

RETAIL PARTNERS

Advertising Rates and Specifications

NEW RATES & POSITIONS
EFFECTIVE WITH FIRST
QUARTER 2009 ISSUE

Retail Partners is a tabloid-size, 4-color, 16-page, **quarterly** publication of the Retail Merchants Association. It is mailed to 2,000+ retailers. Newsletter will also be posted as a .pdf to the RMA website. Advertising is accepted on the following basis:

- Ads are sold on a 1x, 2x or 4x basis.
- Ad may be changed each issue if the ad is received by the deadlines listed below.
- Prices quoted are for 4-color ads. Black & white ads are acceptable.

ADVERTISING RATES

Position	Size	1x	2x <i>Each ad</i>	4x <i>Each ad</i>	Non-Member- 1x rate only
Front page bottom strip	10.125" w x 1.5" h	Not available	\$500	\$475	Not available
Pg 2,3,4,5 –two ¼ pg	5" w x 5.75" h	\$425	\$400	\$375	\$550
Pg 6–Region/chapter	tbd				
Pg 7,8,11 – ¼ pg	5" w x 5.75" h	\$400	\$375	\$350	\$475
Pg 13 – ¼ pg	5" w x 5.75" h	\$375	\$350	\$325	\$450
Two 1/8 pg	2.5" w x 2.85" h	\$275	\$250	\$225	\$300
Pg 14 – two 1/8 pg	2.5" w x 2.85" h	\$250	\$225	\$200	\$300
Pg.15- twelve coupon ads	3.25" w x 2.75" h	Not Available	Not Available	\$100	Not Available
Pg 16 - back cover – 4 spaces available	3.25" w x 5.5" h	Not Available	Not Available	\$300	Not Available
<u>NEW INSERT*</u> – <i>Members only – two per issue</i>	Provide 2000 pcs	\$500* <small>[include possible postage costs here]</small>	-----	-----	Not Available
<u>Special Expo Preview - JULY</u> ¼ pg & 1/8 pg <i>Exhibitor Discounts available</i>	5" w x 5.75" h 2.5" w x 2.85" h	\$375 \$275	\$350 \$250	\$325 \$225	\$550 \$450
<u>WEBSITE PACKAGE</u> – <i>Save when you advertise in Retail Partners!</i>			<u>6 Months</u> Add \$900	<u>Full Year</u> Add \$1600	Not Available

WITH QUARTERLY ISSUES, SPACE IS LIMITED – BE SURE TO RESERVE YOUR SPACE EARLY!!

Following each ad, an invoice will be sent. With multiple ads, you can change your ad as often as you like.

Please reserve page #_____ position for 1, 2 or 4 times (circle one) and circle quarter(s) below.

Company _____ Address _____

Contact _____ Telephone _____ E-mail _____

All advertising materials must be submitted as high resolution camera-ready artwork (300 dpi):
 File Formats Accepted: JPEG, TIF, PDF
 E-mail to Patricia@retailmerchants.com

Questions?

Call or e-mail Pat Vitsky at 662-5500 or Patricia@retailmerchants.com

For more information on website ads, contact Preston Perrin at pperrin@retailmerchants.com

<u>2009 Issue</u>	<u>Theme</u>	<u>Deadline</u>	<u>Dropped by</u>
1 st Quarter	2009 Essentials	Jan. 16	Mid February
2 nd Quarter	Hot New Trends	Feb.20	Early April
3 rd Quarter	RME/ New Tech	May 22	Early July
4 th Quarter	Achieving Success	Aug. 21	Early October

***NEW INSERT:** Drop in your company's quality brochure, flyer, invitation or announcement. Cost does not include additional postage that may be incurred. Contact Pat for specifics and learn if your piece can "ride along" with the newsletter (subject to RMA approval). **LIMIT TWO PER ISSUE.**



Please Sign Contract On Reverse Side