



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

www.electronicretailermag.com

electronic **RETAILER**[™]

The Official Publication of the Electronic Retailing Association



2010 MEDIA

why advertise



"We started advertising in Electronic Retailer 5 years ago. It has been fantastic for us from day one. It is a regular part of our marketing and we know it has an effect because people say to us in meetings, 'We've seen your ads in Electronic Retailer.' It helps a lot." —Kenneth R.P. Osborn, President, CEO, Liquid Focus Direct

Partnerships in marketing with *Electronic Retailer* allow you to tap into the core of the electronic direct response industry. A rare variety of opportunity is delivered exclusively from *Electronic Retailer* magazine. We offer specialized content from our eminent members of the *Electronic Retailer* Magazine Advisory Board and our notable industry columnists. Readers depend on the expert advice and in-depth coverage from key industry figures only offered in the pages of *Electronic Retailer*.

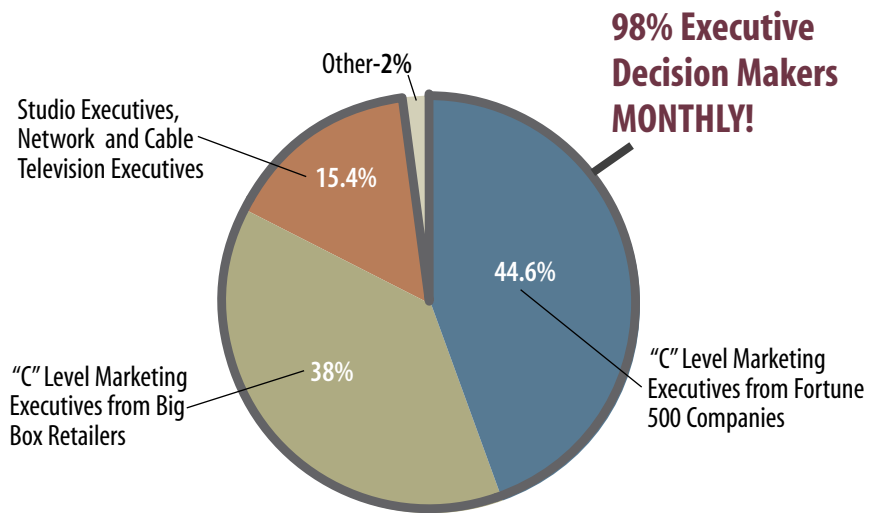
Opportunity to network with fresh, new faces in high-powered marketing positions. Opportunity to focus on the internal strength of advanced marketing know-how, simply by reaching the audience that is right for you.

Education through feature articles in *Electronic Retailer* such as case studies, how-to articles, exclusive research, interactive webcasts, electronic newsletters, news and product innovations provide numerous opportunities for active participation and afford you the opportunity to reach a global subscriber base. This audience is an eager participant in the electronic response platform of retailing.

Solutions through domestic and international case study features, how-to articles and columns by industry experts exclusive to this publication will enable you to make clear decisions and to accurately assess a variety of issues that you may encounter or questions that may arise in the course of your yearly campaigns.

Electronic Retailer delivers one of the most active circulations available in the direct response and the electronic direct response marketing industries.

Reaching over 126,000 readers each month, your service or product is delivered to "C" level marketing executives and top-level decision makers from Fortune 500 companies, big-box retailers, as well as television network and cable network executives.



2010 Editorial Breakdown

- ERA President & CEO Column
- Letters
- News

- Cover Feature
- Case Study Feature
- Trends Feature
- Exclusive Research

Channel Crossing Columns

- Legal
- Management
- Government Affairs
- Support Services
- Radio
- DRTV
- New Media
- Retail
- Production
- Online
- Mobile
- Email

Exclusive Monthly Columns

- Rick Petry
- FTC Forum

- Guest Column
- Research
- Product Talk
- Innovations

- ERA News
- Government Affairs
- Domestic/International News

- Bulletin Board
- Calendar of Events

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electronic
RETAILER[™]
The #1 Global Source for Multichannel Marketing

2010 Editorial Calendar

ISSUE	HIGHLIGHTED FEATURE	SUPPORTING ARTICLES	VALUE-ADDED OPPS	BONUS DISTRIBUTION	DEADLINES
January	• Industry Profile (Show Issue)	• Affiliate Marketing • Continuity	• Great Ideas Summit Show Guide	• ERA Great Ideas Summit, 2/1-3 - New Orleans	Ad Close: 12-07-09 Materials Due: 12-14-09
February	• Direct to Consumer Marketer of the Year	• Payment Processing • Online Media	• Production Guide	• Online Marketing Summit, 2/22-25 • eTail West, 2/22-25	Ad Close: 01-14-10 Materials Due: 01-15-10
March	• Home Shopping Network	• Fulfillment • Mobile	• Teleservices Guide	• Intl. Housewares Show, 3/14-16 • SES New York - 3/22-26	Ad Close: 02-12-10 Materials Due: 02-19-10
April	• Industry Profile - Europe	• Product Sourcing • Green Marketing	• U.S. Hispanic Guide		Ad Close: 03-11-10 Materials Due: 03-18-10
May	• ERA Issue	• DRTV Media Buying • Email Marketing	• Online Video Guide	• DM Days NY, 6/14-16	Ad Close: 04-12-10 Materials Due: 04-19-10
Gold Book 2010/2011					Ad Close: 05-03-10 Materials Due: 05-10-10
June	• European Market (Show Issue)	• Mobile • Multichannel Mktg. Case Study	• ERA European Conference Show Guide	• INPEX, 6/16-18 • ERA European Conf., 6/27-29 - Monte Carlo	Ad Close: 05-12-10 Materials Due: 05-17-10
July	• Asia Council	• Analytics • Emerging Technologies		• DMAW Bridge Conf., 7/26-28 • eTail East, 8/9-12	Ad Close: 06-11-10 Materials Due: 06-18-10
August	• D2C Keynote	• Radio Media Buying • Canadian Market	• Pre-Show Profiles • International Guide		Ad Close: 07-12-10 Materials Due: 07-19-10
September	• Industry Profile (Show Issue)	• U.S. Hispanic • Online Video	• D2C Convention Show Guide	• Shop.org, Dates TBA • Search Engine Strategies Conf., Dates TBA • ERA D2C Convention 9/21-23 - Las Vegas	Ad Close: 08-11-10 Materials Due: 08-18-10
October	• Industry Trends	• SEM/SEO • Digital Printing Technologies	• DR Marketing Guide	• DMA Annual Conference, 10/9-14	Ad Close: 09-02-10 Materials Due: 09-09-10
November	• Digital Marketing Profile	• Teleservices • Social Media/WOM	• ERA Membership & Research Directory		Ad Close: 10-12-10 Materials Due: 10-19-10
December	• Year In Review	• Industry Review/Forecast • Testing & Optimization	• 2011 ER Magazine Wall Calendar		Ad Close: 11-11-10 Materials Due: 11-18-10

***As of 11/12/09, Editorial Calendar is subject to change.**

2010 Electronic Retailer / ERA Member Advertising Rates - Four Color Ads

		1X	3X	6X	9x	12X	13X
Full Page	Color	\$5350	\$4790	\$4430	\$4225	\$3950	\$3800
	B&W	\$4480	\$3920	\$3710	\$3350	\$3250	\$3100
2/3 Page	Color	\$4760	\$4250	\$3925	\$3650	\$3425	\$3175
	B&W	\$4065	\$3550	\$3530	\$3140	\$2950	\$2800
1/2 Page Island	Color	\$4420	\$3970	\$3670	\$3425	\$3220	\$2970
	B&W	\$3790	\$3340	\$3170	\$2960	\$2790	\$2680
1/2 Page Vertical	Color	\$3850	\$3450	\$3190	\$2960	\$2790	\$2490
	B&W	\$3270	\$2890	\$2730	\$2550	\$2230	\$2010
1/2 Page Horizontal	Color	\$3850	\$3450	\$3190	\$2960	\$2790	\$2490
	B&W	\$3270	\$2890	\$2730	\$2550	\$2230	\$2010
1/3 Page Square	Color	\$3500	\$3080	\$2850	\$2660	\$2425	\$2125
	B&W	\$2830	\$2600	\$2420	\$2240	\$2040	\$1890
1/3 Page Column	Color	\$3500	\$3080	\$2850	\$2660	\$2425	\$2125
	B&W	\$2830	\$2600	\$2420	\$2240	\$2040	\$1890
1/4 Page	Color	\$2950	\$2680	\$2490	\$2350	\$2115	\$1815
	B&W	\$2660	\$2380	\$2180	\$2060	\$1800	\$1650
1/6 Page	Color	\$1350	\$1200	\$1120	\$1050	\$930	\$780
	B&W	\$1270	\$1230	\$1110	\$1050	\$860	\$690

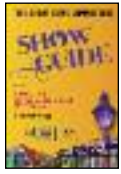
Premium Positions

Cover 4 - Back Cover	13X frequency contract - only	\$5150
Cover 2 - Inside Front Cover	13X frequency contract - only	\$4940
Cover 3 - Inside Back Cover	13X frequency contract - only	\$4750
1st Spread - C1 and P1	13X frequency contract - only	\$9900
2nd Spread - P2 and P3	13X frequency contract - only	\$9000

**It pays to join ERA.
Non-member advertising rates are 30% higher
than each of the above listed ERA member rates.
Join now and save!**

NOTE: 13 x contracts refer to advertising in the 2010/2011 Electronic Retailer Gold Book in addition to a 12 x advertising contract. All advertising prices listed are listed at the NET rate. Rates will be increased by 15% to accommodate advertising agencies commissions. All prices listed are in U.S. dollars. A standard publishing "short-rate" action will apply to all advertising that is not fulfilled as contracted. The Electronic Retailer Short-Rate Policy can be found in full on page 10 of this media kit. Ad rates listed are per each, individual advertisement.

Don't Miss These Outstanding Publications!



ERA's Great Ideas Summit 2011 Show Guide

This is a conference you don't want to miss! Formerly the eRetailer Summit, the new Great Ideas Summit will draw direct marketers and e-retailers from throughout the globe! Bring success home with you by advertising in The Great Ideas Summit Show Guide. This expo guide will be distributed at the event. *Advertising in this guide is reserved for ERA members only.*

AD CLOSE: January 7, 2011

MATERIAL CLOSE: January 14, 2011

2010 Four-Color Advertising Rates

	ERA Members	Non-members
Two-Page Spread	\$4000	\$5000
Full Page Four Color	\$2500	\$3500
Half Page Four Color	\$1500	\$2500

For Cover Rates, call for more information.



ERA European Home Shopping Conference

AD CLOSE: May 7, 2010

MATERIAL CLOSE: May 14, 2010

2010 Four-Color Advertising Rates

	ERA Members	Non-members
Two-Page Spread	\$2800	\$3600
Full Page Four Color	\$1650	\$2450
Half Page Four Color	\$1050	\$1850

For Cover Rates, Call for more information.

NOTE: All prices listed are in U.S. dollars. Standard Publishing short-rate policy will apply. The Electronic Retailer Media Group short-rate policy can be found on page 11 of this document.



ERA's D2C 2010 Convention Show Guide

This comprehensive show guide includes highlights of all exhibits, special events and exhibitors' listings. The printed program is distributed at ERA's Annual Convention to every attendee.

AD CLOSE: July 23, 2010

MATERIAL CLOSE: July 30, 2010

2010 Four-Color Advertising Rates

	ERA Members	Non-members
Two-Page Spread	\$3900	\$5200
Full Page	\$2550	\$3300
1/2 Page Horizontal	\$1870	\$2500
1/2 Page Island	\$1990	\$2725
1/3 Page Square or Column	\$1690	\$2300
Back Cover	\$3060	\$3960
Cover 2	\$2930	\$3795
Cover 3	\$2930	\$3795
Page 1	\$2930	\$3795

Belly Band Contact Your Rep for pricing



2010/2011 Electronic Retailer Gold Book

Electronic Retailer's Gold Book is the industry's "must-have" resource directory. This annual issue features an extensive list of leading agencies, consultants and service providers, as well as valuable industry research. See page 6 for advertising rates.

Advertising and Custom Marketing Program Contact Information

Debbie Duhn, Associate Publisher
541-952-0300 | dduhn@retailing.org

Debbie Skerly
Director National Advertising Sales
949-743-0319 | dskerly@retailing.org



2010 Classified Rates and Schedule

Electronic Retailer delivers to you the most active circulation available in the industry. Reaching over 36,000 readers each month, your service or product will be in the hands of "C" level marketing executives from Fortune 500 companies, television network executives and cable network executives.



Reserve Your Ad Today!

Call Debbie Duhn at 541-952-0300 or e-mail dduhn@retailing.org.

Classified Unit Ad

Rate per issue/per column	1"	2"	3"	4"
3X Contract	\$419	\$840	\$1259	\$1671
6X Contract	\$400	\$800	\$1201	\$1612
12X Contract	\$388	\$774	\$1162	\$1572
24X Contract	\$329	\$623	\$988	-----

**Enhancement: 2/C-\$25 per inch, 4/C \$50 per inch

Specifications

Column Width: 3 3/8"

Line Screen: 133

Email ad to: dduhn@retailing.org
with faxed copy to 541-952-0301.

Material: All digital ads should be supplied in TIFF-IT-P1 or PDF format on a Macintosh platform. The digital files should be prepared, according to SWOP digital specifications and requirements.

Don't Delay! Start Today!
Call Debbie Duhn at 541-952-0300 or email dduhn@retailing.org.

Electronic Retailer Media Group Short-Rate Policy

The Electronic Retailer Media Group (ERMG), a division of the Electronic Retailing Association (ERA), respectfully holds the right to invoice and collect payment on all advertisements in any ERMG/ERA properties that are contracted in writing and not cancelled, in writing, prior to the published deadlines for said ad in said property. This includes ads and sponsorships delayed due to missing or unfinished artwork or materials. It is the advertiser's responsibility to ensure completed and approved artwork and/or materials are delivered by published deadlines. If instructions are not provided, *Electronic Retailer's* Production Department is authorized to repeat the advertisement that last appeared.

In the event of cancellation, the Electronic Retailer Media Group (ERMG) must receive written notice and such written notice must be received 10 (ten) business days prior to published closing date of current issue/project or advertiser/sponsorship—client will be billed for the placement. The Electronic Retailer Media Group (ERMG) follows standard publishing and sponsorships procedures of contract cancellations and will enforce a "Short-Rate" policy as needed, thus the Electronic Retailer Media Group (ERMG) reserves the right to bill back previous printed and electronic ads at the regular non-discounted rate as applicable to the contract at hand.

Specifications

Digital Ad Requirements

Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable formats are PDF and TIFF-IT-P1. Files should be press optimized, converted to CMYK, with cropmarks included and have all fonts embedded. *Electronic Retailer* shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make-goods or any other form of compensation) if an ad is supplied to *Electronic Retailer* by Advertiser in any format other than PDF/X-1a, PDF or TIFF-IT-P1 or without cropmarks. *Electronic Retailer* cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied without cropmarks or in any format other than PDF/X-1a, PDF or TIFF-IT-P1. For detailed instructions of preferred formats, contact the production manager, Debbie Duhn, at 541-952-0300.

Electronic Retailer will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to *Electronic Retailer*. If *Electronic Retailer* detects an error before going to press, *Electronic Retailer* will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

Any changes to materials or materials submitted past the press date will incur a \$50 charge.

Measurements

Size	Bleed	Trim	Live Area
Spread	15 ³ / ₄ " x 10 ³ / ₄ "	15 ¹ / ₂ " x 10 ¹ / ₂ "	14" x 9 ³ / ₄ "
Full Page	8" x 10 ³ / ₄ "	7 ³ / ₄ " x 10 ¹ / ₂ "	7" x 9 ³ / ₄ "
2/3 Page	n/a	4 ¹ / ₂ " x 9 ³ / ₄ "	n/a
1/2 Page Island	n/a	4 ¹ / ₂ " x 7 ¹ / ₄ "	n/a
1/2 Page Vertical	n/a	3 ¹ / ₄ " x 9 ³ / ₄ "	n/a
1/2 Page Horizontal	n/a	6 ³ / ₄ " x 4 ³ / ₄ "	n/a
1/3 Page	n/a	2 ¹ / ₈ " x 9 ³ / ₄ "	n/a
1/3 Page Square	n/a	4 ¹ / ₂ " x 4 ³ / ₄ "	n/a
1/4 Page Vertical	n/a	3 ¹ / ₄ " x 4 ³ / ₄ "	n/a
1/4 Page Horizontal	n/a	6 ³ / ₄ " x 2 ³ / ₈ "	n/a
1/6 Page	n/a	2 ¹ / ₈ " x 4 ³ / ₄ "	n/a

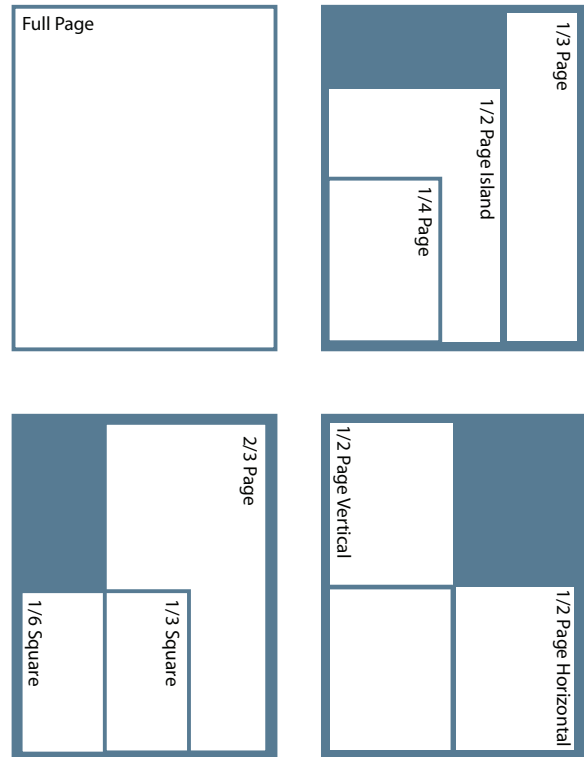
Submission

Materials: Files may be submitted on CD-ROM, through email if file is smaller than 5MB, or via FTP server. (Please contact the production manager for instructions.)

Production Manager

Debbie Duhn
541-952-0300 / dduhn@retailing.org

Print Specifications



Printing Method: Web offset.

Binding Method: Perfect bound.

Allow 3/8" or 10mm minimum clearance inside all trim edges for live matter.

Ad Production & Creation

We will gladly assist you in designing or modifying your creative materials for a small fee.

Full Page - Spread	\$300
Half Page	\$200
1/6-1/3 Page	\$150

E-Media Opportunities 2010

Website

www.electronicretailermag.com



Locate hard-to-find industry facts and statistics. Read about industry trends as they happen. Learn about educational resources and stay on top of industry events by visiting the site

that has the market cornered.

E-newsletter

ERA D2C CovERAge



This weekly electronic newsletter keeps you current with industry and association news items, as well as late-breaking feature stories. Research, Q&As and product or service of the week are just some of the highlights this informative

and resourceful online newsletter delivers to your desk each Tuesday.

Blog



Electronic Retailer Blog

Since its inception in December 2007, the *Electronic Retailer* Blog has been the go-to interactive community for debate and discussion on

today's multichannel marketing and advertising issues. While the blog has posts that deal heavily with e-commerce, it continues to maintain roots in direct marketing. The blog has explored topics ranging from sex, politics, religion and the FTC, to Facebook, Google and YouTube. Incorporating polls, research, trends, pictures from industry events and even provocative videos, the blog has strived to be not only informative, but also entertaining.

E-zine



Electronic Retailer-24/7

The unabridged online and completely interactive version of *Electronic Retailer* magazine is delivered directly to your desktop each month. This convenient

method of publishing allows you to never go without the one, true source of industry knowledge and facts. *Electronic Retailer 24/7* is also posted on the *Electronic Retailer* website.

E-Media Rates



Website

150 x 450 Home Page Top Tower:

\$2000 per month - 9-12X frequency
 \$2300 per month - 3-6X frequency
 \$2500 per month - 1X frequency

150 x 450 Second Home Page Tower:

\$1700 per month - 9-12X frequency
 \$2000 per month - 3-6X frequency
 \$2300 per month - 1X frequency

550 x 90 Home Page Middle Banner:

\$1500 per month - 9-12X frequency
 \$1750 per month - 3-6X frequency
 \$2000 per month - 1X frequency

150 x 150 Home Page Button:

\$500 per month

550 x 90 Feature Article Top Banner

\$1000 per month 9-12X frequency
 \$1250 per month on 3-6X frequency
 \$1500 per month for spot or 1X frequency

550 x 90 Additional Features:

\$800 per month 9-12X frequency
 \$1050 per month on 3-6X frequency
 \$1200 per month for spot or 1X frequency

550 x 90 Research/Calendar Top Banner

\$750 per month 6-12X frequency

550 x 90 Gold Book Individual Spots w/Landing Page

\$1000 per month 1-5X frequency

550 x 90 All Other Interior Banner Spots:

\$500 per spot per month

E-newsletter

ERA D2C CovERAge Banner 468 x 60

1 Newsletter	\$900
1 Month or 4 Newsletters	\$2700
52X or Contract Year	\$2000 per month

ERA D2C CovERAge Banner Button Ad 128 x 60

1 Newsletter	\$950
1 Month / 4 Newsletters	\$2780
52X - Full Year Contract	\$2060

Dedicated Email Blasts

	1X	3X	6X	9X	12X
	\$3600	\$3350	\$3000	\$2750	\$2500

Blog

Blog Skyscraper Top 180 x 600	\$3500 per month
Blog Skyscraper Second 180 x 600	\$2500 per month
Blog Skyscraper Third-Fifth Position 180 x 600	\$1500 per month
Blog Button 180 x 180	\$750 per month

E-zine

Ask your salesrep for rates on special ezine sponsorships.

**Why pay more? Join ERA today and save 30% on all advertising!
 ERA Non-Member rates are 30% more than the above noted rates.**

Education Customized Webinars Leads Success
Branding

Electronic Retailer's Customized Webinar Program is marketed to ERA's exclusive subscriber list of over 126,000 direct request, interested parties.

Electronic Retailer's Customized Webinar Program provides the opportunity for you to reach hundreds of customers and prospective clients worldwide, in real time.

A customized webinar presentation or series of presentations allows you to teach the ERA audience about your company, product or services through a variety of interactive formats such as an online workshop, an educational session or an interactive, open discussion with Q&As through the online chat channels.

Electronic Retailer's webinar technology, built by Adobe Systems, allows for and features a virtual "white board," just like the erasable whiteboards in the traditional conference room presentation.

Participants in webinars respond easily and quickly to poll or survey questions right from their own computer. Their feedback is instantly recorded and, if you want, charted or graphed.

The *Electronic Retailer Customized Webinar* program allows people to view your taped webinar sessions 24/7 on on Electronic Retailing Association's website: www.retailing.org.

Why Participate?

- Build awareness of your brand, products, service and expertise
- Develop NEW sales leads
- Advance the sales cycle for existing prospects
- Educate the audience on industry trends
- Strengthen your new and current business relationships
- A Cost-Effective way to reach new customers and build business



Member-Only Frequency Rates Per Individual Webinar:

1X	3X	6X	9X	12X
\$6000	\$4850 each	\$4200 each	\$3750 each	\$3500 each

Call your Electronic Retailer account manager today and reserve your webinar time slot. Availability is limited!

U.S. and Canada
Debbie Skerly
1-949-740-0319

Europe and Asia
Debbie Duhn
1-541-952-0300

• Niche Market Supplements

• Reprints

You worked hard to build your reputation...

Electronic Retailer gave you great press in a sophisticated magazine. Now you can make sure your clients and prospects take notice with professional reprints.

- Add credibility to sales literature!
- Create instant buzz at trade shows!
- Boost your direct-mail results!
- Maximize your press exposure!



Need More Exposure?

- Increase investor confidence!
- Enhance your company image!
- Educate customers and prospects!

Professional reprints are one of the world's most flexible marketing tools. Integrate them into your current marketing and communications programs.

Customize Your Reprints the Way You Want!

You don't have to settle for how your article originally appears in print. You can redesign your reprint to fit your needs and maximize its impact and effectiveness.

"If you want to make an impact in the industry, by all means advertise with Electronic Retailer. We did and we are very happy."—Kenneth R.P. Osborn, President, CEO, Liquid Focus Direct



• Custom Publishing

Custom Publishing Opportunity - Members Only!

Indulge yourself!

Create brochures, catalogs and publications with the expert guidance of your team at the Electronic Retailer Media Group. This "Members Only" opportunity allows you to publish a wide variety of promotional pieces at a highly discounted rate.



Call Your Rep for More Information including Deadlines and Rates for these Exclusive Opportunities

electronic RETAILER™

The Official Publication of the Electronic Retailing Association

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Electronic Retailing Association

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