

Magazine Rates - Print & Digital

4-Color	1x	3x	6x	9x	12x
2-page spread	\$12,950	\$12,250	\$11,500	\$11,100	\$10,975
Full Page	\$8,000	\$7,500	\$7,000	\$6,900	\$6,700
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	\$8,500	\$8,100	\$7,600	\$7,400	\$7,250
Inside Back Cover	\$8,100	\$7,700	\$7,200	\$6,995	\$6,850
Back Cover	\$8,500	\$8,100	\$7,600	\$7,400	\$7,250

Special Requests:

For cover tips, show bellybands, inserts; contact your manager for quote.

Digital Magazine

Exclusive Digital Sponsorship
Sponsorship includes 1-pg ad adjacent to cover, tower ad on each digital page, logo and text ad in email to digital subscribers, promotion in IRNewsLink Daily. Rate \$5,500

- Digital Ad Sponsorship Options**
- DISPLAY ADS** Tower ad or top banner: \$1,500 each or \$2,500 for both±
 - DIGITAL AD** 1-pg ad (digital issue only): \$2,500
 - PREMIER OPTIONS** Cover tip: \$2,500 | insert: \$2,500
 - ADDITIONAL OPTIONS** flash/animation: \$500 per ad | video embedding: \$1,000 per video

Custom Programs

- IR Spotlight / Case Study / E-Book Sponsorships**
- Magazine Promotion:** 2-pg spread - 1-pg advertorial + 1-pg ad. Rate: \$12,500
 - Email Promotion:** 1-pg article and email promotion to our audience. HTML promo to 10K. Rate: \$8,500
 - e-book:** Compilation of IR articles, IR survey results on related topic Sponsored by logo, 1-pg ad, eblast to 15k, IRN ad 4x. Rate: \$17,500

Custom Survey Report (digital only)
Collaboration with IR editorial. IR executes, tabulates, and publishes the report. Report includes leads, analysis, results, sponsor ad + logo, executive quotes, newsletters and email promotion. **Rate: \$17,500 - \$20,000**

IR Digital Reports
Editorial & Research Reports
Sponsorship includes cover recognition, 1-pg article, 1-pg ad, marketing, lead generation, and a custom PDF report. **Rate: \$8,500**

Content Syndication, Lead Generation Programs, Live Roundtable Events
Contact your sales manager to build your custom program.

Special Editions

January - The Future Of Online Retail Technology*
2-pg ad with leads\$8,500
1-pg ad with leads\$5,000
June - Win the Wheels*
BONUS LEADS AT IRCE - see IRCE page for full details\$8,350

July - Technology Innovations In E-Retailing*
2-pg ad with leads\$8,500
1-pg ad with leads\$5,000

December - 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
January and July are special digital editions

IR Tech Focus Reports

Report Sponsorship.....\$8,250

Includes 1-pg ad, executive interview, online, newsletter marketing and leads.

Premium Sponsorship.....\$12,750

Add'l 1-pg case study, Premium position in all marketing

[View Current BPA Statement](#)

IR Webinar Series

Type	Rate
IR Editorial Webinar (Collaborative)	\$25,000
IR Research Webinar	\$25,000
IR 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	

Email Promotions
Market whitepapers, case studies, research, webinars
Total opt-in subscribers: 42,000
Program includes HTML promo transmission, up to 2 demo selects, tracking reports (delivery, open and CTR rates)
Cost: \$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 / B2B Selects: Additonal \$75 CPM
Suppression: \$250 flat fee

Online Advertising

www.internetretailer.com
195,00 Unique Visitors | 475,000 Page Views

Impression Amount (CPM)
10,000 - 24,999 \$65
25,000 - 74,999 \$58
75,000 or Higher \$55

Premium Ads & Upgrades Cost
Native Advertising.....Contact your sales manager
Interstitial / Welcome Banner ¹.....\$5,200/wk
Upgrade to Premium Ads ².....Add: \$20 CPM
CPMTargeting Options ³.....Add: \$15 CPM

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

www.internetretailer.com – Ad Type	(w x h)
Interstitial / Welcome Banner	640x480
Super Leaderboard	970x90
Leaderboard	728x90
Medium Rectangle	300x250
Skyscraper	160x600

Premium – Ad Type ²	(w x h)
Billboard	970x250
Filmstrip	300x600
Portrait	300x105
Push-down	970x90

See all approved IAB Display-Mobile Advertising Guidelines

IRNewsLink Daily: 45,000+ subscribers
Daily Newsletter

Rates per edition	3x	6x	9x	12x
Leaderboard	\$890	\$820	\$770	\$690
Rectangle	\$890	\$820	\$770	\$690
Text plus Logo: Position #1	\$890	\$820	\$770	\$690
Text plus Logo: Position #2	\$790	\$720	\$670	\$590

Exclusive Sponsorships:
Exclusive Edition \$3,400 \$3,100 \$2,900 \$2,600
(includes all ad spots)
Breaking News Alert 4/mo. Exclusive sponsor
(LB, text link) \$2,500/month

Bonus Newsletter Program
Bonus ads in IRN Weekender when 6x or more IRN ads placed in 1 mo.

Vendor Products and Services Programs

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 mo: Feb, March, Sept, Nov
IRCE Special Edition (May, June): \$2,500

Marketplace

Sizes	6x	9x	12x
2” x 2 ³ /16”	\$605	\$545	\$510
3” x 2 ³ /16”	\$735	\$645	\$595
4” x 2 ³ /16”	\$850	\$745	\$680

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

NEW in 2017 package discount with Trendsetters newsletter (\$1250 value)
Run a double box ad 2-3x per quarter, receive a complimentary ad in the Trendsetters newsletter.
*excluded IRCE Special Edition promotion

Vendor Directory

Over 15 vendor categories for company description, product quotes, contact detail and premium position. (Annual rates)

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 - \$500 per quarter
Digital Commerce 360 Home Page Feature
Category Feature
(Only Available to Platinum and Gold Levels)

IR Learning Lab
Premium Featured Resources.....\$850 net/mo
Promotion of assets on IR.com home page
Resource Listing.....\$750 net/mo
Host up to 3 assets with links in searchable library

Hot 100 “Best of the Web” Sponsorship (Dec. issue)
Brand yourself as a leading vendor.
\$675 per logo sponsorship with your Hot 100 E-Retailer client.