



STORES
m a g a z i n e

**2010
RATE CARD**

Rate Card No. 35
Effective January 1, 2010

STORES Media is the publishing and communications group of the National Retail Federation (NRF), the world's largest retail trade association. STORES Media offerings include STORES Magazine, STORES Buying Guides, STORES Show Dailies, STORES.org, STORES First Edition, STORES Trends, STORES LPinformation, STORES Retail Deals, STORES Knowledge Series, STORES Digital Edition and STORES Mobile Edition. STORES products report on the broad spectrum of strategic issues facing senior retail executives, including: retail technology, supply chain and logistics, credit and payment systems, loss prevention, human resources, online retailing, communications, marketing, merchandising and other vital store operations. NRF's membership comprises all retail formats and channels of distribution including department, specialty, discount, catalog, Internet, independent stores, chain restaurants, drug stores and grocery stores as well as the industry's key trading partners of retail goods and services.

STORES 2010 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 3 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

	Page	Spread
Standard color (C,M,Y), extra	900	1,750
PMS matched color, extra	1,175	2,020
4-color process, extra	2,600	4,035

2010 Special Position Advertising rates

(includes 4-color 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

Multiple Page Inserts

2-4 pages (1-2 sheets)	2,900 per page
6-8 pages (3-4 sheets)	2,625 per page
10 or more pages (5 or more sheets)	2,365 per page

Prices reflect bind-in rate. Other insertion methods may incur additional charges. Not combinable with any other discount. Maximum weight of stock accepted without premium is 80-lb. Offset or 100-lb. Coated, 25 x 38 bases. Heavy weight will not be accepted unless agreed upon with publisher. Mechanical information should also be agreed upon with publisher. Any special formats, such as gatefold, die-cut, etc., must be submitted to publisher for approval and an estimate of any additional mechanical charges for special handling.

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.

Please refer to Rate Card for full details. Contact us for more information.

Advertising & Marketing

900A South Main Street
Suite 103
Bel Air, MD 21014
410/893-8003
410/893-8004 (fax)

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STORES MEDIA CONTACTS
325 7th Street NW, Suite 1100
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storesproduction@nrf.com

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listerh@nrf.com

Online Advertising Production and Circulation Inquiries
Elena Caiola, Senior Director,
Audience Development
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866/640-8139 (fax)
caiola@nrf.com

Print Production Inquiries
Susan Patterson,
Senior Director, Business
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202/661-3042 (fax)
pattersons@nrf.com

Editorial Inquiries
Susan Reda, Editor
516/437-1245
866/640-8138 (fax)
editor@nrf.com

MECHANICAL requirements

Offset, perfect-bound, printing on 45-lb. paper, 3 columns to a page.

On all bleed advertising allow 1/4" from any trim edge or fold for live or type matter.

Supply ruled proof showing crop lines.

Ad sizes	Width	Depth
Trim size	7 7/8"	10 1/2"
Full page type size	6 7/8"	10"
Full page bleed size	8 1/8"	10 3/4"
2/3 page	4 3/8"	10"
1/2 page island	4 3/8"	7 1/2"
1/2 page vertical	3 1/4"	10"
1/2 page horizontal	6 7/8"	4 7/8"
1/2 page horizontal bleed	8 1/8"	5 1/2"
1/3 page vertical	2"	10"
1/3 page square	4 3/8"	4 7/8"
1/4 page	3 1/4"	4 7/8"
1/6 page	2"	4 7/8"
Center spread type space	14 7/8"	10"
Center spread bleed size	16 3/8"	10 3/4"
Center spread trim size	15 7/8"	10 1/2"

Preferred material:

All files should be sent in PDF format.

- All images contained in the PDF should be CMYK or grayscale (no RGB, spot or Lab colors).
- The PDF should be created as CMYK.
- The PDF should be created at 300 dpi.
- All images contained within the PDF should be created at 300 dpi.
- All line art contained within the PDF should be created at 1200-1800 dpi.
- All transparencies must be flattened within the native file before creating the PDF.
- All fonts must be embedded in the PDF.
- The PDF should be created at 100% of the ad placement in the magazine.
- If the PDF is a full-page ad with bleed, it must be created at the magazine's trim size of 7 7/8" x 10 1/2", allowing for all bleeds to be pulled out 1/8" past the document's edge (for a total size of 8 1/8" X 10 3/4") before creating the PDF.

Please include crop marks in the PDF.

Please email all files to pattersons@nrf.com. If the file is too large to email, please burn to a CD and ship to:

Production Department
STORES Magazine
325 7th Street, NW
Suite 1100
Washington, DC 20004

If you would like to post ads to the STORES FTP site, please contact Susan Patterson for instructions.

For production related questions and materials extension requests, please contact Susan Patterson at pattersons@nrf.com or 202.626.8102.

General policy

Advertising & Copy Policy

Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which, in the publisher's opinion, resembles editorial matter.

Sketches or words protected by copyright or registered trademarks, labels, etc. must be so designated by advertisers, who, if not the holder thereof, must

furnish authority to use.

Advertiser and advertising agency assume liability for all content (including text and illustrations) of their ads. They further assume responsibility for any claims arising therefrom made against the publisher and agree to indemnify the publisher against any expense or loss suffered by reason(s) of such claims.

All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which he feels is not in keeping with the publication's standard.

When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.

Contract & Rate Policy

Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement, plus any special instructions, such as bleed, color, etc.

Space orders, whenever possible, should specify a definite schedule of insertions, issues and sizes of space.

Requests for specified position at ROP rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

All advertising orders are accepted subject to the terms and conditions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the rate has been earned up to the date of cancellation.

A contract year, or 12-month period, starts from the date of the first insertion. Twelve-month

periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for the subsequent or past periods.

Orders are acceptable for not more than one year in advance.

Advertisers will be short-rated if, within one year (12 issues) from the date of first insertion, they do not use the amount of space upon which their billings have been based.

The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising at the time is sold.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies that are due the publisher.

STORES does not accept insertion orders from agencies that agree to pay only to the extent that they are paid by the advertiser ("sequential liability"), just as it will not accept insertion orders with language disclaiming liability ("disclaimers"). If an agency is unwilling to remove the sequential language, STORES will contact the advertiser to establish liability and bill it directly, at the gross or net rate, as appropriate. Billing is issued on scheduled publication dates. Terms are net 30. Advertisers and their agencies are responsible for all collection costs on past-due accounts.

No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.

The publisher's liability for any error will not exceed the charge for the advertisement in question.

Verbal agreements are not recognized.