

shop! 2017 ADVERTISING RATES: DIGITAL

Website Advertising

Leaderboard	
3-6 months (per month)	\$800
7-9 months (per month)	750
10-12 months (per month)	700
Large Box	
3-6 months (per month)	600
7-9 months (per month)	550
10-12 months (per month)	500
Vertical Box	
3-6 months (per month)	300
7-9 months (per month)	250
10-12 months (per month)	200

Newsletter Advertising

Insider Digital Package

Four powerful digital communications vehicles bundled together. One box ad appears in all four publications.

Shop! Insider Weekly
Shop! Economic Advisor
Shop! Trend Report
Crittenden Retail Tenants Report

All four publications (per year) **\$8,500**
Availability is limited.

NOTE: Digital advertising is open only to Shop! members in good standing. All prices are net of agency commission.

Retail Environments The Brief

Leaderboard Ad	
3 months (per month)	\$2,000
6 months (per month)	1,750
12 months (per month)	1,500
Vertical Box Ad (right hand side of page)	
Top Box: 3 months (per month)	1,750
6 months (per month)	1,500
12 months (per month)	1,250
Middle Box: 3 months (per month)	1,500
6 months (per month)	1,250
12 months (per month)	1,000
Bottom Box: 3 months (per month)	1,250
6 months (per month)	1,000
12 months (per month)	750
Product or Project Spotlight	
12 issues	4,500
6 issues	2,400
4 issues	1,800
Single issue	500

AD SPECS

Web Advertising

Leaderboard Banner Ad Size 728 pixels wide x 90 pixels high	Vertical Box Ad Size 130 pixels wide x 275 pixels high
Large Box Ad Size 300 pixels wide x 250 pixels high	

Digital Newsletter Advertising

The Brief

Leaderboard Ad Size 830 pixels wide x 75 pixels high	Vertical Side Ad Size 150 pixels wide x 250 pixels high
Product or Project Spotlight 300 pixels wide x 300 pixels high	

Other Digital Newsletters

Leaderboard Ad Size 680 pixels wide x 100 pixels high
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File Types:

JPEG, GIF or animated GIF (limited to four frames) Limited to 15K

Advertising Enhancements

Retail Environments Digital Edition

	1X	3X	6X	8X
Pop-up ads	303	275	250	225
Front cover image area ads	424	385	350	315
Navigation bar ads	363	330	300	270
Audio/video files*	121	110	100	90
Podcasts*	121	110	100	90
Reports/advertorials**	363	330	300	270

Prices are incremental to the advertising space cost and are net.

*Per minute **Plus \$20/page

Supplier Connect: Includes printed Buyers' Guide and on-line searchable database

Enhanced Listing Includes logo and highlighted box in print version. Also includes logo, photo gallery, documents and video in online version.	\$700
Premium Includes everything in Enhanced Listing plus your company name bolded in print, and top listing placement online.	\$200 additional per selected category