

Retail Partners

2009

Advertising Specifications Sheet

File Types Accepted:
PDF, JPEG,
TIFF, EPS

Images must be 300 dpi.

All text must be outlined.

1/2 page ad - Horizontal

Dimensions: 8"w x 5.375"h

1x	2x	4x	non-member
\$600	\$550	\$500	\$675

1/4 page ad

Dimensions: 3.875"w x 5.375"h

1x	2x	4x	non-member
Pgs 2-3-4-5-6			
\$425	\$400	\$375	\$550

Pgs 7-8-9			
\$400	\$375	\$350	\$475

Pgs 12 through 19			
\$375	\$350	\$325	\$450

1/8 page ad

Dimensions: 3.875"w x 2.57"h

1x	2x	4x	non-member
First half of newsletter			
\$275	\$250	\$225	\$300
Second half of newsletter			
\$250	\$225	\$200	\$300

Please call or send files to:
Patricia Vitsky
Patricia@retailmerchants.com
804-662-5500

Retail Partners

2009

Insert

Members only, limited to two per issue, member provides 8.5" x 11" (flat or folded) 2000 inserts

\$500 per insert, additional postage if cost goes above standard cost.

FULL page ad

Dimensions: 8"w x 11"h

1x	2x	4x	non-member
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Inside front cover

\$1200	\$1050	\$900	NA
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First half of newsletter

\$1000	\$900	\$800	\$1200
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Second half of newsletter

\$900	\$800	\$700	\$1100
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1/2 page ad - vertical

Dimensions: 3.875"w x 11"h

1x	2x	4x	non-member
\$600	\$550	\$500	\$675

Double coupon size

Dimensions: 2.5"w x 5.375"h

Back Cover Location

3 Spots Only

Members Only

Must run 4x

Cost per run \$300