

shop! 2017 ADVERTISING RATES: PRINT

Retail Environments magazine, Buyers' Guide, Winners Book and OMA Annual

(Can combine frequency rate)

Preferred Placement	1X	3X	6X	8X
Cover 2			4,099	3,689
Cover 3			3,920	3,528
Cover 4			4,277	3,849

10% Surcharge on all other requested placements.

	1X	3X	6X	8X
2-Page spread	7,480	6,732	6,059	5,453
Full page tab (s/c)	4,840	4,356	3,920	3,528
Full page	4,400	3,960	3,564	3,208
2/3 page	3,960	3,564	3,208	2,887
1/2 page (island)	3,520	3,168	2,851	2,566
1/2 page	3,300	2,970	2,673	2,406
1/3 page	2,640	2,376	2,138	1,925
1/4 page	2,420	2,178	1,960	1,764

Gallery Showcase section, shared space	1X	3X	6X	8X
1/8th page	625	563	506	456
Quarter page	1,250	1,125	1,013	911
Half page	2,500	2,250	2,025	1,823

Inserts (Supplied)	1X	3X	6X	8X
2 page	5,236			
4 page	5,984			
8 page	6,732			

Mechanical charges are additional.

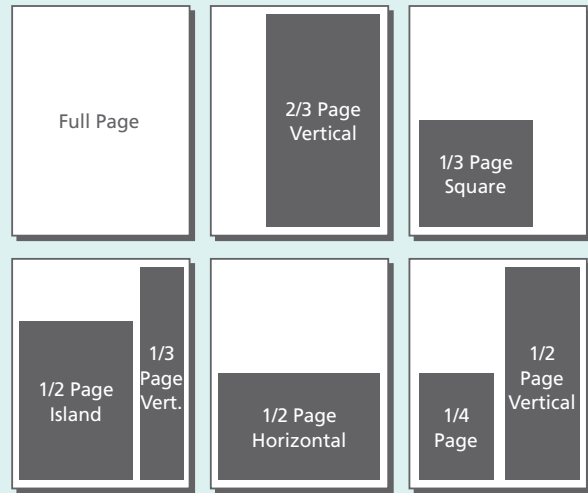
NOTE: All rates are four-color member rates and are net of agency discount. Non-member companies add 20%.

Supplier Connect: Includes printed Buyers' Guide and online 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

NOTE: All print ad rates are four-color and are net of agency discount. Non-member companies add 20%. Twenty-percent surcharge on ads adjacent to company listing in Buyers' Guide. Advertising in the Shop! Buyers' Guide is open only to Shop! members in good standing.

AD SPECS



Publication Trim Size: 8 1/8" x 10 7/8" (8.125" x 10.875")

Advertisement Size:

2-page spread with bleed	16 1/2" x 11 1/8" (16.5" x 11.125")
2-page spread non-bleed	15 1/4" x 10" (15.25" x 10.0")
Full page with bleed	8 3/8" x 11 1/8" (8.375" x 11.125")
Full page non-bleed	7" x 10" (7.0" x 10.0")
2/3 page vertical	4 1/2" x 9 1/2" (4.5" x 9.5")
1/2 page horizontal	7" x 5" (7.0" x 5.0")
1/2 page vertical	3 3/8" x 9 1/2" (3.375" x 9.5")
1/2 page island	4 1/2" x 7 1/2" (4.5" x 7.5")
1/3 page vertical	2 1/4" x 9 1/2" (2.25" x 9.5")
1/3 page square	4 1/2" x 4 1/2" (4.5" x 4.5")
1/4 page	3 1/2" x 5" (3.5" x 5.0")

Printing Method: Web offset | Binding Method: Perfect bound
Line Screen: 150-line screen

CMYK PDF/X-1a using SWOP-standard high-resolution images in CMYK, 300 dpi, with a total density of 300%. No RGB or JPEG images. Do not embed ICC profiles within images and do not use TrueType or Composite fonts. Make sure all transparencies are flattened. Submit the file on CD or DVD media. A SWOP-certified proof must accompany ad with printer's color control bars in order to guarantee color reproduction. Visit swop.org for more information on proofing formats. Trim and bleed marks should be included in file but kept outside the print area. Live matter must be 3/8" in from all trim sides.

Shop! Member Connect	1X	3X	6X	8X
2-Page spread	3,978	3,580	3,043	2,739
Full page	2,380	2,142	1,821	1,639
2/3 page	2,206	1,985	1,687	1,519
1/2 page (island)	1,985	1,786	1,518	1,367
1/2 page	1,930	1,737	1,476	1,328
1/3 page	1,615	1,454	1,235	1,112
1/4 page	1,526	1,373	1,167	1,050
Classified	1X	3X	6X	8X
1-inch			170	
2-inch			260	
3-inch			330	