## 2020 DIGITAL ADVERTISING RATES & SPECS

### 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 

**Web Advertising Specs**

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

**Files Types:**
- JPEG, GIF or animated GIF (limited to four frames).
- Limited to 15K.

### NEWSLETTER ADVERTISING

#### Insider Digital Package

- Three powerful digital communications vehicles bundled together. One box ad appears in all three publications.
  - Shop! Insider
  - Shop! Economic Advisor
  - Crittenden Retail Tenants Report

- All three publications (per year): $8,500
  - Availability is limited

**Insider Specs**

- Leaderboard Ad Size: 680 pixels wide x 100 pixels high

### MARKETING@RETAIL NEWS & DESIGN@RETAIL NEWS

| Leaderboard Ad | 3-6 months (per month) | 2,000 
|                | 7-9 months (per month) | 1,750 
|                | 10-12 months (per month) | 1,500 
| Horizontal Banner Ads | First Position | 1500 
|                      | Other Rotating | 1000 
|                      | 6 months (per month) | 1250 
|                      |                     | 750 
|                      | 12 months (per month) | 1000 
|                      |                     | 500 
| Product or Project Spotlight | 12 issues | 4,500 
|                              | 6 issues | 2,400 
|                              | 4 issues | 1,800 
|                              | Single issue | 500 

**Digital Newsletters Specs**

- Leaderboard Ad Size: 600 pixels wide x 75 pixels high
- Horizontal Banner Ad Size: 650 pixels wide x 78 pixels high
- Product or Product Spotlight Image: 275 pixels wide x 200 pixels high
  - (please provide text separately)

**Files Types:**
- JPEG, GIF or animated GIF (limited to four frames).
- Limited to 15K.

### SUPPLIER CONNECT

**Includes printed Buyers' Guide and online searchable database**

<table>
<thead>
<tr>
<th>Enhanced Listing</th>
<th>$700</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes logo and highlighted box in print version. Also includes logo, 5-image photo gallery, video and brochures online.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Premium Listing</th>
<th>$200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes everything in Enhanced Listing plus your company name bolded in print, 5 additional images, top listing online and part of rotating featured content throughout the site.</td>
<td></td>
</tr>
</tbody>
</table>

**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.