

2019 PRINT ADVERTISING RATES & SPECS

RETAIL ENVIRONMENTS MAGAZINE, BUYERS' GUIDE, WINNERS BOOK AND OMA ANNUAL

| Preferred Placement | 1X | 3X | 6X | 8X |
|---------------------|----|----|-------|-------|
| Cover 2 | | | 4,199 | 3,789 |
| Cover 3 | | | 4,020 | 3,628 |
| Cover 4 | | | 4,377 | 3,949 |

10% Surcharge on all other requested placements.

| Preferred Placement | 1X | 3X | 6X | 8X |
|-----------------------|-------|-------|-------|-------|
| 2-Page spread | 7,580 | 6,832 | 6,159 | 5,553 |
| Full page tab (s c) | 4,940 | 4,456 | 4,020 | 3,628 |
| Full page | 4,500 | 4,060 | 3,664 | 3,308 |
| 2/3 page | 4,060 | 3,664 | 3,308 | 2,987 |
| 1/2 page (island) | 3,620 | 3,268 | 2,951 | 2,666 |
| 1/2 page | 3,400 | 3,070 | 2,773 | 2,506 |
| 1/3 page | 2,740 | 2,476 | 2,238 | 2,025 |
| 1/4 page | 2,520 | 2,278 | 2,060 | 1,864 |

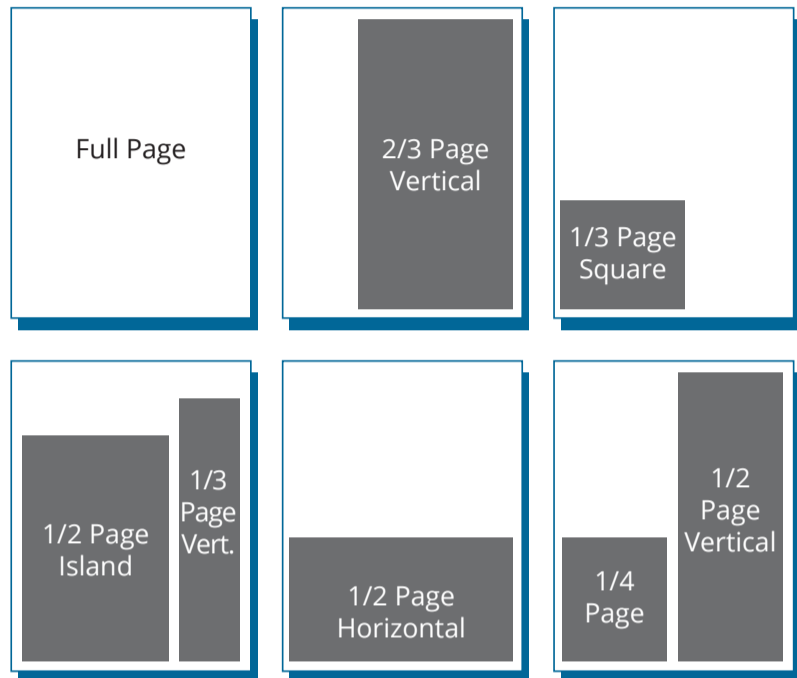
| Gallery | 1X | 3X | 6X | 8X |
|--------------------------------|-------|-------|-------|-------|
| Showcase section, shared space | | | | |
| 1/8th page | 725 | 663 | 606 | 556 |
| Quarter page | 1,350 | 1,225 | 1,113 | 1,011 |
| Half page | 2,600 | 2,350 | 2,125 | 1,923 |

| Inserts (Supplied) | 1X | 3X | 6X | 8X |
|--------------------|-------|----|----|----|
| 2 page | 5,336 | | | |
| 4 page | 6,084 | | | |
| 8 page | 6,832 | | | |

Mechanical charges are additional.

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

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.

Little Black Book:

FULL page ad – trim size 5" x 7"; HALF page ad – trim size 5" x 3 1/2".

Safe zone:

Live matter must be 1/2" from all trim sides. Bleed: at least 1/8" all sides.

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 Listing

Includes everything in Enhanced Listing plus your company name bolded in print, top listing placement online and more.

\$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.