

RetailingToday.com

2012 MEDIA PLANNER

WEBSITES

www.RetailingToday.com

www.connectingnwa.com

E-NEWSLETTERS

Retailing Today Daily

Target News Now

Walmart News Now

MAGAZINES

Connecting Northwest Arkansas

Retailing Today Top 100 Annual Report

CUSTOM MEDIA

**If you don't have it,
we'll create it!**

The Top 100 Retail Connection.

WWW.RETAILINGTODAY.COM

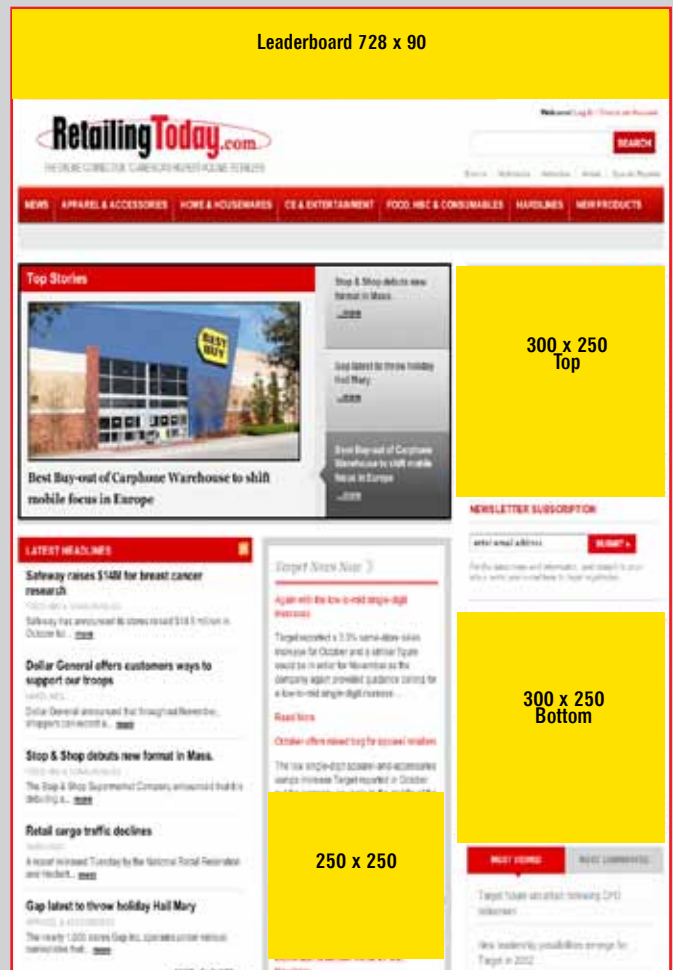
THE RIGHT CONTENT FOR TOP 100 CHAIN EXECUTIVES AND MERCHANTS

Every day thousands of top 100 chain professionals visit RetailingToday.com for the information, analysis and competitive intelligence delivered 24/7/365. Our readers turn to RetailingToday.com for coverage of every industry segment in the high volume retail marketplace they can't find on any other website. In addition, all-the-time web content includes:

- Breaking News
- Feature Stories
- Special Reports
- Editorials and Guest Columns
- Exclusive Data and Information
- Multimedia and Interactive Content

TAP INTO THE RETAILINGTODAY.COM TOTAL AUDIENCE NETWORK

- 33,000+ unique monthly visitors @retailingtoday.com
- Website 62,000 visits per month (August 2011)
- 120,000 monthly page views



| RATES (net) | 728 x 90 ROS Leaderboard | 300 x 250 Top ROS | 300 x 250 Bottom ROS | 250 x 250 Base of Homepage Only |
|---------------|--------------------------|-------------------|----------------------|---------------------------------|
| Home Page | \$3,425 | \$4,000 | \$3,000 | \$2,000 |
| Interior Page | N/A | \$2,500 | \$1,500 | N/A |

E- NEWSLETTERS *rates & specs*

Daily e-newsletter content includes latest news targeted to segment-focused audiences. Five e-newsletters cover specific product segments:

- **Monday** - Home & Housewares
- **Tuesday** - CE & Entertainment
- **Wednesday** - Food & Consumables
- **Thursday** - Apparel & Accessories
- **Friday** - Hardlines

In addition to these titles, RetailingToday.com publishes the weekly e-Newsletters for:

- **WALMART NEWS NOW** - Fridays
- **TARGET NEWS NOW** - Tuesdays
- **RETAILING TODAY NEW PRODUCT DIGEST** - Monthly

All Retailing Today e-Newsletters 800,000 distributions per month

- 27% average open rates!
- 225,000 monthly e-News impressions



Monday - Friday per Month

| E-NEWSLETTER RATES (net) | Distribution | Open Rate | Top Leaderboard 728 x 90 | 728 x 90 (next available) | 300x250 | One day per week (per month) |
|--------------------------------------|--------------|-----------|--------------------------|---------------------------|---------|------------------------------|
| RetailingToday Daily Edition* | 28,000 | 27% | \$5,550 | \$4,390 | \$4,900 | \$2,295 |

Weekly per Month

| E-NEWSLETTER RATES (net) | Distribution | Open Rate | Top Leaderboard 728 x 90 | 728 x 90 (next available) | 300x250 | One day per week (per month) |
|--------------------------|------------------------------|-----------|--------------------------|---------------------------|---------|------------------------------|
| Target News Now | 27,200/week 108,800/month | 38% | \$4,995 | \$3,500 | \$4,180 | N/A |
| Walmart News Now | 25,000/week 100,000/month | 28% | \$4,995 | \$3,500 | \$4,180 | N/A |

*Retailing Today Daily Newsletter

Monday - Home & Housewares **Tuesday** - CE & Entertainment **Wednesday** - Food & Consumables **Thursday** - Apparel & Accessories **Friday** - Hardlines

RETAILINGTODAY.COM CONNECTS YOU WITH AMERICA'S HIGH-VOLUME RETAILERS

CNWA MAGAZINE OVERVIEW

Connecting Northwest Arkansas is your link to opportunity within Walmart's supplier community and at the home office of a company poised to surpass sales of \$500 billion. Walmart is constantly evolving and pursuing new strategies to drive growth which creates uncertainty, opportunity and a thirst for insight and knowledge that Connecting Northwest Arkansas strives to satisfy.



MEET RETAILINGTODAY.COM EDITOR MIKE TROY



Editor Mike Troy is a career B-to-B journalist with nearly two decades of experience covering the retail industry. He's interviewed thousands of retail executives and their supplier counterparts, and spent time in all trade channels — in the U.S. and overseas. All of which bring a unique perspective to retailingtoday.com's coverage of the retail industry.

MEET RETAILINGTODAY.COM ONLINE EDITOR GAIL HOFFER



Gail Hoffer oversees the Retailing Today digital portfolio including RetailingToday.com, daily newsletter and weekly Target and Walmart newsletters. Her responsibilities include writing and editing content, reporting on industry events, and working with IT, marketing and other editorial staff to ensure the quality of digital products, as well the successful development of new projects.

TOP 100 ANNUAL REPORT



Retailing Today State of the Industry Report is a printed report looking at the top players, key trends and leading categories driving growth. The report will be sent to Top Industry Trade Shows, including ERCM events, and a targeted mailing to top 100 chain executives in the Spring 2012.

ANNUAL TOP 100 REPORT (MAGAZINE SIZE)

| | |
|-----------------|--------------|
| 2 Page Spread | \$12,000 net |
| 1 Page Spread | \$7,200 net |
| 1/2 Page Spread | \$4,500 net |

CUSTOM MEDIA

Our custom media team of veteran writers, designers, programmers and project managers is dedicated to helping you face your greatest marketing challenges, develop effective solutions and achieve results beyond your expectations.

Capabilities include:

- Advertising (online and print)
- Category special reports
- Collateral and brochures
- E-Newsletters
- Magazines

LEAD GENERATION

- Web development and design
- Webinars
- White papers
- Video & Social Media

RetailingToday.com's Custom Media group clients include:

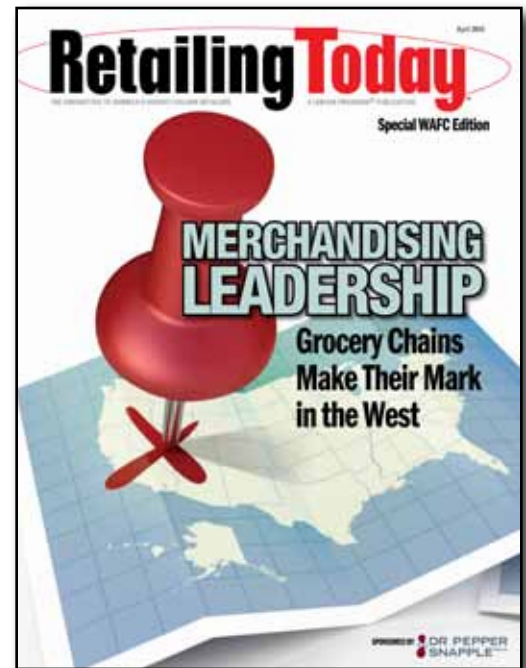
Johnson & Johnson

Pfizer



P&G

Microsoft



Custom Trade Show Special



Microsite



State of the Industry Reports

AD PRODUCTION REQUIREMENTS

RETAILINGTODAY.COM & RETAILINGTODAY.COM E-NEWSLETTERS

Ad creative materials (if sending from a Mac please zip & attach the file to the email)

- URL for click-through
- Prior to submission, creative should be tested for stability across all browser platforms.
- Please adhere to the File Size Specs when submitting creative. Max file size is 45kb.
- All creative is subject to approval by both the website and the Ad Production group.
- Accepted File Formats: Macromedia Flash, Rich Media (SWF, etc.), GIF, JPG, PNG, third party tags.

Please see separate guidelines for Flash and Rich Media.

Outlook 2007 Email Rendering

Outlook 2007 uses Word 2007, not Internet Explorer to render HTML emails. This has the following implications:

- No support for animated gifs
- Image will be rendered as static, only the first frame will display - ensure animated gifs have link in the first frame
- No support for Flash or other plug-ins

Please take this into consideration when designing your ads.

FOR ADDITIONAL PRODUCTION INFORMATION, CALL OR CLICK:

Jim Lynch
RetailingToday.com
212-756-5059
jlynch@LF.com

Online Ad Specifications

Standard Ads (served through DoubleClick)

| gif, jpeg, swf | Size | Filesize | jpeg/gif Comments | swf Comments |
|------------------|--------------------|----------|--|--|
| Leaderboard | 728x90 | 40kb | Animation length - 30 seconds max Font - 10 pt minimum Audio - user initiated (on click) Provide URL Max 3 rotations/loops | Backup gif/jpeg required 18 frames per second max Three loop maximum Must include clickTAG: <pre>on (release) { getURL(clickTAG, "_blank"); }</pre> |
| Medium Rectangle | 300x250 | 40kb | | |
| Square | 250x250 | 40kb | | |
| 3rd Party Tags | Size | | Details | Comments |
| Leaderboard | 728x90 | | Atlas or Standard DoubleClick tags Font - 10pt minimum Audio - user initiated (on click) Provide URL | Testing of creatives across browsers should be done prior to submission |
| Medium Rectangle | 300x250 | | Max 3 rotations/loops Files over 80k must be polite download Click-through must open in new browser window | Click-through tracking may not be available for all third-party tag creatives Include clear instructions for implementation with DoubleClick for cache-busting/click tracking |
| Square | 250x250 | | | |
| Splash Ads | Sizes | Filesize | Details | Comments |
| Home Page | 550x480 300x250 | 40kb | Auto close after 10 seconds Place a 20x30 close button visible in the upper right hand corner 80k maximum polite download | All Splash ads are one view per user per day jpeg, gif, swf, 3rd party tags are acceptable Limited Availability |
| Category Page | 600x250 475x350 | 40kb | | |

Rich Media Ads (served through DoubleClick)

| Expanding Ads 3rd Party Tags | Size | Expansion Allowances | Initial Load | Polite Download | Details |
|------------------------------|---|----------------------|--------------|-----------------|---|
| Full Banner | 728x90 | 728x180 expand down | 40kb | 80kb | Auto-expansion not permitted. Mouse-on expansion Mouse-off retraction |
| Medium Rectangle | 300x250 | 600x250 expand left | 40kb | 80kb | Mouse-over interaction cannot lead user to a different website Close button required at zero/root level (16pt Close "X") Audio permitted with user click only |
| Square | 250x250 | 500x250 expand left | 40kb | 80kb | Video permitted with user click only, 15 sec. max, 18 fps Clearly visible controls: Close, Play, Pause, Rewind, Volume |
| In Page Video | Initial size 40kb; Polite download 1.2mb; Need Close "X" button and Play, Pause, Rewind and Volume controls User Initiated only, 15 sec. max, 18 fps | | | | |

* All material is due 5 business days prior to launch of the campaign

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