



2011 MEDIA KIT

www.electronicretailermag.com | www.retailing.org

C O N T A C T :

Melissa Zawada
 Director of National Accounts
 Naylor, LLC
 (800) 369-6220, ext. 3407
 melissaz@naylor.com

electronic
RETAILER™
 The Official Publication of the Electronic Retailing Association



Electronic Retailing Association
 Leaders in Direct-to-Consumer Commerce



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

Representing a more-than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association that represents the global leaders of the direct-to-consumer marketplace – companies that use the power of direct response to sell goods and services on television, online, mobile and on radio.

ERA's members practice a sophisticated and accountable marketing methodology, leveraging video and audio to compel a direct and measurable response.

ERA is a powerful advocate on regulatory and legislative issues, working to protect and enhance direct response marketers' ability to bring quality products and services to the consumer.

electronic
RETAILER™
 The Official Publication of the Electronic Retailing Association

Electronic Retailer, the flagship publication of ERA, is the leading voice for the direct-to-consumer commerce industry, providing exclusive content, including ahead-of-the-curve trend coverage, expert advice and key features from industry figures.

Through *Electronic Retailer*, ERA promotes thought leadership and the sharing of knowledge to advance the direct response industry, as well as to facilitate relationships that help members to drive their businesses' growth and profitability.

Advertising in *Electronic Retailer* offers you direct access to the audience you want – your current and future customers representing a market of \$330 billion.

Product Menu

PRINT



Electronic Retailer

Type: Magazine
 Frequency: Monthly

The monthly magazine of ERA is the leading publication for the direct-to-consumer commerce industry, featuring cutting-edge content and thought leadership to give electronic retailers the information they need to thrive.



Electronic Retailer Supplements

Type: Print supplement
 Frequency: See page 4 for schedule

Each year the editors of *Electronic Retailer* identify and target niche-markets within the direct response industry, creating supplemental publications profiling the top industry experts and their companies in these specialized areas.



Electronic Retailer Gold Book

Type: Industry directory
 Frequency: Annual

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.

ONLINE



Electronic Retailer 24/7 and Monthly e-blasts

Type: Magazine Digital Edition
 Frequency: Monthly

The completely interactive version of *Electronic Retailer* magazine is delivered directly to your desktop via e-mail 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 archived on the *Electronic Retailer* website for research and reference around the clock.



www.electronicretailermag.com

Type: Website

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



ERA D2C CoverAge

Type: eNewsletter
 Frequency: Bi-monthly

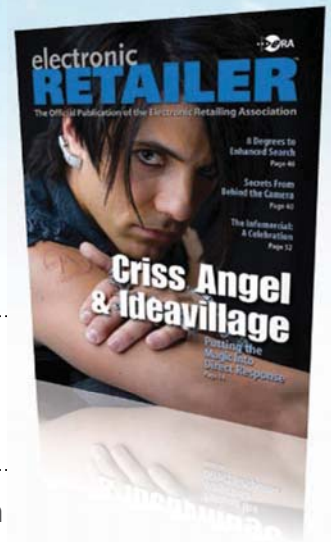
This twice-monthly electronic newsletter keeps you current with industry and association news items, as well as late-breaking feature stories. Research, Q&As and product or service of the week are just some of the highlights this informative and resourceful online newsletter delivers to your desk every other Tuesday.

ELECTRONIC RETAILER MAGAZINE IS THE FIRST READ FOR THE KEY DECISION MAKERS IN THE **\$330 BILLION** DIRECT-TO-CONSUMER COMMERCE MARKET.

93 Percentage of *Electronic Retailer* readers who are owners and C-level execs
PERCENT

46 Percentage of C-level readers that read the magazine more than three times a month
PERCENT

\$100 More than 10% of readers are from companies with more than \$100 million in annual revenues.
MILLION



Our readers are...

ACTIVE

This unique and hard to reach audience are C-level executives who represent the TV, radio and internet direct-to-consumer response industry.

INFLUENTIAL

They specify, influence and make purchase decisions in a \$330 billion industry.

LOYAL

Our readers have read *Electronic Retailer* for an average of 6 years.

ENGAGED

Our readers spend an average of 34 minutes with every issue of *Electronic Retailer*.

The Influential Content Your Customers Need

- + Best practices
- + Experience, knowledge and perspective shared by key thought leaders in the DR industry
- + Expert advice on how to speed products to market, accelerate sales velocity and capture profitable market share.
- + Tips on the best media planning, including optimizing response rates, improving ROI, evaluating fact-based media.
- + How-to articles, exclusive research, news and other solutions-based content that allow our global subscriber base to innovate and grow their businesses.

With *Electronic Retailer* you partner with a respected voice, offering a variety of opportunities, for unique inroads to the core of the electronic direct response industry. As the official magazine of ERA, *Electronic Retailer* is the direct-to-consumer industry

2011 ^{electronic} **RETAILER**™ EDITORIAL CALENDAR
The Official Publication of the Electronic Retailing Association

Issue	Highlighted Feature	Supporting Articles	Supplements Editorial	Bonus Distribution	Deadlines
GOLD BOOK 2011-2012					Space: Apr. 11, 2011 Due: Apr. 18, 2011
JUNE	+ European Market (Show Issue)	+ Live Shopping in Europe + Campaign Analytics & Order Management		+ ERA European Conf., June 26-28, Stockholm	Space: May 2, 2011 Due: May 5, 2011
JULY	+ Beauty	+ Testing & Optimization + Teleservices Case Study	+ Payment Processing Guide		Space: June 1, 2011 Due: June 6, 2011 Supplement: May 15, 2011
AUGUST	+ eTailer Profile	+ Production + DRTV Case Study	+ U.S. Hispanic Guide		Space: July 1, 2011 Due: July 6, 2011 Supplement: June 16, 2011
SEPTEMBER	+ Industry Profile (Show Issue)	+ Celebrity Hosts + Product Development	+ Production Guide	+ D2C Convention, Sept. 13-15, - Las Vegas	Space: Aug. 1, 2011 Due: Aug. 5, 2011 Supplement: July 15, 2011
OCTOBER	+ Retailer Profile	+ Radio Media Buying + Upselling/Cross-selling	+ DRTV Marketing Guide		Space: Sep. 1, 2011 Due: Sep. 6, 2011 Supplement: Aug. 15, 2011
NOVEMBER	+ Health & Fitness	+ Best Practices in DR + Teleservices	+ Teleservices Guide		Space: Oct. 1, 2011 Due: Oct. 7, 2011 Supplement: Sep. 15, 2011
DECEMBER	+ Year In Review	+ Search Engine Marketing + Canadian Market	+ Online Marketing and NetWorks Directory		Space: Nov. 1, 2011 Due: Nov. 7, 2011 Supplement: Oct. 15, 2011

**As of February 1, 2011, Editorial Calendar is subject to change.*

**Adjusted materials deadlines are available. Please consult your account executive for more information.*



All rates include complementary ad creation at client request.

MEMBER FULL-COLOR ADVERTISING RATES

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

	1X	3X	6X	12X
Double Page Spread	\$7,239	\$6,879	\$6,519	\$5,789
Outside Back Cover	\$5,139	\$4,929	\$4,729	\$4,309
Inside Front Or Inside Back Cover	\$4,939	\$4,729	\$4,529	\$4,109
Full Page	\$4,139	\$3,929	\$3,729	\$3,309
1/2 Double Page Spread	\$4,139	\$3,929	\$3,729	\$3,309
2/3 Page	\$3,569	\$3,389	\$3,209	\$2,859
1/2 Page Island	\$3,069	\$2,919	\$2,759	\$2,459
1/2 Page	\$2,629	\$2,499	\$2,369	\$2,099
1/3 Page	\$1,979	\$1,879	\$1,779	\$1,579
1/4 Page	\$1,519	\$1,439	\$1,369	\$1,219
1/6 Page	\$1,189	\$1,129	\$1,069	\$949

NON-MEMBER FULL-COLOR ADVERTISING RATES

	1X	3X	6X	12X
Double Page Spread	\$8,049	\$7,649	\$7,239	\$6,439
Outside Back Cover	\$5,599	\$5,369	\$5,139	\$4,679
Inside Front Or Inside Back Cover	\$5,399	\$5,169	\$4,939	\$4,479
Full Page	\$4,599	\$4,369	\$4,139	\$3,679
1/2 Double Page Spread	\$4,599	\$4,369	\$4,139	\$3,679
2/3 Page	\$3,969	\$3,769	\$3,569	\$3,179
1/2 Page Island	\$3,409	\$3,239	\$3,069	\$2,729
1/2 Page	\$2,919	\$2,769	\$2,629	\$2,339
1/3 Page	\$2,199	\$2,089	\$1,979	\$1,759
1/4 Page	\$1,689	\$1,609	\$1,519	\$1,349
1/6 Page	\$1,319	\$1,249	\$1,189	\$1,059

It pays to join ERA. Non-member advertising rates are significantly higher than ERA member rates. Join now and save!
Go online to www.retailing.org for more information.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

INDUSTRY EXPERT? UNIQUE PRODUCT? LEADING BUSINESS?

ELECTRONIC RETAILER'S DEDICATED MARKET SUPPLEMENTS
WILL HELP GET YOUR STORY TOLD



Once again, the editors of *Electronic Retailer* have identified key niche-markets in the direct response industry. These supplements profile the top industry leaders and unique companies/products in these specialized areas.

2011 Schedule		Deadlines
JULY	Payment Processing Guide	May 15, 2011
AUGUST	U.S. Hispanic Guide	June 15, 2011
SEPTEMBER	Production Guide	July 15, 2011
OCTOBER	DRTV Marketing Guide	Aug. 15, 2011
NOVEMBER	Teleservices Guide	Sep. 15, 2011
DECEMBER	2011 Online Marketing and Networks Directory	Oct. 15, 2011

Supplement Sponsor Package

- + One full page Q&A written by *Electronic Retailer's* expert editors
- + One full-page, full-color advertisement
- + Color logo on the supplement cover
- + Distribution in print with *Electronic Retailer* magazine
- + Distribution online in *Electronic Retailer* 24/7, and in our *D2C CoverAge* eNewsletter
- + Posted online on www.electronicretailermag.com for one year

\$4,000 each (limit four per supplement)

2011 GOLD BOOK ADVERTISING RATES

PRINT

MEMBER FULL-COLOR ADVERTISING RATES

	1X
Double Page Spread	\$5,789
Outside Back Cover	\$4,039
Inside Front Or Inside Back Cover	\$4,109
Full Page	\$3,309
1/2 Double Page Spread	\$3,309
2/3 Page	\$2,859
1/2 Page Island	\$2,459
1/2 Page	\$2,099
1/3 Page	\$1,579
1/4 Page	\$1,219
1/6 Page	\$949

NON-MEMBER FULL-COLOR ADVERTISING RATES

	1X
Double Page Spread	\$6,439
Outside Back Cover	\$4,679
Inside Front Or Inside Back Cover	\$4,479
Full Page	\$3,679
1/2 Double Page Spread	\$3,679
2/3 Page	\$3,179
1/2 Page Island	\$2,729
1/2 Page	\$2,339
1/3 Page	\$1,759
1/4 Page	\$1,349
1/6 Page	\$1,095

All rates include complementary ad creation at client request.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium



Electronic Retailer's *Gold Book* has long been viewed as the industry's "must have" resource directory. This annual issue features an extreme listing of leading agencies, consultants and service providers, as well as valuable industry research.

Tab Package | \$8,000

- + Includes double-sided tab (color)
- + Logo and enhanced listing in alphabetical section
- + Logo and enhanced listing in five categories

Full-Page Package* | \$6,000

- + Includes full-page, full-color advertisement
- + Logo and enhanced listing in alphabetical section
- + Logo and enhanced listing in five categories

*Guaranteed positioning available for display ad for additional \$500

1/2-Page Package | \$3,500

- + Includes 1/2-page, full-color advertisement
- + Logo and enhanced listing in alphabetical section
- + Logo and enhanced listing in three categories

1/4-Page Package | \$2,000

- + Includes 1/4-page, full-color advertisement
- + Logo and enhanced listing in alphabetical section
- + Logo and enhanced listing in two categories

Logo/Enhanced Listing Package | \$2,000

- + Logo and enhanced listing in alphabetical section
- + Logo and enhanced listing in five categories

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Go online to www.retailing.org for more information.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

In addition to print, *Electronic Retailer* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA:

- + Link your ad to the landing page of your choice
- + Increase traffic to your website
- + Interact with viewers to facilitate the buying process
- + Generate an immediate response from customers

Members and readers receive each issue via dedicated e-mail blast and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.



1 eSPONSORSHIP | \$1,000

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

2 eSKYSCRAPER | \$1,000

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

3 eTOOLBAR | \$700

Your company name is displayed as a button on the toolbar, found in the topright corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

Prices per issue. Contract insertions receive a 10% discount per issue.

Dedicated e-mail blasts

Now more than ever, professionals consume information on the go. Our *Electronic Retailer* e-blasts allow members to quickly access the latest edition of *Electronic Retailer* magazine.

Get more enhanced visibility and drive traffic to your website in our monthly e-blasts to subscribers announcing the new issue of the magazine and web-exclusive articles.

SKYSCRAPER | \$1,000

TOP HORIZONTAL BANNER | \$800

MIDDLE HORIZONTAL BANNER | \$600

Prices per issue. Contract insertions receive a 10% discount per issue.

Our readers are savvy promoters & marketers and you want to make sure your message stands out from the crowd! Whether promoting an event, a new product, or your entire product line, our direct mail and unique opportunities ensure visibility and longevity of your message.

Direct Mail

Advertise your products and services by including your flyer, brochure or postcard in the clear plastic bag in which *Electronic Retailer* is mailed. Your direct mail piece will also be digitized and attached to *Electronic Retailer* 24/7.

1 PAGE DIRECT MAIL (2 surfaces) | \$3,869.00

2 PAGES DIRECT MAIL (4 surfaces) | \$4,839.00

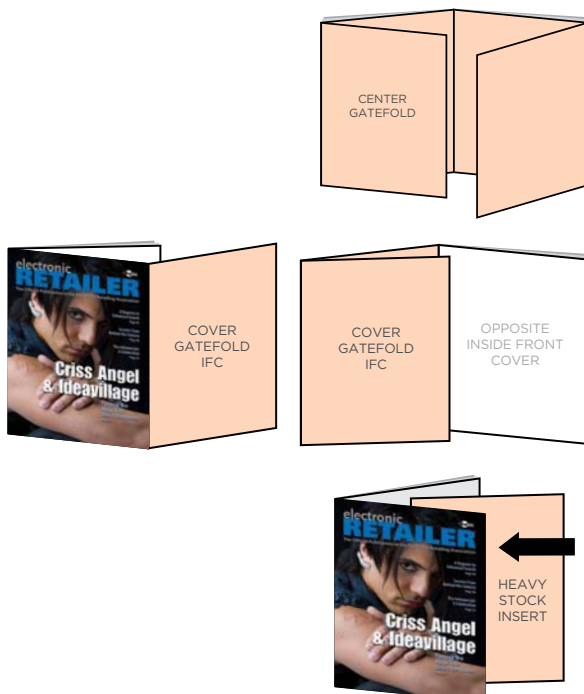
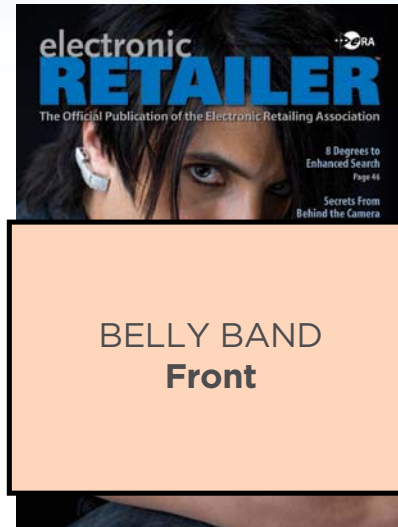
POSTCARD | \$3,869.00

*Limit five per issue

BELLY BAND COVER WRAP (exclusive per issue)

\$5,709.00

Be the first advertiser readers see by wrapping your message around the cover of the publication.



Unique Offerings

CENTER GATEFOLD (exclusive per issue)

\$19,689.00

Put your company in the center of the entire magazine with an eight-page spread with enough room to showcase your entire product line.

COVER GATEFOLD (Inside Front Cover or Inside Back Cover)

\$9,039.00

The inside front cover or outside back cover opens to a full-color double page spread for a total of three surfaces, putting your company at the forefront of the reader's attention.

HEAVY STOCK INSERT (limit 1 per issue)

\$5,009.00

Readers will turn to your ad first since it is printed on heavier weight paper than the rest of the magazine.

* All include complimentary design at client's request.

** On some offerings, additional print costs do apply.



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.

	1x	3-6x	9-12x
Home Page Skyscraper	\$2,500 / month	\$2,300 / month	\$2,000 / month
Second Home Page Skyscraper	\$2,300 / month	\$2,000 / month	\$1,700 / month
Home Page Horizontal Banner	\$2,000 / month	\$1,750 / month	\$1,500 / month
Feature Article Horizontal Banner	\$1,500 / month	\$1,250 / month	\$1,000 / month
Home Page Tile		\$500 / month	

ERA D2C CovERAge eNEWSLETTER

This bi-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 every other Tuesday.

	3 months	6 months	12 months
Leaderboard	\$2,500	\$4,700	\$8,500
Top Skyscraper	\$2,250	\$4,125	\$7,500
2nd Skyscraper	\$1,950	\$3,500	\$6,500
Horizontal Banner (3 positions)	\$1,500	\$2,750	\$5,000
Tiles (4 positions)	\$1,200	\$2,200	\$4,000

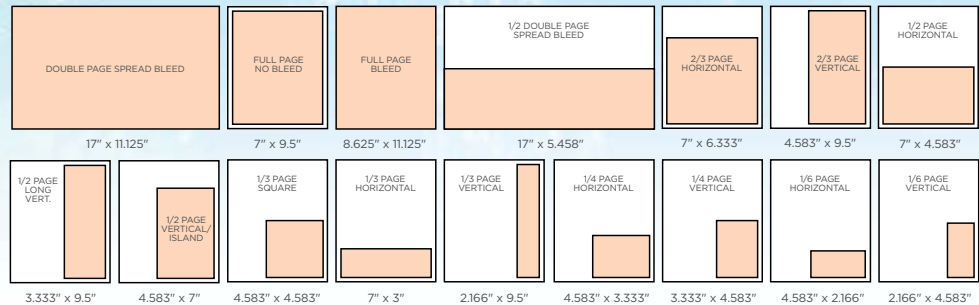


PRINT SPECIFICATIONS

Electronic Retailer The Gold Book

- + Book Trim Size: 8.375" x 10.875"
- + DPS Live Area: 15.417" x 9.5"
- + Full-Page Live Area: 7" x 9.5"
- + 1/2 DPS Live Area: 15.417" x 4.583"

NOTE: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.



PRODUCTION SERVICES

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.

ARTWORK REQUIREMENTS

All digital colour and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

AD MATERIAL UPLOAD

Go to the Naylor website at www.naylor.com, and under the Client Support section, click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file, and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

PROOFS

Proofs of ads produced by Naylor are available upon request at a charge of \$50.

REVISIONS

Revisions are considered rework for Naylor and are subject to a \$50 surcharge.

SHIPPING INSTRUCTIONS

Ship all advertising materials to the attention of your account executive at:

Naylor (Canada), Inc.
100 Sutherland Avenue
Winnipeg, Manitoba R2W 3C7
Toll Free: (800) 665-2456

ONLINE SPECIFICATIONS

For more information, visit

<http://www.naylor.com/clientSupport-onlineGuidelines.asp>

Electronic Retailer Digital Edition

Font should be sans serif and 18 pt. or larger for maximum readability.

eSPONSORSHIP

- + 550 x 480 pixels; minimum 150 dpi or higher
- + JPG, GIF, Flash*/SWF, AVI, MPG, MOV, FLV or Real Player accepted
- + File size must be no greater than 100kb
- + Animation must be no longer than 25 seconds (includes multiple loops)

eSKYSCRAPER

- + 200 x 783 pixels; minimum 150 dpi or higher
- + JPG only (no animation)
- + File size must be no greater than 100kb

eBELLYBAND

- + 1256 x 675 pixels per surface; minimum 150 dpi or higher
- + JPG, GIF and Flash* accepted
- + Animation must be no longer than 25 seconds (includes multiple loops)

eTOOLBAR

- + 250 x 50 pixels; 50 character limit (initial eToolbar button); minimum 150 dpi or higher
- + JPG only (no animation)
- + File size must be no greater than 100kb

*DIGITAL EDITION FLASH GUIDELINES

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive

- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

Website

HOME PAGE SKYSCRAPER

- + 150 x 450 pixels
- + JPG, GIF & Flash*/SWF accepted
- + Animation must be no longer than 25 seconds (includes multiple loops)

HOME PAGE HORIZONTAL BANNER

- + 550 x 90 pixels
- + JPG, GIF & Flash*/SWF* accepted
- + Animation must be no longer than 25 seconds (includes multiple loops)

HOME PAGE TILE

- + 150 x 150 pixels
- + JPG, GIF & Flash*/SWF* accepted
- + Animation must be no longer than 25 seconds (includes multiple loops)

FEATURE ARTICLE HORIZONTAL BANNER

- + 550 x 90 pixels
- + JPG, GIF & Flash*/SWF* accepted
- + Animation must be no longer than 25 seconds (includes multiple loops)

*WEBSITE FLASH GUIDELINES

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation
- Create a proper ActionScript 2.0 button as follows:
 1. Symbol type needs to be "button"
 2. Set action script code exactly as below:

```
on (press) {
    gotoURL(url, "_blank");
}
```

NOTE: Do not type your intended URL in the code. The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.

ERA D2C CoverAge eNewsletter

LEADERBOARD

- + 728 x 90 pixels
- + JPG only (no animation)
- + File size must be no greater than 100kb

TILE AD

- + 125 x 125 pixels
- + JPG only (no animation)
- + File size must be no greater than 100kb

SKYSCRAPER

- + 120 x 600 pixels
- + JPG only (no animation)
- + File size must be no greater than 100kb

HORIZONTAL BANNER

- + 468 x 60 pixels
- + JPG only (no animation)
- + File size must be no greater than 100kb