

Member Advertising Rates

Member Rates | For Non-Member rates, double the member rate.

***Special Edition from RetailNOW**

| Size: | wxh* | File Size | 1x | 3x | 6x | 12x | 1x | 3x (all) |
|-------------|----------|-----------|--------------|--------------|--------------|--------------|--------------|--------------|
| Full Banner | 468 x 60 | 40k | \$440 | \$430 | \$420 | \$390 | \$450 | \$950 |
| Button | 120 x 90 | 20k | \$250 | \$240 | \$230 | \$210 | \$250 | \$550 |

- Display advertising rates are per newsletter. Only two advertisers per newsletter.
- * Special Edition from RetailNOW is only available to exhibitors

Advertising Size & Requirements

- juice-news advertising must be submitted in GIF or JPEG format.
- Advertising sizes are pixel-based dimensions.
- Additional Requirements/Guidelines: Refer to Graphic Standards, page 3
- Please provide a complete URL when linking to a landing page. For example: <http://www.GoRSPA.org>

To fill out this form electronically, visit GoRSPA.org/MediaKit.

***Artwork is due the 10th of each month.**

| Issue | Size | Artwork (circle) | Rate |
|---|------|------------------|-------|
| <input type="checkbox"/> January | | New / Pickup | |
| <input type="checkbox"/> February | | New / Pickup | |
| <input type="checkbox"/> March | | New / Pickup | |
| <input type="checkbox"/> April | | New / Pickup | |
| <input type="checkbox"/> May | | New / Pickup | |
| <input type="checkbox"/> June | | New / Pickup | |
| <input type="checkbox"/> July *Special Edition July 10th - ONLY AVAILABLE TO EXHIBITORS | | New / Pickup | |
| <input type="checkbox"/> 1st Email (see Special Edition pricing) | | New / Pickup | |
| <input type="checkbox"/> 1st Email (see Special Edition pricing) | | New / Pickup | |
| <input type="checkbox"/> 1st Email (see Special Edition pricing) | | New / Pickup | |
| <input type="checkbox"/> August | | New / Pickup | |
| <input type="checkbox"/> September | | New / Pickup | |
| <input type="checkbox"/> October | | New / Pickup | |
| <input type="checkbox"/> November | | New / Pickup | |
| <input type="checkbox"/> December | | New / Pickup | |
| TOTAL: | | | _____ |

Advertising/Marketing Contact: _____

Please send an invoice

Check (enclosed)

Company: _____

Credit Card (information provided)

AmEx Discover MasterCard Visa

Address: _____

City: _____ State: _____ Zip: _____

Card Number: _____

Country: _____

Expiration Date: _____

Phone: _____

Name as it appears on Card: _____

Email: _____

Total from above: _____

Authorized Signature: _____