

**WEBSITE:** Our site serves as the foundation of all of our offerings and provides marketers with a strong platform to increase brand awareness and drive leads.

	CPM	Monthly (est)	eCPM**	Impressions (monthly est)***	Specs****
Resource Listing	–	\$1,500 (one-time-fee)	–	–	75-100 words
Billboard	\$70	\$2,700	\$98	20,000	970 x 250
Skybar	\$70	\$3,750	\$98	45,000	300 x 600
Sidebar Middle	\$30	\$1,750	\$42	10,000	300 x 250
In-Article	\$80	\$2,650	\$112	40,000	300 x 250
Leaderboard	\$90	\$5,200	\$126	55,000	970 x 90
Pop-In*	–	\$10,700	–	30,000	640 x 480

\*Pop-in unit shows once per day, per user.

\*\*eCPM reflects pricing for exclusive positioning in that location.

\*\*\*Numbers are estimates only. Numbers fluctuate month by month.

\*\*\*\*All ad file sizes should be less than 80kb for static images, and 150kb for animated images.

**NEWSLETTER:** Our newsletter delivers targeted content weekly on Tuesdays and Thursdays to more than 80,000 operation and line-of-business retail executives looking for strategies and solutions that will help them enhance their customers' experiences across ALL channels.

	1 Newsletter	4 Newsletter - Save 5%	8 Newsletter - Save 5%	12 Newsletter - Save 5%	Specs
Featured Banner	\$1,750.00	\$6,100.00	\$12,000.00	\$17,000.00	468 x 60
Standard Banner	\$1,250.00	\$4,750.00	\$9,000.00	\$12,750.00	468 x 60
Featured Text Ad	\$1,750.00	\$6,100.00	\$12,000.00	\$17,000.00	Image: 250 x 250 Headline: 50 characters Body: 110 characters
	1 Newsletter	2 Newsletter	4 Newsletter	8 Newsletter	
Full Takeover	\$8,000.00	\$14,000.00	\$24,500.00	\$42,850.00	<ul style="list-style-type: none"> <li>• Featured Sponsor Logo</li> <li>• Featured Banner Ad (x1)</li> <li>• Featured Text Ad (x1)</li> <li>• Standard Banner Ad (x2)</li> <li>• RTP Social Media Posts (x2)</li> </ul>