



PICK YOUR SIZE	2-PAGE SPREAD GO FOR MAXIMUM IMPACT	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL!	1/4 PAGE SMART VALUES
12x	\$11,990	\$6,700	\$5,500	\$4,490	\$3,740	\$3,080
6x	\$13,700	\$7,650	\$6,340	\$5,140	\$4,270	\$3,490
3x	\$15,430	\$8,610	\$7,150	\$5,770	\$4,820	\$3,970
1x	\$17,140	\$9,570	\$7,940	\$6,390	\$5,350	\$4,400
TRIM SIZE	18 x 10 7/8	9 x 10 7/8	5 3/4 x 10 7/8 (vertical) 9 x 7 (horizontal)	4 1/4 x 10 7/8 (vertical) 9 x 5 1/4 (horizontal)	2 3/4 x 10 7/8 (vertical) 9 x 3 3/4 (horizontal)	3 7/8 x 4 3/4 (vertical) 8 x 2 3/8 (horizontal)
BLEED	18 1/4 x 11 1/8	9 1/4 x 11 1/8	6 x 11 1/8 (vertical) 9 1/4 x 7 1/4 (horizontal)	4 1/2 x 11 1/8 (vertical) 9 1/4 x 5 1/2 (horizontal)	3 x 11 1/8 (vertical) 9 1/4 x 4 (horizontal)	—
NON BLEED	17 x 9 7/8	8 x 9 7/8	5 1/2 x 9 7/8 (vertical) 8 x 6 3/8 (horizontal)	3 7/8 x 9 7/8 (vertical) 8 x 4 3/4 (horizontal)	2 1/2 x 9 7/8 (vertical) 8 x 3 3/8 (horizontal)	—

SIZES LISTED IN INCHES

ADVERTISING FORMATS

2-PAGE SPREAD

FULL PAGE

2/3 VERTICAL

2/3 HORIZONTAL

1/3 VERTICAL

1/2 VERTICAL

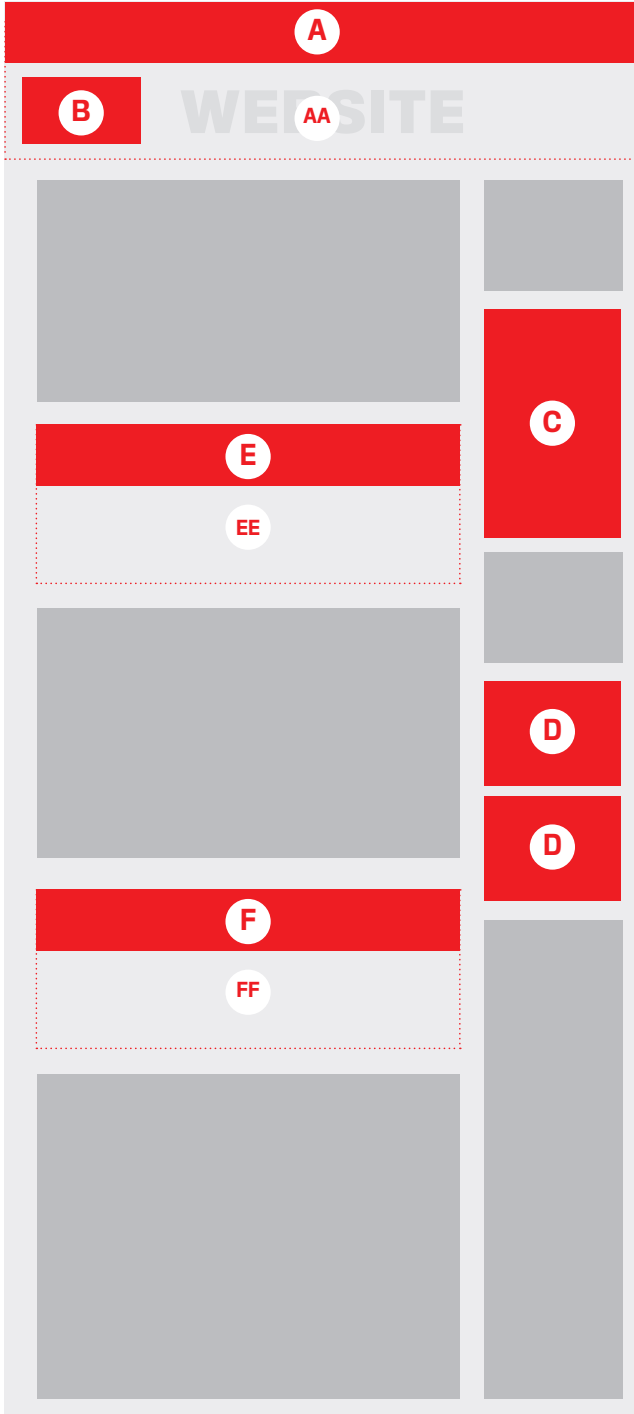
1/2 HORIZONTAL

1/4 VERTICAL

For additional information and opportunities, please contact your sales representative.

Website Banner Advertising

With rapidly increasing viewership and a fresh, uncluttered design, 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

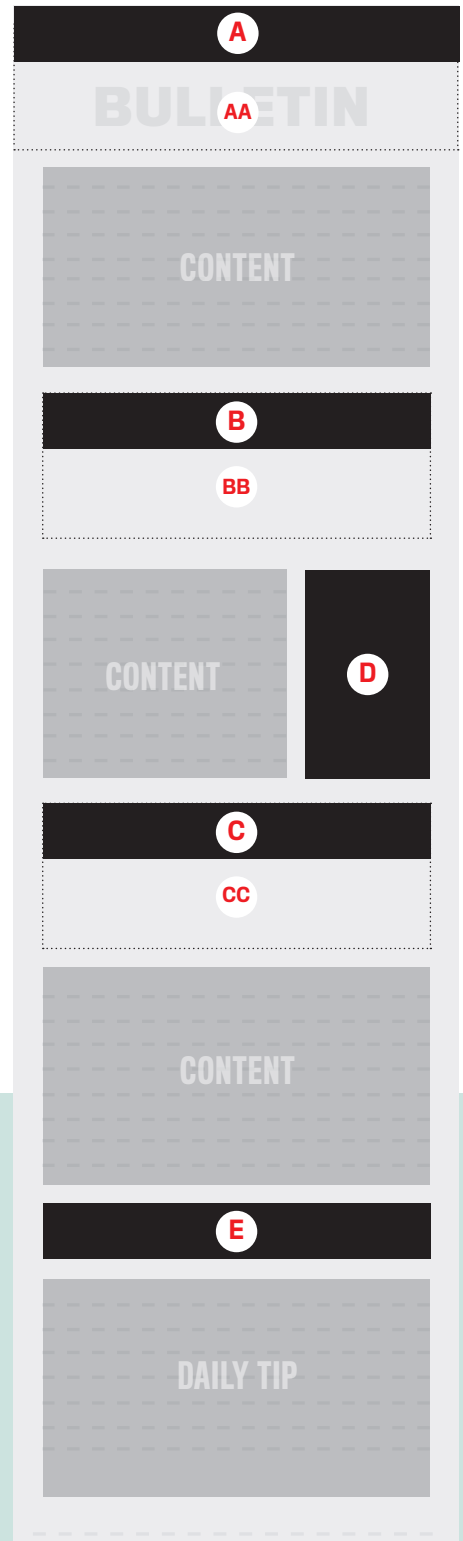
BULLETIN-ONLY
\$1,060 **\$350**
 MONTHLY WEEKLY

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

