

## 2020 PRINT ADVERTISING RATES & SPECS

### RETAIL ENVIRONMENTS MAGAZINE AND BUYERS' GUIDE

Preferred Placement	1X	3X	6X
Cover 2			4,199
Cover 3			4,020
Cover 4			4,377

10% Surcharge on all other requested placements.

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

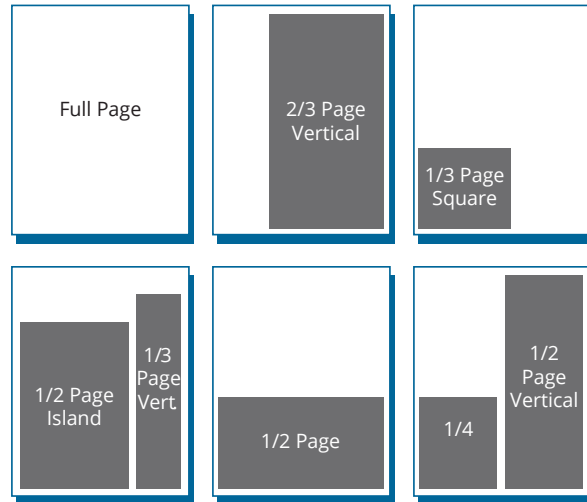
Gallery Showcase section, shared space	1X	3X	6X
1/8 <sup>th</sup> page	725	663	606
Quarter page	1,350	1,225	1,113
Half page	2,600	2,350	2,125

Inserts (Supplied)	1X	3X	6X
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.

#### 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

**\$700**

Includes logo and highlighted box in print version. Also includes logo, photo gallery, documents and video in online version.

#### Premium Listing

**\$200**

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