

STORES Magazine Marketing Planner and Rates

Deadlines

Ad space deadline is the 1st of the month prior or the next business day.

Art deadline is the 10th of the month prior or the next business day.

MONTH	SPECIAL FOCUS	INFORMATION TECHNOLOGY	SUPPLY CHAIN	CREDIT/PAYMENTS	NETWORKING & COMMUNICATION	ONLINE	HUMAN RESOURCES	SUSTAINABILITY — New in 2009!	LPI INFORMATION Expanded Coverage!	BONUS DISTRIBUTION	ADVERTISER BONUS
January	NRF Annual Convention & EXPO TOP 250 Global Retailers	Software as a Service	Global Strategies	POS Systems	Marketing Strategies	Application Service Providers	Workforce Management	Energy Management	Alarm Systems	NRF Annual Convention & EXPO Shop.org Strategy & Innovation forum	Points toward booth location
	NRF Convention Show Daily									NRF Annual Convention & EXPO	
February	Retail Advertising Conference (RAC)	Dashboards	Cost Containment	Reward Programs	Online Video	Fulfillment	Improving Employee Health	Water Conservation	Exception Reporting	Retail Advertising Conference (RAC)	Online advertising credit
March		Best of Breed Apps	Visibility	PCI Compliance	Call Centers	E-mail Strategies	Reducing Turnover	Eco-Friendly Products	Food Safety		Digital magazine features credit Discounts on LPI S.D. listings
	LPI Supplier Directory									NRF Loss Prevention Conference	
April	NACDS Annual Meeting	Customer Centricity	Forecasting	Mobile Payments	Mobile Strategies	Cannibalization	Performance Management	Packaging	e-Fencing	NACDS Annual Meeting NRF Supply Chain Summit	Free matching advertorial page
May	FMI/Markettechnics	Service-Oriented Architecture	Inventory Control	Payment Options	Emerging Technology	Customer Reviews	On-boarding	Transportation/ Carbon Footprint	Business Continuity	NACStech FMI/Markettechnics Shop.org Online Marketing Workshop	Discounts on Software Sourcebook listing
	Software Sourcebook									FMI/Markettechnics	
June	NRF Loss Prevention Conference	Enterprise Retail	Decision Support	Risk Management	Digital Signage	Inventory Systems	Recruitment	Recycling Management	Organized Retail Crime	NRF Loss Prevention Conference	Webinar program credit
	NRF LP Show Preview									NRF Loss Prevention Conference	
July	Top 100 Retailers NRF Supply Chain Summit Recap	Database Management	Risk/Security Issues	Gift Cards	Collaboration	Search Engines	Time & Attendance	Green IT	Workplace Violence	Shop.org Online Marketing Workshop	Online advertising credit Free mailing to Top 100 Retailers
August	Hot 100 Retailers	Customer Relationship Management	Logistics	Checks	Social Networking	Web Analytics	Succession Planning	Store Development	Electronic Article Surveillance	NRFtech CIO Summit	Digital magazine features credit Free mailing to Hot 100 Retailers
September	Favorite 50 Online Retailers	RFID	Tracking	Contactless Payments	Customer Feedback	Emerging Technology	Benefits/Wages	Sustainability	IP/Digital Video Recording	Shop.org Annual Summit ASIS RFID World	Shop.org exhibitor special
October	NRFtech CIO Summit Recap	Business Intelligence	Collaboration	Decision Support	Multi-Channel Integration	Cart Abandonment	Labor Scheduling	Green Store Design	Internal Theft	KIOSK.com Show	Free mailing to NRFtech attendees
November		Demand Planning	Reverse Logistics	Credit Card Security	In-Store Technology Access	In-Store Web	Diversity & Spending	Consumer Behavior	Outsourcing		Discounts on R.I.B.G. Listings
December	Predictions for 2010										
	Retail Industry Buying Guide									NRF Annual Convention & EXPO	
	STORES Retail Industry Calendar									NRF Annual Convention & EXPO	

STORES Magazine 2009 Black & White Advertising Rates

	1x	3x	6x	9x	12x	16x	24x
1 page	9,375	8,680	7,005	6,360	6,185	5,795	5,525
2/3 page	7,010	6,235	5,835	5,520	5,180	4,830	4,670
1/2 page	5,785	5,440	5,045	4,800	4,545	4,215	4,085
1/3 page	4,055	3,815	3,495	3,245	3,075	2,855	2,730
1/4 page	3,215	2,855	2,595	2,405	2,370	2,285	2,195
1/6 page	2,445	2,205	1,955	1,815	1,680	1,570	1,505

Page Increase Discount

Advertisers that maintain an increasing level of advertising over consecutive contract years qualify for the page increase discount, which is applied to the new year's earned black/white rate.

Page increase	Discount
1 page	7%
2 pages	10%
3 pages	12%
4 or more pages	15%

New Advertiser Discount

Advertisers (and their parent companies) that have not run in the prior 18 months and commit to running three or more full pages in their contract year qualify for a 10% discount on the earned black/white rate.

The maximum achievable discount is 40% of the earned black/white rate.

Color Rates

Color	Page	Spread
Standard Color (C,M or Y), extra	900	1,750
PMS Matched color, extra	1,175	2,020
4/C process, extra	2,600	4,035

2009 Special Position Advertising Rates (includes 4/C charge)

	1x	3x	6x	9x	12x
2nd Cover	13,875	12,965	11,030	10,340	10,090
3rd Cover	13,575	12,690	10,790	10,115	9,870
4th Cover	14,475	13,530	11,515	10,785	10,525

Agency Commissions and Payment Terms

15% commission to recognized advertising agencies on gross billings for display advertising, color and premium. No commission will be paid on invoices not paid within 30 days of billing date. Mechanical charges and special services are non-commissionable.

Short Rate and Rebate

All advertising subject to rebate or short rate when more or less advertising than specified by original order is used.

Sponsorship opportunities and custom-publishing pieces are also available — contact your sales rep for details. Please refer to Rate Card for full details. Contact us for more information.