

Retail Angles

Advertising Rate Sheet

Retail Angles is an 8.5" x 11", 4-color, 12-page, monthly publication of the Retail Alliance association. It is mailed to **3,000+** retailers in the Hampton Roads area. Advertising is accepted on the following basis:

- Ads are sold on a 1x, 3x, 6x or 12x basis.
- Prices quoted are for 4-color ads but black & white ads are acceptable.
- Editorial ads may only be purchased one at a time and can only be purchased once per year by each member. Design and content of these ads is the retailer's responsibility and is subject to Retail Alliance approval.
- Only Retail Alliance members are eligible to purchase advertising, non-members must first join in order to be included.
- Retail Alliance encourages you to provide a member-to-member discount when the customer responds to your ad so you will see that the ad is effective.



Ad Type	Size	1x*	3x*	6x*	12x*
Business Card Available on page 2, 3, 4, 8, or 9	3.5" x 2"	\$125	\$120	\$115	\$110
Bottom Strip Available on page 2, 3, 4, or 9	7.5" x 1.5"	\$175	\$170	\$165	\$160
1/4 page Available on page 3, 4, or 9	3.75" x 5"	\$200	\$195	\$190	\$185
1/2 page Available on page 6 or 7	7.5" x 5"	\$350	\$340	\$330	\$320
Full Page Available on page 8 or 10	7.5" x 10"	\$625	\$610	\$595	\$580

*price per ad

Please reserve page # _____ position for 1, 3, 6 or 12 times (circle one) beginning with the month/year _____ / _____

Company _____ Address _____
Contact _____ Telephone _____ E-mail _____

- All advertising materials must be submitted in a camera-ready format, preferably in .pdf format. Other acceptable formats include; .jpeg or .eps
- Advertisements must be submitted on or before the deadline date, in electronic form. Ads must remain in the same format they are submitted in and cannot be changed between issues without prior permission.

Signature _____ Date _____

We are an association made up of, for and by retailers, providing products and services that have a positive effect on your bottom line.

Interested? Please email your questions, comments or ad submission to Tanya Profancik (tprofancik@retail-alliance.com) or call 757.455.9309

Deadline for Ad Submission is the first Friday of a given month for the following month's issue.