

# Retail Executive Update

E-NEWSLETTER

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\*Based on avg. Jan-April 2011

A power read for powerful retail decision makers—Chain Store's Age Retail Executive Update delivers the news and intelligence that help industry professionals stay on top of the game and ahead of the competition.

Connect with customers and prospects every business day in a targeted environment with Retail Executive Update E-Newsletter.

## TARGETED INDUSTRY NEWS

From financial news to new store concepts to management changes, Retail Executive Update is strictly focused on one industry: retail. And its coverage spans the full breadth of the industry.

## TARGETED AUDIENCE

From C-suites to corporate decision makers in HQ, more than 13,500 retail professionals depend on Retail Executive Update to keep them updated and informed.

## TARGETED ADVERTISING OPPORTUNITIES

Put your message directly in front of those whose opinion counts.

**Connect every business day with more than 13,500 Retail Professionals**

## RATES:

- 728 x 90 Top Leaderboard: \$2,000 gross per issue
- 728 x 90 Middle Leaderboard: \$1,400 gross per issue
- 468 x 60 Middle Banner: \$975 gross per issue
- 468 x 60 Bottom Banner: \$875 gross per issue

**Leaderboard 728x90**



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**Banners 468x60**

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A range of ad positions and rates are available to suit any budget.

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