



ebay for business

Promote your listings average and maximum ad rates

Take a look at what percentage of the final item price sellers have been paying to promote their listings on ebay.ca. All figures are for information only and are based on historical data collected from ebay.ca up to and including the 20th of February, 2018.

Category	Average bid %	Maximum bid %
Antiques	7.15	20
Antiquities	9.07	20
Architectural & Garden	5.27	20
Asian Antiques	5.67	20
Decorative Arts	6.05	20
Ethnographic	15.10	20
Furniture	4.61	20
Home & Hearth	5.40	20
Linens & Textiles (Pre-1930)	14.00	20
Maps, Atlases & Globes	5.82	20
Maritime	4.99	20
Mercantile, Trades & Factories	7.00	20
Other Antiques	5.43	20
Periods & Styles	9.66	20
Primitives	5.96	20
Reproduction Antiques	5.42	20
Rugs & Carpets	7.90	20
Science & Medicine (Pre-1930)	4.77	20
Silver	6.55	20
Art	8.43	20
Art Posters	7.35	20
Fine Art Drawings	14.83	20
Fine Art Photographs	16.62	20
Fine Art Prints	6.68	20
Fine Art Sculptures	6.66	20
Folk Art & Indigenous Art	7.14	20
Mixed Media Art & Collage Art	5.52	20
Other Art	6.50	20
Paintings	6.29	20
Textile Art & Fibre Art	6.67	20

Category	Average bid %	Maximum bid %
Automotive	2.45	20
Automotive Tools & Supplies	2.13	20
Parts & Accessories	2.77	20
Baby	5.74	20
Baby Gear	6.37	20
Baby Safety & Health	5.55	20
Bathing & Grooming	5.27	20
Car Safety Seats	3.77	20
Carriers, Slings & Backpacks	6.84	20
Diapering	6.24	20
Feeding	5.39	20
Keepsakes & Baby Announcements	7.03	20
Nursery Bedding	5.49	20
Nursery Décor	5.56	20
Nursery Furniture	6.31	20
Other Baby	6.61	20
Potty Training	4.21	20
Strollers & Accessories	5.31	20
Toys for Baby	6.71	20
Wholesale Lots	5.14	20
Books	5.48	20
Accessories	7.23	20
Antiquarian & Collectible	5.92	20
Audiobooks	4.55	20
Catalogs	11.95	20
Children & Young Adults	4.99	20
Cookbooks	4.17	20
Fiction & Literature	4.57	20
Magazine Back Issues	4.03	20
Nonfiction	4.34	20
Other Books	5.46	20

Category	Average bid %	Maximum bid %
Textbooks, Education	4.22	20
Wholesale & Bulk Lots	4.33	20
Business & Industrial	7.93	20
Adhesives, Sealants & Tapes	12.75	20
Agriculture & Forestry	4.63	20
Automation, Motors & Drives	4.61	20
Cleaning & Janitorial Supplies	18.19	20
Construction	8.50	20
Electrical & Test Equipment	4.51	20
Facility Maintenance & Safety	10.26	20
Fasteners & Hardware	3.94	20
Fuel & Energy	4.42	20
Healthcare, Lab & Life Science	5.08	20
Heavy Equipment	2.40	20
Heavy Equipment Attachments	2.92	20
Heavy Equipment Parts & Accs	4.97	20
HVAC	5.10	20
Hydraulics, Pneumatics & Pumps	4.58	20
Light Equipment & Tools	9.91	20
Manufacturing & Metalworking	5.05	20
Material Handling	15.65	20
Office	16.42	20
Other Business & Industrial	7.44	20
Printing & Graphic Arts	12.52	20
Restaurant & Catering	14.08	20
Retail & Services	8.07	20
Websites & Businesses for Sale	4.38	20
Cameras & Photo	5.84	20
Binoculars & Telescopes	5.07	20
Camcorders	3.90	20
Camera & Photo Accessories	6.90	20

Category	Average bid %	Maximum bid %
Camera Drone Parts & Accs	1.66	20
Camera Drones	5.11	20
Digital Cameras	4.23	20
Digital Photo Frames	6.77	20
Film Photography	6.18	20
Flashes & Flash Accessories	5.16	20
Lenses & Filters	9.81	20
Lighting & Studio	4.67	20
Other Cameras & Photo	6.94	20
Replacement Parts & Tools	7.99	20
Tripods & Supports	6.43	20
Video Production & Editing	3.75	20
Vintage Movie & Photography	4.77	20
Wholesale Lots	10.00	20

Cell Phones & Accessories	6.54	20
Cell Phone & Smartphone Parts	3.76	20
Cell Phone Accessories	10.96	20
Cell Phones & Smartphones	4.38	20
Other Cell Phones & Accs	6.09	20
Phone Cards & SIM Cards	8.29	20
Smart Watch Accessories	5.65	20
Smart Watches	5.82	20
Vintage Cell Phones	7.33	20
Wholesale Lots	6.61	20

Clothing, Shoes & Accessories	6.69	20
Baby & Toddler Clothing	4.89	20
Costumes, Reenactment, Theatre	5.87	20
Cultural & Ethnic Clothing	6.02	20
Dancewear	8.45	20
Kids' Clothing, Shoes & Accs	5.95	20
Men's Accessories	6.81	20

Category	Average bid %	Maximum bid %
Men's Clothing	6.30	20
Men's Shoes	7.13	20
Uniforms & Work Clothing	8.71	20
Unisex Clothing, Shoes & Accs	6.94	20
Vintage	9.67	20
Wedding & Formal Occasion	6.31	20
Wholesale, Large & Small Lots	9.35	20
Women's Accessories	6.29	20
Women's Clothing	5.85	20
Women's Handbags & Bags	5.67	20
Women's Shoes	3.44	20

Coins & Paper Money	4.59	20
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Bullion	5.66	20
Coins: Ancient	5.00	20
Coins: Canada	1.95	20
Coins: US	3.86	20
Coins: World	4.39	20
Exonumia	5.29	20
Other Coins & Paper Money	3.53	20
Paper Money: US	4.30	20
Paper Money: World	3.14	20
Publications & Supplies	5.91	20
Stocks & Bonds, Scripophily	7.45	20

Collectibles	6.27	20
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Advertising	6.21	20
Animals	6.17	20
Animation Art & Characters	5.79	20
Arcade, Jukeboxes & Pinball	4.65	20
Autographs	9.10	20
Banks, Registers & Vending	4.75	20
Barware	5.62	20

Category	Average bid %	Maximum bid %
Bottles & Insulators	5.21	20
Breweriana, Beer	6.28	20
Casino	5.95	20
Clocks	8.38	20
Comics	5.24	20
Cultures & Ethnicities	5.28	20
Decorative Collectibles	6.14	20
Disneyana	8.72	20
Fantasy, Mythical & Magic	5.99	20
Historical Memorabilia	4.31	20
Holiday & Seasonal	7.58	20
Kitchen & Home	8.54	20
Knives, Swords & Blades	7.77	20
Lamps, Lighting	7.60	20
Linens & Textiles (1930-Now)	10.21	20
Metalware	6.31	20
Militaria	4.41	20
Non-Sport Trading Cards	6.97	20
Paper	4.80	20
Pens & Writing Instruments	7.33	20
Pez, Keychains, Promo Glasses	5.50	20
Photographic Images	6.22	20
Pinbacks, Bobbles, Lunchboxes	4.39	20
Postcards	7.75	20
Radio, Phonograph, TV, Phone	3.47	20
Religion & Spirituality	6.24	20
Rocks, Fossils & Minerals	8.36	20
Science & Medicine (1930-Now)	5.08	20
Science Fiction & Horror	5.91	20
Sewing (1930-Now)	4.58	20
Souvenirs & Travel Memorabilia	6.16	20
Tobacciana	6.83	

Category	Average bid %	Maximum bid %
Tools, Hardware & Locks	7.01	20
Transportation	4.83	20
Vanity, Perfume & Shaving	5.78	20
Vintage, Retro, Mid-Century	10.24	20
Wholesale Lots	2.00	20

Computers/Tablets & Networking 9.92 20

3D Printers & Supplies	5.19	20
Computer Cables & Connectors	7.55	20
Computer Components & Parts	7.55	20
Desktops & All-In-Ones	12.90	20
Drives, Storage & Blank Media	11.05	20
Enterprise Networking, Servers	13.62	20
Home Networking & Connectivity	9.03	20
Keyboards, Mice & Pointers	9.00	20
Laptop & Desktop Accessories	8.73	20
Laptops & Netbooks	8.75	20
Monitors, Projectors & Accs	7.84	20
Other Computers & Networking	7.53	20
Power Protection, Distribution	14.08	20
Printers, Scanners & Supplies	11.22	20
Software	7.44	20
Tablet & eBook Reader Accs	13.42	20
Tablet & eBook Reader Parts	7.20	20
Tablets & eBook Readers	12.09	20
Vintage Computing	10.50	20
Wholesale Lots	13.76	20

Consumer Electronics 6.42 20

Gadgets & Other Electronics	5.94	20
Home Automation	4.67	20
Home Surveillance	4.52	20
Home Telephones & Accessories	6.92	20

Category	Average bid %	Maximum bid %
Multipurpose Batteries & Power	7.20	20
Portable Audio & Headphones	10.30	20
Radio Communication	4.10	20
TV, Video & Home Audio	6.61	20
Vehicle Electronics & GPS	4.68	20
Vintage Electronics	9.07	20
Virtual Reality	8.62	20
Voice-Enabled Smart Assistants	3.00	20
Wholesale Lots	7.88	20

Crafts	6.83	20
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Art Supplies	7.62	20
Beads & Jewellery Making	7.05	20
Fabric	6.44	20
Fabric Painting & Decorating	7.06	20
Glass & Mosaics	9.97	20
Handcrafted & Finished Pieces	8.73	20
Home Arts & Crafts	5.24	20
Kids' Crafts	6.04	20
Leathercrafts	4.76	20
Multi-Purpose Craft Supplies	8.64	20
Needlecrafts & Yarn	4.65	20
Other Crafts	6.15	20
Scrapbooking & Paper Crafts	4.20	20
Sculpting, Molding & Ceramics	7.04	20
Sewing	6.31	20
Stamping & Embossing	6.01	20
Wholesale Lots	10.17	20

Dolls & Bears	5.47	20
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Bear Making Supplies	5.00	20
Bears	4.52	20
Dollhouse Miniatures	4.33	20

Category	Average bid %	Maximum bid %
Dolls	4.98	20
Paper Dolls	4.40	20
Wholesale Lots	9.60	20
DVDs & Movies	7.78	20
DVDs & Blu-ray Discs	4.51	20
Laserdiscs	3.69	20
Storage & Media Accessories	14.00	20
UMDs	6.37	20
VHS Tapes	5.92	20
Wholesale Lots	12.21	20
Entertainment Memorabilia	5.79	20
Autographs-Original	7.79	20
Movie Memorabilia	4.22	20
Music Memorabilia	8.12	20
Other Entertainment Mem	5.94	20
Television Memorabilia	5.08	20
Theatre Memorabilia	6.52	20
Video Game Memorabilia	2.88	20
Gift Cards & Coupons	10.20	20
Gift Cards	1.67	20
Gift Certificates	18.72	20
Health & Beauty	6.17	20
Bath & Body	6.38	20
Fragrances	7.99	20
Hair Care & Styling	8.07	20
Health Care	6.44	20
Makeup	6.51	20
Massage	5.93	20
Medical, Mobility & Disability	4.90	20

Category	Average bid %	Maximum bid %
Nail Care, Manicure & Pedicure	5.26	20
Natural & Alternative Remedies	6.45	20
Oral Care	6.02	20
Other Health & Beauty	5.96	20
Salon & Spa Equipment	6.90	20
Shaving & Hair Removal	6.64	20
Skin Care	5.86	20
Sun Protection & Tanning	5.77	20
Tattoos & Body Art	6.07	20
Vision Care	4.96	20
Vitamins & Dietary Supplements	7.27	20
Wholesale Lots	3.77	20
Home & Garden	7.71	20
Bath	10.68	20
Bedding	12.71	20
Food & Beverages	8.74	20
Fresh Cut Flowers & Supplies	1.83	20
Furniture	11.24	20
Greeting Cards & Party Supply	6.64	20
Holiday & Seasonal Décor	7.62	20
Home Décor	13.61	20
Home Improvement	6.29	20
Household Supplies & Cleaning	8.26	20
Kids & Teens at Home	9.31	20
Kitchen, Dining & Bar	5.92	20
Lamps, Lighting & Ceiling Fans	9.69	20
Major Appliances	7.80	20
Other Home & Garden	5.84	20
Rugs & Carpets	6.23	20
Tools	5.50	20
Wedding Supplies	6.00	20

Category	Average bid %	Maximum bid %
Wholesale Lots	4.83	20
Window Treatments & Hardware	7.80	20
Yard, Garden & Outdoor Living	5.45	20

Jewellery & Watches 6.60 20

Children's Jewellery	6.12	20
Engagement & Wedding	7.25	20
Ethnic, Regional & Tribal	6.91	20
Fashion Jewellery	6.05	20
Fine Jewellery	6.18	20
Handcrafted, Artisan Jewellery	8.87	20
Jewellery Boxes & Organizers	5.63	20
Jewellery Design & Repair	5.05	20
Loose Beads	7.38	20
Loose Diamonds & Gemstones	11.12	20
Men's Jewellery	4.92	20
Other Jewellery & Watches	4.89	20
Vintage & Antique Jewellery	7.69	20
Watches, Parts & Accessories	5.46	20
Wholesale Lots	5.46	20

Music 5.10 20

Cassettes	4.31	20
CDs	3.80	20
Other Formats	4.02	20
Records	3.70	20
Storage & Media Accessories	4.53	20
Wholesale Lots	10.24	20

Musical Instruments & Gear 5.66 20

Brass	4.85	20
DJ Equipment	12.67	20
Equipment	7.98	20

Category	Average bid %	Maximum bid %
Guitars & Basses	7.26	20
Instruction Books, CDs & Video	2.57	20
Karaoke Entertainment	4.94	20
Other Musical Instruments	5.07	20
Percussion	5.27	20
Pianos, Keyboards & Organs	5.14	20
Pro Audio Equipment	5.17	20
Sheet Music & Song Books	2.56	20
Stage Lighting & Effects	4.50	20
String	5.24	20
Vintage Musical Instruments	4.74	20
Wind & Woodwind	6.97	20

Pet Supplies 5.83 20

Backyard Poultry Supplies	5.54	20
Bird Supplies	6.14	20
Cat Supplies	4.98	20
Dog Supplies	5.63	20
Fish & Aquariums	6.55	20
Other Pet Supplies	5.92	20
Pet Memorials & Urns	6.20	20
Reptile Supplies	4.60	20
Small Animal Supplies	6.94	20

Pottery & Glass 6.13 20

Glass	6.73	20
Pottery & China	5.53	20

Sporting Goods 5.43 20

Boxing, Martial Arts & MMA	2.81	20
Cycling	5.05	20
Fishing	5.10	20
Fitness, Running & Yoga	6.58	20

Category	Average bid %	Maximum bid %
Golf	4.85	20
Hunting	4.81	20
Indoor Games	6.00	20
Other Sporting Goods	6.28	20
Outdoor Sports	5.18	20
Team Sports	6.06	20
Tennis & Racquet Sports	6.83	20
Water Sports	5.12	20
Wholesale Lots	5.50	20
Winter Sports	5.87	20

Sports Mem, Cards & Fan Shop	5.17	20
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Autographs-Original	2.81	20
Autographs-Reprints	1.50	20
Fan Apparel & Souvenirs	6.00	20
Game Used Memorabilia	7.71	20
Sports Stickers, Sets & Albums	5.42	20
Sports Trading Cards	6.29	20
Vintage Sports Memorabilia	6.49	20

Stamps	7.85	20
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Africa	8.17	20
Asia	6.62	20
Australia & Oceania	6.67	20
British Colonies & Territories	9.57	20
Canada	9.66	20
Caribbean	9.33	20
Europe	9.56	20
Great Britain	5.00	20
Latin America	7.35	20
Middle East	8.57	20
Other Stamps	5.00	20

Category	Average bid %	Maximum bid %
Publications & Supplies	7.88	20
Topical Stamps	8.87	20
United States	9.03	20
Worldwide	6.54	20
Toys & Hobbies	5.32	20
Action Figures	4.89	20
Beanbag Plush	6.59	20
Building Toys	4.68	20
Classic Toys	6.21	20
Collectible Card Games	5.02	20
Diecast & Toy Vehicles	4.58	20
Educational	6.39	20
Electronic, Battery & Wind-Up	3.75	20
Fast Food & Cereal Premiums	4.68	20
Games	5.72	20
Marbles	20.00	20
Model Railroads & Trains	4.23	20
Models & Kits	6.60	20
Outdoor Toys & Structures	4.63	20
Preschool Toys & Pretend Play	5.12	20
Puzzles	3.59	20
Radio Control & Control Line	4.46	20
Robots, Monsters & Space Toys	2.18	20
Slot Cars	4.06	20
Stuffed Animals	4.51	20
Toy Soldiers	3.37	20
TV, Movie & Character Toys	3.94	20
Vintage & Antique Toys	5.58	20
Wholesale Lots	2.83	20

Category	Average bid %	Maximum bid %
Travel	9.34	20
Luggage	7.33	20
Luggage Accessories	10.14	20
Maps	4.09	20
Other Travel	13.67	20
Travel Accessories	8.87	20
Vintage Luggage & Travel Accs	11.95	20
Video Games & Consoles	4.90	20
Manuals, Inserts & Box Art	4.08	20
Original Game Cases & Boxes	6.07	20
Other Video Games & Consoles	5.83	20
Prepaid Gaming Cards	2.51	20
Replacement Parts & Tools	5.22	20
Strategy Guides & Cheats	6.70	20
Video Game Accessories	5.74	20
Video Game Consoles	5.55	20
Video Game Merchandise	3.42	20
Video Games	3.29	20
Wholesale Lots	5.47	20

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