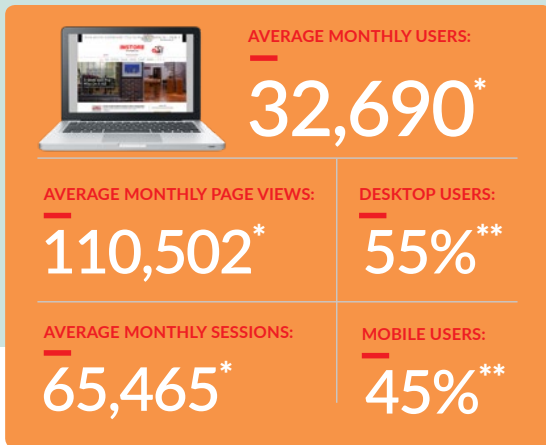


# INSTORE's Digital Impact Continues to Grow

INSTORE's award-winning online division continues to gain momentum, with a mission to provide inspiring content and useful to-dos for America's retail jewelers.

## INSTOREMAG.com Official magazine website with archive access

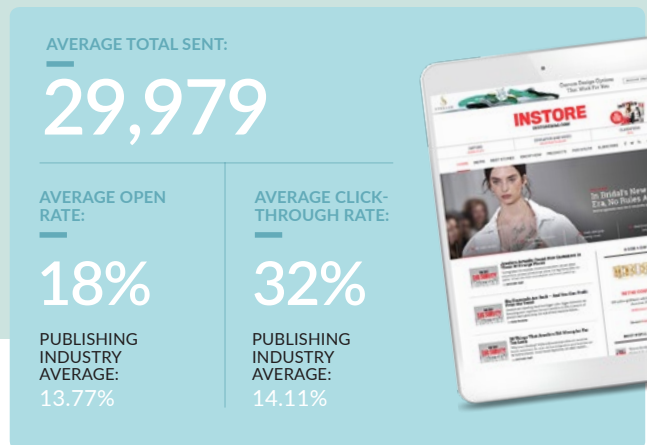
With its uncluttered interface and mobile compatibility, INSTORE's website has grown extensively over the past few years in both users and viewership. Position your company's marketing message in the essential daily destination for America's retail jewelers.



SOURCE: \* BPA Brand Report, June 2017, \*\* Google Analytics stats, Jan-June 2017.

## INSTORE DAILY BULLETIN STATS

Five times a week, our subscribers begin each day with the news, tips and tidbits that INSTORE's editors find most important and appealing. Reach an audience that's primed to receive the Daily Bulletin—with an open and click-through rate that's hard to beat.

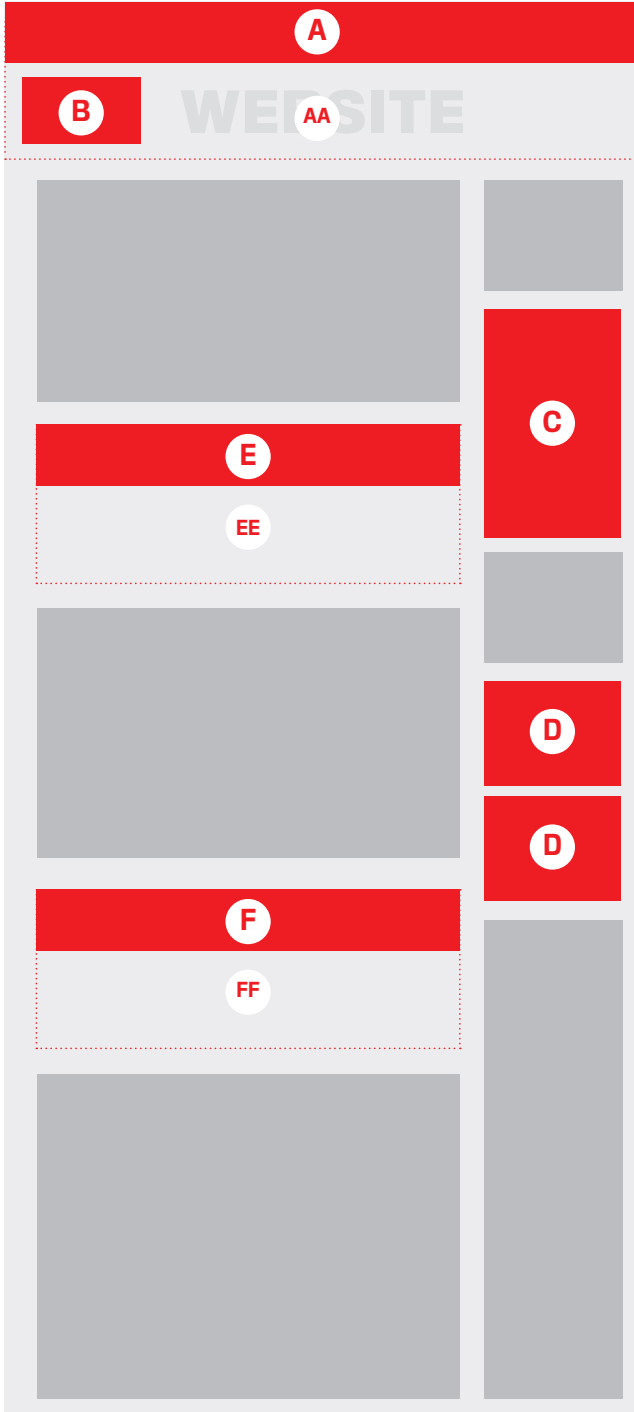


Constant Contact statistics, Sept. 1-30, 2017



# Website Banner Advertising

With rapidly increasing viewership and a fresh, uncluttered design, [INSTOREMAG.com](http://INSTOREMAG.com) provides outstanding online visibility.



**A Billboard**  
 Make your mark with a responsive banner stretching across every page of our site.  
 Monthly \$2,380  
 Weekly \$800  
 EXPOSURE: Run of site  
 SIZE: 1400 x 120 pixels

**B Masthead Button**  
 Small but powerful, this is the perfect spot for an animated banner.  
 Monthly \$1,840  
 Weekly \$500  
 EXPOSURE: Run of site  
 SIZE: 230 x 110 pixels

**C Side Skyscraper Banner**  
 A towering banner that makes a serious impression.  
 WEBSITE ONLY  
 Monthly \$2,120  
 Weekly \$700  
 WEBSITE AND BULLETINS  
 Monthly \$3,180  
 Weekly \$1,050  
 EXPOSURE: Run of site  
 Website banner: 300 x 600 pixels  
 Bulletin banner: 250 x 500 pixels

**D Side Standard Banner**  
 This classic format is a banner advertising workhorse.  
 Monthly \$1,840  
 Weekly \$500  
 EXPOSURE: Run of site  
 SIZE: 300 x 300 pixels

**E Shine Top Banner Package**  
 \* INCLUDES EMAIL BULLETINS  
 A special three-for-one deal that puts your brand all over the day's biggest news.  
 Monthly \$5,330  
 Weekly \$1,650  
 EXPOSURE: Run of site plus email bulletins  
 Website banner: 728 x 156 pixels  
 Bulletin banner: 560 x 120 pixels

**F Shine Lower Banner Package**  
 \* INCLUDES EMAIL BULLETINS  
 A special three-for-one deal that puts your brand all over the day's biggest news.  
 Monthly \$3,500  
 Weekly \$1,350  
 EXPOSURE: Run of site plus email bulletins  
 Website banner: 728 x 156 pixels  
 Bulletin banner: 560 x 120 pixels

## Super Sized Banner Options

Super-size these formats for increased promotional impact.

**AA SUPER BILLBOARD**  
 Monthly \$3,570  
 Weekly \$1,200  
 EXPOSURE: Run of site  
 SIZE: 1400 x 400 pixels

**EE SUPER SHINE TOP BANNER PACKAGE**  
 Monthly \$7,995  
 Weekly \$2,475  
 EXPOSURE: Run of site plus email bulletins  
 Website banner: 728 x 312 pixels  
 Bulletin banner: 560 x 240 pixels

**FF SUPER SHINE LOWER BANNER PACKAGE**  
 Monthly \$5,250  
 Weekly \$2,025  
 EXPOSURE: Run of site plus email bulletins  
 Website banner: 728 x 312 pixels  
 Bulletin banner: 560 x 240 pixels

### NOT PICTURED

#### Video Spotlight Unit

Your brand or informational video runs at full width, run of site. Ultra-powerful video marketing!

\$500 set-up +  
 Cost Per View of \$3\*

\* One view equals 80% or more of video

## DIGITAL WRAPPER

Sponsor INSTORE's digital edition with your wrapper ad opposite our cover and prime position on the email announcing the issue to 27,000+ readers.

**\$2,740** WRAPPER PER MONTH

# Email Advertising Opportunities

Get in front of your customers first thing every morning with **INSTORE's** popular daily emails. Our open and click-through rates are some of the best in the business, far exceeding rates for the publishing industry at large.

**A BULLETIN LEADERBOARD**

Be the first thing people see when they open our daily emails  
 SIZE: 560 x120 pixels

**\$6,330** **\$1,670**  
 MONTHLY WEEKLY

**AA SUPERSIZED OPTION**  
 Monthly \$9,495 / Weekly \$2,505

**C SHINE LOWER BANNER PACKAGE**

**\* INCLUDES WEBSITE BANNER ADVERTISING**

Put your brand all over the day's biggest stories and headlines.  
 SIZE: 560 x120 pixels

**\$3,500** **\$1,350**  
 MONTHLY WEEKLY

**CC SUPERSIZED OPTION**  
 Monthly \$5,250 / Weekly \$2,025



**B SHINE TOP BANNER PACKAGE**

**\* INCLUDES WEBSITE BANNER ADVERTISING**

Put your brand all over the day's biggest stories and headlines.  
 SIZE: 560 x120 pixels

**\$5,330** **\$1,650**  
 MONTHLY WEEKLY

**BB SUPERSIZED OPTION**  
 Monthly \$7,995 / Weekly \$2,475

**D BULLETIN SIDE SKYSCRAPER**

SIZE: 250 x 500 pixels

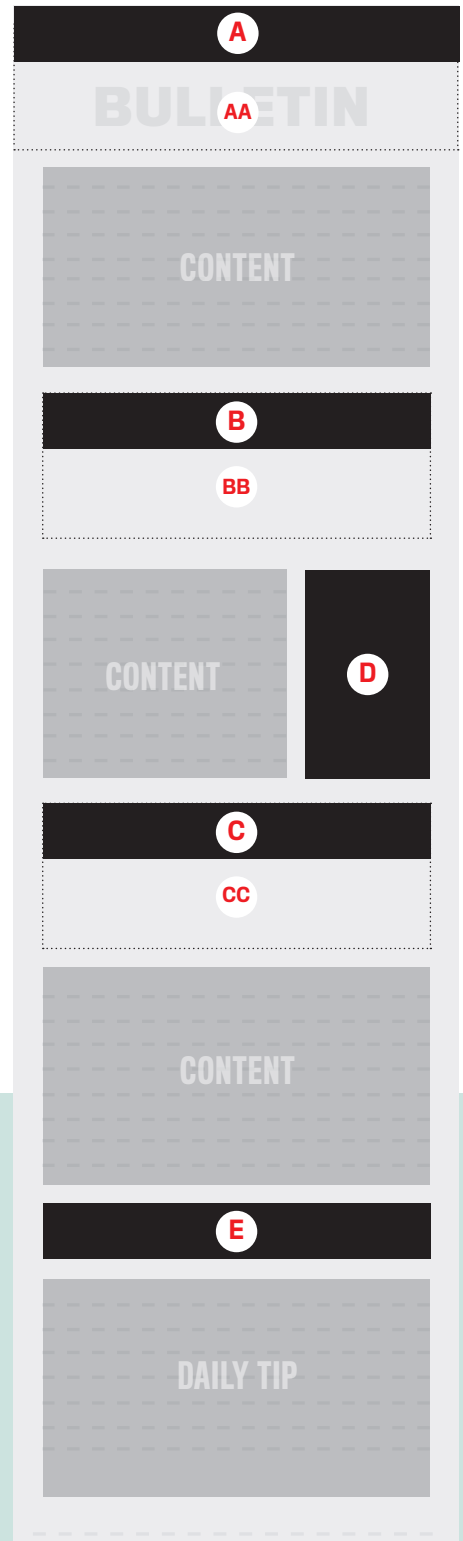
**BULLETIN-ONLY**  
**\$1,060** **\$350**  
 MONTHLY WEEKLY

**BULLETIN AND WEBSITE**  
**\$3,180** **\$1,050**  
 MONTHLY WEEKLY

**E DAILY TIPS BANNER**

Show your industry support by sponsoring INSTORE's Daily Tips.  
 SIZE: 560 x120 pixels

**\$3,200** **\$940**  
 MONTHLY WEEKLY



MORE EMAIL OPTIONS

**CUSTOM E-BLASTS**

Reach readers with your company's customized message.

Control the message by sending your own sponsored email to INSTORE's fast-growing bulletin list. Exposure available in units of 1,000 or more. Creative services available for design and content of your email.

PRICES START AT **\$350** CPM





## Storytellers For Vertical Markets.

In an information age, telling your story is vital to market success. So is the quality of your material. Let SmartWork Media work with you to create the targeted, entertaining content that captures attention, reinforces your brand and builds your business—one well-told story at a time.



## Our Market Knowledge Is Your Creative Edge

Our team of experienced writers, designers, videographers, web developers and project managers stand ready to take your project from inception to lead generation quickly and creatively. And with our print, online and e-distribution products, your integrated, creative campaign is guaranteed to be seen in all the right places.

### PRODUCTS WE OFFER:



ADVERTORIALS



CUSTOM E-MARKETING



CUSTOM PUBLICATIONS



TRAINING MATERIALS



VIDEOS



WEBINARS

