

INTERNET RETAILER MAGAZINE®  
RATES PRINT & DIGITAL

4-Color	1x	3x	6x	9x	12x
2-pg spread	\$12,950	\$12,250	\$11,500	\$11,100	\$10,975
Full Page	\$8,200	\$8,000	\$7,500	\$7,000	\$6,900
2/3 Page	\$6,450	\$5,995	\$5,500	\$5,450	\$5,325
1/2 Page	\$5,200	\$4,950	\$4,625	\$4,500	\$4,400
1/3 Page	\$4,350	\$4,100	\$3,850	\$3,800	\$3,695
Premium Position					
Inside Front Cover	\$8,750	\$8,400	\$8,000	\$7,500	\$7,250
Inside Back Cover	\$8,300	\$8,200	\$7,700	\$7,100	\$7,050
Back Cover	\$8,750	\$8,400	\$8,000	\$7,500	\$7,250

**Special Requests:** For cover tips, show bellybands, inserts; contact your manager.

DIGITAL MAGAZINE  
Exclusive Digital Sponsorship

1-pg ad adjacent to cover, tower ad, logo and text ad in email to digital subscribers. **Rate \$5,500**

**DIGITAL AD SPONSORSHIP OPTIONS**  
**DISPLAY ADS** Tower ad or top banner: \$1,500 each or \$2,500 for both±  
**PREMIER OPTIONS** Cover tip: \$2,500 | insert: \$2,500  
**ADDITIONAL OPTIONS** flash/animation: \$500 per ad | video embedding: \$1,000 per video

[View Current BPA Statement](#)

INTERNET RETAILER EXECUTIVE REPORTS

**Exclusive editorial reports from the IR editors (Digital Only)**  
Sponsorship includes cover recognition, 1-pg article, 1-pg ad, marketing, lead generation, and a custom PDF report  
**Rate: \$8,500** (1-pg ad + 1 -pg article)  
**Rate: \$5,000** (1-pg ad)

IR RESEARCH STRATEGY & KEY FINDINGS REPORTS

**Exclusive sponsorship opportunities with leads**  
**Platinum Sponsorship:** 1-pg Q&A article, 1pg, 4/c ad, company description (60 words), guaranteed leads and custom PDF\* **Rate: \$8,500**  
**\*Bonus:** Q&A article and company description in full research report on same topic.  
**Gold Sponsorship:** 1-pg ad, logo, custom pdf and guaranteed lead. **Rate: \$5,000**  
**Top 1000 + Top 500 Sponsorship:** Promotion in both reports  
**Platinum level rate:** \$9,500  
**Gold level rate:** \$6,500

IR WEBINAR SERIES

IR Research or Editorial Webinar..... \$22,500  
1IR Co-Sponsor Webinar ..... \$19,500  
IR Co-Branded Webinar ..... \$27,000\*  
  
\*Co-branded webinar is limited to 2 company sponsors. For multiple sponsor webinars (more than 2), please contact your sales manager.

SPECIAL TOPIC EDITIONS (DIGITAL ONLY)

**JANUARY** - The Future Of Online Retail Technology  
**APRIL** - 10 Retail Technologies Transforming E-commerce Today  
**JULY** - Technology Innovations In E-Retailing  
**DECEMBER** - What's in store for e-retailing in 2019?

AD OPTIONS

1-pg article + 1-pg ad with leads .....\$8,500\*  
1-pg ad with leads .....\$5,000\*

JUNE - WIN THE WHEELS PROGRAM AT IRCE

1-pg ad with BONUS LEADS AT IRCE .....\$8,500\*  
June Tech Focus Report + WTW Program .....\$9,950\*\*  
Premium IRCE WTW Sponsor Program (limit 4) .....\$15,000\*  
\*see IRCE page in MK for full details  
\*\* Bonus: leads from Tech Focus Report + WTW Program

NOVEMBER - HOT 100 ISSUE

Hot 100 Profile (2-pg)\* .....\$8,500  
1-pg (client sponsorship)\* .....\$6,000  
Vendor Logo .....\$750, multiple \$450  
\*Ad programs includes leads

IR TECH FOCUS REPORTS

Tech Focus Report Sponsorship.....\$8,500  
Includes: 1-pg ad, exec. interview or Q&A article in full issue, online and newsletter marketing, plus leads

CUSTOM PROGRAMS

Exclusive content marketing programs

CUSTOM REPORT, WHITE PAPER OR SURVEY REPORT

Collaboration with IR editorial. IR executes, tabulates (if survey), and publishes the report. Report includes leads, analysis, results, sponsor ad + logo, newsletters and email promotion.  
**Rate: \$19,500 - \$22,500**

IR SPOTLIGHT / CASE STUDY

**IR Spotlight / Case Study:** 1-pg advertorial + 1-pg ad in Internet Retailer Magazine®  
**Rate: \$12,950**

E-BOOK

Compilation of IR articles, IR survey results on related topic Sponsored by logo, 1-pg ad, e-blast to 15k, IRNewslink ad 4x.  
**Rate: \$17,500**

CONTENT SYNDICATION

Promote asset via email, website, and newsletter for leads.  
**Rate: \$7,900 per month**

LIVE ROUNDTABLE EVENTS

contact your sales manager for more information

ONLINE ADVERTISING

Internet Retailer on digitalcommerce360.com platform  
Average 150,000 Unique Visitors | 350,000 Page Views

Impression Amount (CPM)

10,000 - 24,999 \$70  
25,000 - 74,999 \$60  
75,000 or Higher \$57

Premium Ads & Upgrades Cost

Native Advertising.....Contact your sales manager  
Interstitial / Welcome Banner 1 .....\$2,500/2 wks  
Upgrade to Premium Ads 2.....Add: \$20 CPM  
CPMTargeting Options 3.....Add: \$15 CPM

<sup>1</sup> Every unique visitor in a 30-day period,  
<sup>2</sup> Expandables, push-downs, embedded video  
<sup>3</sup> Key word, geographic, category, site section

DigitalCommerce360.com – Ad Type	(w x h)
Interstitial / Welcome Banner	640x480
Super Leaderboard	970x90
Leaderboard	728x90
Medium Rectangle	300x250
Skyscraper	160x600
Premium – Ad Type <sup>2</sup>	(w x h)
Billboard	970x250
Portrait	300x105
Push-down	970x180

EMAIL PROMOTIONS

Market whitepapers, case studies, research, webinars

Total opt-in subscribers: 34,000  
Program includes HTML promo transmission, up to 2 demo selects, tracking reports (delivery, open and CTR rates)  
**Rate: \$460 CPM | Minimum list rental quantity: 5,000**

ADDITIONAL OPTIONS

Resend to Opens: 15% premium to order  
Personalization: Additional \$50 CPM  
Top 500 / Top 1000: Additiona \$75 CPM  
Suppression: \$250 flat fee

IRNEWSLINK DAILY - 45,000+ subscribers

Rates per edition	3x	6x	12x
Leaderboard	\$890	\$770	\$690
Text + Logo: Position #1	\$890	\$770	\$690
Text + Logo: Position #2	\$800	\$750	\$650
Exclusive Sponsorships:	\$3,400	\$3,100	\$2,600

**EXCLUSIVE EDITION** (includes all ad spots)

**Breaking News Alert:** \$3,000/mo.

Exclusive sponsor, 4/mo. (incl. leaderboard, text link)

VENDOR PRODUCTS AND SERVICES

IRNEWSLINK TRENDSETTERS - 45,000+ subscribers  
Quarterly Newsletter—Highlighting E-retail Providers

Ad sizes	1x	2x	4x
120x120 ad, text, URL	\$1,250	\$1,100	\$995

Trendsetters months: Feb, March, Aug, Sept  
IRCE Special Edition (May, June): \$2,500

MARKETPLACE

Sizes	3x	6x	12x
2” x 2 <sup>3</sup> /16”	\$605	\$545	\$510
3” x 2 <sup>3</sup> /16”	\$735	\$645	\$595
4” x 2 <sup>3</sup> /16”	\$850	\$745	\$680
3” x 4”	\$1,200	\$1,100	\$1,000

PRODUCT SHOWCASE

Sizes	1x	2x	4x
Single Box (3x 3-3/8)	\$1,500	\$1,300	\$1,250
Dble Box V (6 1/8-3-3/8)	\$2,400	\$2,300	\$2,100
Dble Box H (3 x 7-1/8)	\$2,400	\$2,300	\$2,100

**Package discount with Trendsetters newsletter:**  
Run a double box ad 2-3x per quarter, receive complimentary ad in Trendsetters newsletter. (\$1,250 value) \*excluded IRCE Special Edition promotion

VENDOR DIRECTORY

Be listed and searchable with company description, product quotes, contact detail; premium positions in all categories

Directory Levels	First	Additional
Premium	\$3,500	\$1,200
Gold	\$2,500	\$1,200
Silver	\$1,500	\$1,200
Bronze	\$750	\$500

**QUARTERLY UPGRADE OPTIONS** (Platinum and Gold levels)  
News Topic Sponsor - \$850  
DC360 Homepage Banner - \$500  
4 Magazine Conference Ads - \$1,750  
3 Months Featured Resource - \$1,250

FEATURED RESOURCES

**Premium Featured Resources**.....\$950 net/mo.  
Promotion of assets on DigitalCommerce360.com

HOT 100 “BEST OF THE WEB” (November issue)

Brand yourself as a leading vendor  
**Rate: \$750 per logo with your Hot 100 E-Retailer client**

\* All rates are net cost. 2018 Rate Card. Effective Oct 1, 2017