

MEDIA/FORMAT

Media Formats: CD (650MB, 700MB), DVD

File Formats: High-resolution single page PDF/X-1a files are preferred. For more information on specifications for creating high-resolution PDFs, contact the *Shopper Marketing* Production Director or Traffic Manager.

Software Applications: (EPS, TIFF) InDesign, Illustrator, Photoshop or Quark Xpress. The Publisher's preferred file format is PDF/X-1a. If ad is entirely in Photoshop, keep file in layers. Applications created with other software may be accepted (Testing prior to production is suggested. Contact Production Director for further information.)

Page files must be constructed so that upon opening the page file, all elements (fonts, images, etc.) are positioned correctly.

Customer must supply all related files necessary for output, i.e., — EPS and TIFF images along with the original electronic art, Adobe and non-Adobe brand Postscript Type 1 fonts. It is suggested you use the "package" or "collect for output" function prior to sending files. Do not send any more files than are required to construct the page.

Adobe Illustrator files need to be exported as an EPS. Customer is responsible for providing any necessary files for the output of any art. All 4-color must be in CMYK mode. If there is a Pantone or 5th color, arrangements must be made with the *Shopper Marketing* Production Director. To avoid font conflicts and type reflow, please convert text to paths.

REQUIREMENTS

The following must be included with all electronic advertising files:

1. A printout of all the files that are on disk.

2. A complete font list identifying each font by its complete name and by its manufacturer. No TrueType fonts. Postscript only (Adobe recommended).

3. Composite laser proof of the ad that clearly specifies tints, color breaks, pickup information, illustration identification, etc. Actual size lasers or digital proofs should accompany any files sent. If proofs are not actual size, please identify them as enlarged/reduced size. Proofs should be accurate representation of latest version of file. *Shopper Marketing* cannot be responsible for accuracy of files if proof is not submitted with electronic file.

4. B&W scans must be an EPS format (300 dpi resolution). (Line art @1200 dpi resolution.)

5. 4/C scans must be converted from RGB mode to CMYK mode in Adobe Photoshop (300 dpi resolution).

6. All 5th color ads (PMS or Process) must be notated.

7. All 4/C ads must have SWOP certified color proofs to provide accurate guidance on press. #5 publication stock is recommended. The proofing materials must be acceptable to *Shopper Marketing* and in compliance with SWOP.

Types of proofs accepted:	Comments:
Press Proof	For color guidance on press
Off Press (Matchprint, Chromalin)	For color guidance on press
Digital Half Tone (Kodak Approval)	For color guidance on press
Digital Contone (Iris)	For color guidance on press
Laser (B&W or Color)	Only for content, not color guidance
Inkjet	Only for content, not color guidance

8. Before sending files, make sure Document Setup is the actual trim size of ad, and any bleeds are pulled out 1/8" from trim. Process separate all colors that are not going to be printed as a spot color and have live material 3/8" from trim on all bleed ads.

9. Total ink density of 4-color files should not exceed 280%. Maximum screened tone value for any color should be 85%. Any value over 85% should be made solid. Minimum dot range for highlight areas is 5%.

10. Thin lines (under 1 pt. rules) and medium or small lettering (under 9 pt.) should be restricted to one color.

11. Dot gain from file to final print could increase to approximately 20% (at a 50% dot).

Printing: Web offset.

To approximate press conditions, progressive proofs should be pulled side to side, 4-color wet on 60 lb. stock utilizing SWOP process inks, standard color bars and register marks.

Ad direction through press is from side to side.

Furnished Inserts: Please contact Publisher for mechanical specifications, quantity needed and shipping instructions.

Stock Weight: Maximum weight of stock (25" x 38" basis): 100 lb. coated, 80 lb. uncoated. Thickness of insert stock cannot exceed 0.007". For inserts exceeding 4 pages or for those deviating from standards outlined, consult Publisher.

Binding: Saddle Stitch

Handling and Storage of Printed Material: Publisher assumes no responsibility for original artwork and reserves the right to cut furnished material to meet printing imposition requirements and to reduce or trim advertisements furnished in dimensions larger than the publication's standard sizes. Materials will be stored for one year and then destroyed unless Publisher is otherwise instructed.

Paper Stock: Publication is printed on 50 lb. stock.

Production Charges: Extra production work on original artwork such as enlargements, reductions, major copy and/or illustration changes, halftones, etc., will be billed at prevailing rates (non-commissionable). Tipping/production charges for inserts are non-commissionable and vary. Contact the Production Director.

LABELING

Please label media with the following:

1. Advertiser name/Publication name/Issue date
2. File names
3. Date and time disk was created
4. Software/version used to create files

SHIPMENT OF MATERIALS:

Shopper Marketing
ATTN: Traffic Manager
7400 Skokie Blvd.
Skokie, IL 60077

FTP Server: For instructions on submitting ad materials via the In-Store Marketing Institute's FTP server, please contact the Traffic Manager, by calling (847) 675-7400.

Shopper Marketing

An Official News Publication of the **IN-STORE MARKETING INSTITUTE**
www.instoremarketer.org

RATE CARD

Rate Card No. 21 • Issued: Oct. 15, 2009 • Rates in effect: January 2010 issue

7400 Skokie Blvd.
Skokie, IL 60077
TEL: (847) 675-7400
FAX: (847) 675-7494
www.instoremarketer.org

Shopper Marketing reaches 18,200 qualified members of the In-Store Marketing Institute, marketers, manufacturers and retailers of consumer products or services and others allied to the field.

The publication informs its audience of the news, trends and events that shape the use of P-O-P and the impact and effectiveness of in-store marketing.

ISSUANCE AND CLOSING DATES

Published: 12 times in 2010.

Closing Dates for Advertising:

January	11/13/09	July	05/14/10
February	12/15/09	August	06/17/10
March	01/15/10	September	07/16/10
April	02/16/10	October	08/16/10
May	03/16/10	November	09/17/10
June	04/16/10	December	10/15/10

Changes to Copy: Not guaranteed after scheduled closing dates.

Cancellations: Cancellations cannot be accepted after scheduled closing dates. Cancellations must be received in writing prior to published closing dates.

Proofs: Proofs of offset material will be supplied upon request if time permits. If proof of a typeset ad is required for OK, copy must reach us five days in advance of closing date.

GENERAL RATE POLICY:

Acceptance of copy is subject to publisher's approval. Advertising is accepted with the understanding that the advertiser or his agency agrees to indemnify the publisher against any expenses or claims resulting from the unauthorized use of any name, photograph, copyrighted material or patented article in said advertiser's advertisement.

All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising that is not in keeping with the publication's standard. The publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement.

Rate Adjustments: If, within the contract year, more or fewer units are used than were contracted, the rate will be adjusted to reflect the actual number of units used. (See General Advertising Rates.)

Rate Policy: All orders are subject to changes in rates with the issuance of a new rate card. Advertisers have the option of cancelling at the time new rates become effective without incurring a short-rate adjustment.

No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.

The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.

Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.

Publisher reserves right to hold advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

COMMISSION AND PAYMENT TERMS:
Agency Commission: 15% of gross billing is allowed to recognized and in-house agencies on space, color, bleed and position. No commission is allowed on conversion charges, reprints or any mechanical operations. **Terms: Net 30**

GROSS ADVERTISING RATES

Rates for standard display units are based on the total number of units used within a 12-month contract period in *Shopper Marketing*. Each page of multiple-page advertisements counts as a unit, and each fractional advertisement counts as a unit.

4-COLOR RATES:

(Standard SWOP specifications apply: process magenta, yellow and cyan)

Space	1X	3X	6X	9X	12X	18X
Banner	\$6,324	\$6,129	\$5,994	\$5,947	\$5,900	\$5,794
Banner 2/3	\$5,671	\$5,494	\$5,376	\$5,335	\$5,294	\$5,200
Banner 1/2	\$5,229	\$5,076	\$4,982	\$4,929	\$4,882	\$4,794
Banner 1/3	\$3,753	\$3,647	\$3,594	\$3,559	\$3,541	\$3,471
Junior	\$4,929	\$4,782	\$4,647	\$4,618	\$4,582	\$4,506
Junior 2/3	\$3,806	\$3,682	\$3,594	\$3,565	\$3,541	\$3,506
Junior 1/2	\$3,182	\$3,100	\$3,035	\$3,006	\$2,965	\$2,935
Junior 1/3	\$2,535	\$2,471	\$2,394	\$2,376	\$2,347	\$2,329
Junior 1/4	\$2,224	\$2,182	\$2,135	\$2,118	\$2,106	\$2,100

2-COLOR RATES:

(Standard SWOP specifications apply: process magenta, yellow and cyan)

Space	1X	3X	6X	9X	12X	18X
Banner	\$5,565	\$5,371	\$5,235	\$5,188	\$5,141	\$5,035
Banner 2/3	\$4,912	\$4,735	\$4,618	\$4,576	\$4,535	\$4,441
Banner 1/2	\$4,471	\$4,318	\$4,224	\$4,171	\$4,124	\$4,035
Banner 1/3	\$2,994	\$2,888	\$2,835	\$2,800	\$2,782	\$2,712
Junior	\$4,171	\$4,024	\$3,888	\$3,859	\$3,824	\$3,747
Junior 2/3	\$3,047	\$2,924	\$2,835	\$2,806	\$2,782	\$2,747
Junior 1/2	\$2,424	\$2,341	\$2,276	\$2,247	\$2,206	\$2,176
Junior 1/3	\$1,776	\$1,712	\$1,635	\$1,618	\$1,588	\$1,571
Junior 1/4	\$1,465	\$1,424	\$1,376	\$1,359	\$1,347	\$1,341
Junior 1/6	\$1,041	\$1,024	\$982	\$971	\$965	\$959

BLACK AND WHITE RATES:

Space	1X	3X	6X	9X	12X	18X
Banner	\$5,300	\$5,106	\$4,971	\$4,924	\$4,876	\$4,771
Banner 2/3	\$4,647	\$4,471	\$4,353	\$4,312	\$4,271	\$4,176
Banner 1/2	\$4,206	\$4,053	\$3,959	\$3,906	\$3,859	\$3,771
Banner 1/3	\$2,729	\$2,624	\$2,571	\$2,535	\$2,518	\$2,447
Junior	\$3,906	\$3,759	\$3,624	\$3,594	\$3,559	\$3,482
Junior 2/3	\$2,782	\$2,659	\$2,571	\$2,541	\$2,518	\$2,482
Junior 1/2	\$2,159	\$2,076	\$2,012	\$1,982	\$1,941	\$1,912
Junior 1/3	\$1,512	\$1,447	\$1,371	\$1,353	\$1,324	\$1,306
Junior 1/4	\$1,200	\$1,159	\$1,112	\$1,094	\$1,082	\$1,076
Junior 1/6	\$788	\$765	\$735	\$724	\$718	\$688

NET ADVERTISING RATES:

15% discount off gross rates for qualified advertising and in-house agencies.

COLOR RATES:

2-color — extra \$260, per page or fraction thereof

Matched Color — extra \$500, per page or fraction thereof

3-color — extra \$1,020, per page or fraction thereof

(Black and 2 standard or matched colors)

4-color — extra \$1,020, per page or fraction thereof

Silver, gold or metallic inks — contact Publisher for rates

COVER RATES:

2nd & 3rd Covers — Banner B&W rate plus 10% plus 4-color rate

4th Cover — Banner B&W rate plus 15% plus 4-color rate

PREMIUM POSITION RATES:

Other than covers, the only premium position available is:
Center Spread — Banner Spread B&W Rate +10% plus 4-color rate

BLEED: No extra charge.

RATES FOR FURNISHED INSERTS:

All inserts, actual or samples, must be pre-approved by publisher prior to issue closing. Quantity required — contact Publisher.

Digest or Junior page size up to 8-3/8" x 11-1/4"

2-page insert — 2 times earned B&W rate

4-page insert — 4 times earned B&W rate

Banner page size up to 10-11/16" x 14-9/16"

2-page insert — 2 times earned B&W rate

4-page insert — 4 times earned B&W rate

(Tipping/production charges for inserts are non-commissionable and vary. Contact the Production Director.)

Multiple pages

More than 4-page inserts — The first 4 pages are priced at full B&W rate; additional pages at 50% of B&W rate.

Polybag Ride-along — Show Issues Only

Contact Publisher for details.

CLASSIFIED, HELP WANTED ADS: Regular rates apply.

MECHANICAL REQUIREMENTS

A. Publication Trim Size: 10-7/16" x 14-1/4"

B. Non-Bleed Ad Sizes:

Page Unit	Width	Depth
Banner Page	9-1/2"	13-1/2"
Banner 2/3	6-1/2"	13-1/2"
Banner 1/2 (vert.)	4-5/8"	13-1/2"
Banner 1/2 (horiz.)	9-1/2"	6-5/8"
Banner 1/3	3-1/4"	13-1/2"
Junior Page	7"	10"
Junior 2/3 (vert.)	4-5/8"	10"
Junior 1/2 (vert.)	3-3/8"	10"
Junior 1/2 (horiz.)	7"	4-5/8"
Junior 1/2 (digest)	4-5/8"	7-3/16"
Junior 1/3 (square)	4-5/8"	4-7/8"
Junior 1/3 (vert.)	2-3/16"	10"
Junior 1/4	3-3/8"	4-7/8"
Junior 1/6 (vert.)	2-3/16"	4-7/8"
Junior 1/6 (horiz.)	4-5/8"	2-7/16"

C. Bleed Ad Sizes:

Bleed Specifications	Width	Depth
Banner Bleed Page	10-7/16"	14-1/4"
Banner Bleed Spread	20-7/8"	14-1/4"
Banner 1/2 Horiz. Bleed Page	10-7/16"	7"
Banner 1/2 Horiz. Bleed Spread	20-7/8"	7"
Banner 1/2 Vert. Bleed Page	5-1/16"	14-1/4"
Junior Bleed Page	7-5/8"	10-5/8"
Jr. Bleed Spread	16-1/8"	11"

Note: **Set your document to the trim dimensions supplied above.**

Pull design out 1/8" all around for BLEED.

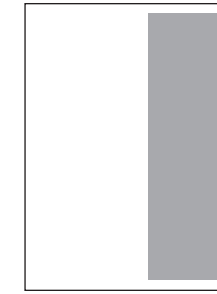
Live Matter: **To avoid trim violations, bring all important illustrations and/or type matter 3/8" in from trim dimension.**

Publication is bound saddle stitch.

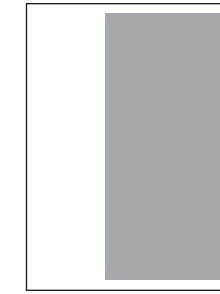
AD SIZES



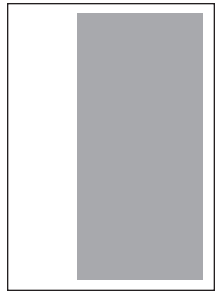
Banner Page



Banner 1/3



Banner 1/2-Vert.



Banner 2/3



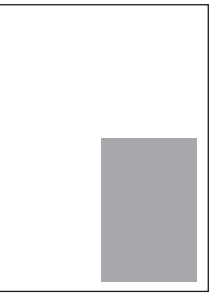
Banner 1/2-Horiz.



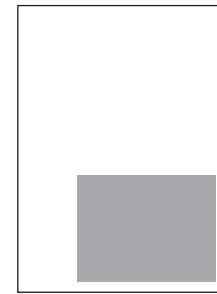
Junior Page



Junior 2/3



Junior 1/2-Digest



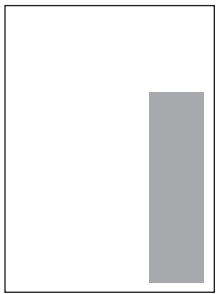
Junior 1/2-Horiz.



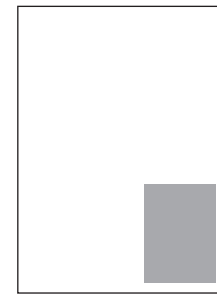
Junior 1/2-Vert.



Junior 1/3-Square



Junior 1/3-Vert.



Junior 1/4



Junior 1/6-Horiz.



Junior 1/6-Vert.

COMBINED FREQUENCY RATES: Advertising in *Shopper Marketing* and *P-O-P Design* earns frequency in both publications.

TO AVOID TRIMMING important illustrations and/or type matter on bleed ads, i.e. "live matter" must be at least 3/8" in from all outside edges.