/26/20						
Rite Aid Number	Item Description	Size	Cost	Retail	Image Y/N	Ad Page	Ad Block	GM %	AD Copy	Cost	Retail	Image Y/N	Ad Page	Ad Block	GM %	AD Copy	Cost	Retail	Image Y/N	Ad Page	Ad Block	GM %	AD Copy	Cost	Retail	Image Y/N	Ad Page	Ad Block	GM %	AD Copy
0574461	Coors Light	30 pk cans	23.40	23.99	Y	25	1	2.46%	Miller Lite, Coors Light, Budweiser/Bud Light 30 pk cans	23.40	24.99	Y	25	1	6.36%	Miller Lite, Coors Light, Budweiser/Bud Light 30 pk cans	23.40	24.99	Y	25	1	6.36%	Miller Lite, Coors Light, Budweiser/Bud Light 30 pk cans	23.40	24.99	Y	25	1	6.36%	Coors Light, Budweiser/Bud Light 30 pk cans
0574458	Coors Banquet	30 pk cans	23.40	23.99		25	1	2.46%		23.40	24.99		25	1	6.36%		23.40	24.99		25	1	6.36%		23.40	24.99		25	1	6.36%	
4804548	Miller Lite	30 pk cans	23.10	23.99	Y	25	1	3.71%		23.10	24.99	Y	25	1	7.56%		23.10	24.99	Y	25	1	7.56%		23.10	24.99	Y	25	1	7.56%	
0582587	Miller 64	30 pk cans	23.10	23.99		25	1	3.71%		23.10	24.99		25	1	7.56%		23.10	24.99		25	1	7.56%		23.10	24.99		25	1	7.56%	
4803209	Budweiser	30 pk cans	23.28	23.99		25	1	2.96%		23.28	24.99		25	1	6.84%		23.28	24.99		25	1	6.84%		23.28	24.99		25	1	6.84%	
4805031	Bud Light	30 pk cans	23.28	23.99	Y	25	1	2.96%		23.28	24.99	Y	25	1	6.84%		23.28	24.99	Y	25	1	6.84%		23.28	24.99	Y	25	1	6.84%	
0758746	Natural Light	30 pk cans	16.99	18.99	Y	25	2	10.53%	Pabst Blue Ribbon, Natural Light, Miller High Life, Keystone 30 pk cans	16.99	18.99	Y	25	2	10.53%	Ribbon, Natural Light, Miller High Life, Keystone 30 pk cans	16.99	18.99	Y	25	2	10.53%	Ribbon, Natural Light, Miller High Life, Keystone 30 pk cans	16.99	18.99	Y	25	2	10.53%	Ribbon, Natural Light, Miller High Life, Keystone 30 pk cans
0758747	Natural Ice	30 pk cans	16.99	18.99		25	2	10.53%		16.99	18.99		25	2	10.53%		16.99	18.99		25	2	10.53%		16.99	18.99		25	2	10.53%	
0278766	Naturdays	30 pk cans	16.99	18.99		25	2	10.53%		16.99	18.99		25	2	10.53%		16.99	18.99		25	2	10.53%		16.99	18.99		25	2	10.53%	
0583394	Pabst Blue Ribbon	30 pk cans	16.25	18.99	Y	25	2	14.43%		16.25	18.99	Y	25	2	14.43%		16.25	18.99	Y	25	2	14.43%		16.25	18.99	Y	25	2	14.43%	
0574530	Miller High Life	30 pk cans	17.45	18.99	Y	25	2	8.11%		17.45	18.99	Y	25	2	8.11%		17.45	18.99	Y	25	2	8.11%		17.45	18.99	Y	25	2	8.11%	
0582590	Miller High Life Light	30 pk cans	17.45	18.99		25	2	8.11%		17.45	18.99		25	2	8.11%		17.45	18.99		25	2	8.11%		17.45	18.99		25	2	8.11%	
0594163	Keystone Light	30 pk cans	17.45	18.99		25	2	8.11%		17.45	18.99		25	2	8.11%		17.45	18.99		25	2	8.11%		17.45	18.99		25	2	8.11%	
0558924	Heineken	12 pk bottles	14.23	14.99		25	3	5.07%	Corona, Heineken, Modelo 12 pk bottles or cans, Corona Seltzer 12 pk cans	14.23	14.99		25	3	5.07%	Corona, Heineken, Modelo 12 pk bottles or cans, Corona Seltzer 12 pk cans	14.23	14.99	Y	1	1	5.07%	Corona, Heineken, Modelo 12 pk bottles or cans, Corona Seltzer	14.23	14.99	Y	1	1	5.07%	Corona, Heineken, Modelo 12 pk bottles or cans,
0571412	Heineken	12 pk cans	14.23	14.99		25	3	5.07%		14.23	14.99		25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
0917127	Heineken Light	12 pk bottles	14.23	14.99		25	3	5.07%		14.23	14.99		25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
5043215	Heineken Light Slim	12 pk cans	14.23	14.99		25	3	5.07%		14.23	14.99		25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
0259740	Bonus Pack 3 free 0.0	15 pk cans	14.23	14.99	Y	25	3	5.07%		14.23	14.99	Y	25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
4725159	Corona	12 pk bottles	14.23	14.99		25	3	5.07%		14.23	14.99		25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
4802408	Corona Light	12 pk bottles	14.23	14.99		25	3	5.07%		14.23	14.99		25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
5035564	Corona	12 pk cans	14.23	14.99		25	3	5.07%		14.23	14.99		25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
5061324	Corona Light	12 pk cans	14.23	14.99		25	3	5.07%		14.23	14.99		25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
0271940	Corona Premier	12 pk bottles	14.23	14.99		25	3	5.07%		14.23	14.99		25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
0264374	Corona Familiar	12 pk bottles	14.23	14.99		25	3	5.07%		14.23	14.99		25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
0254685	Seltzer Variety	12 pk cans	14.23	14.99	Y	25	3	5.07%		14.23	14.99	Y	25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99	Y	1	1	5.07%	
0588798	Modelo Especial	12 pack cans	14.23	14.99		25	3	5.07%		14.23	14.99		25	3	5.07%		14.23	14.99		1	1	5.07%		14.23	14.99		1	1	5.07%	
0750835	Modelo Especial	12 pk bottles	13.60	14.99	Y	25	3	9.27%	Bud/Bud Light, Miller Lite, Coors Light 18 pk cans & bottle, Twisted Tea 12-pk bottles or cans	13.60	14.99	Y	25	3	9.27%	Bud/Bud Light, Miller Lite, Coors Light 18 pk cans & bottle, Twisted Tea 12-pk bottles or cans	13.60	14.99	Y	1	1	9.27%	Bud/Bud Light, Miller Lite, Coors Light 18 pk cans & bottle, Twisted Tea 12-pk bottles or cans	13.60	14.99	Y	1	1	9.27%	Light, Miller Lite, Coors Light 18 pk cans & bottle, Twisted Tea 12-pk bottles
4708271	Miller Lite	18 pk cans	13.60	14.99	Y	1	1	9.27%		13.60	14.99	Y	1	1	9.27%		13.60	14.99				9.27%		13.60	14.99				9.27%	
0585953	Miller Lite	18 pk bottles	13.60	14.99		1	1	9.27%		13.60	14.99		1	1	9.27%		13.60	14.99				9.27%		13.60	14.99				9.27%	
0589843	Miller 64	18 pk bottles	13.60	14.99		1	1	9.27%		13.60	14.99		1	1	9.27%		13.60	14.99				9.27%		13.60	14.99				9.27%	
4718134	Coors Light	18 pk cans	13.60	14.99		1	1	9.27%		13.60	14.99		1	1	9.27%		13.60	14.99				9.27%		13.60	14.99	Y	25	3	9.27%	
0710050	Coors Light	18 pk bottles	13.60	14.99		1	1	9.27%		13.60	14.99		1	1	9.27%		13.60	14.99				9.27%		13.60	14.99				9.27%	
4712974	Budweiser	18 pk cans	13.60	14.99		1	1	9.27%		13.60	14.99		1	1	9.27%		13.60	14.99				9.27%		13.60	14.99				9.27%	
0598148	Budweiser	18 pk bottles	13.60	14.99		1	1	9.27%		13.60	14.99		1	1	9.27%		13.60	14.99				9.27%		13.60	14.99				9.27%	
4712975	Bud Light	18 pk cans	13.60	14.99	Y	1	1	9.27%		13.60	14.99	Y	1	1	9.27%		13.60	14.99				9.27%		13.60	14.99	Y	25	3	9.27%	
0598149	Bud Light	18 pk bottles	13.60	14.99		1	1	9.27%		13.60	14.99		1	1	9.27%		13.60	14.99				9.27%		13.60	14.99				9.27%	
0780277	Bud Select 55	18 pk bottles	13.60	14.99		1	1	9.27%		13.60	14.99		1	1	9.27%		13.60	14.99				9.27%		13.60	14.99				9.27%	
0731915	Original	12 pk bottles	14.00	14.99		1	1	6.60%		14.00	14.99		1	1	6.60%		14.00	14.99				6.60%		14.00	14.99				6.60%	
0905825	Original	12 pk cans	14.00	14.99	Y	1	1	6.60%		14.00	14.99	Y	1	1	6.60%		14.00	14.99				6.60%		14.00	14.99	Y	25	3	6.60%	
5086642	Half & Half	12 pk cans	14.00	14.99		1	1	6.60%		14.00	14.99		1	1	6.60%		14.00	14.99				6.60%		14.00	14.99				6.60%	
0796334	Half & Half	12 pk bottles	14.00	14.99		1	1	6.60%		14.00	14.99		1	1	6.60%		14.00	14.99				6.60%		14.00	14.99				6.60%	
0256083	Variety Pack	12 pk cans	14.00	14.99		1	1	6.60%		14.00	14.99		1	1	6.60%		14.00	14.99				6.60%		14.00	14.99				6.60%	
0254712	Seltzer Variety Pack	12 pk cans	11.83	13.99	Y	25	4	15.44%	White Claw, Truly, Vizzy 12 pk cans	11.83	13.99	Y	25	4	15.44%	White Claw, Truly, Vizzy 12 pk cans	11.83	13.99	Y	25	4	15.44%	White Claw, Truly, Vizzy 12 pk cans	11.83	13.99	Y	25	4	15.44%	White Claw, Truly, Vizzy 12 pk cans
0265042	Variety Pack	12 pk cans	12.50	13.99	Y	25																								