

# CHAIN STORE AGE®

NEWS AND ANALYSIS FOR RETAIL EXECUTIVES

## REAL ESTATE

# 2012 REAL ESTATE MEDIA PLANNER



Your connection starts with Chain Store Age Real Estate.

www.chainstoreage.com/real-estate  
www.chainstoreage.com/community

# OUR RETAIL READERS DECIDE WHERE TO LEASE AND OPEN STORES

## RETAILERS READ CHAIN STORE AGE

From site selection, design and construction to merchandising and leasing, who decides what stores to build and where to build them?

Ultimately, it's not any one person, but the collective judgment of hundreds, even thousands, of retail executives — a chain of influence — that determines how retail real estate is developed.

Chain Store Age is the strongest link in that chain. Since 1925, retailers have turned to Chain Store Age first for the information they need to make smarter decisions about their business, including real estate development news, trends and insights. Today, we're extending our lead as the #1 source of news, knowledge and networking for professionals in the multi-trillion dollar retail marketplace. Online, in print and at events, Chain Store Age will build your real estate business and your brands.



## THE INDUSTRY'S FIRST CHOICE

The Chain Store Age multimedia network is #1 in retail readership.

From the corner office to every corner of the store, Chain Store Age is the first choice for news, insight and analysis of the retail industry. Every issue of Chain Store Age magazine features in-depth reporting on trends and issues affecting retail real estate development.

Online content @ chainstoreage.com and in our bi-monthly SiteTalk e-newsletter attracts a wider audience and delivers additional reach, frequency and impact for your marketing message.

## CHAIN STORE AGE RETAIL CIRCULATION SEGMENTS

- Supermarkets/Grocery Stores
- Specialty (Soft & Hardlines) Stores
- Discount Stores
- Home Centers/Hardware Stores
- Restaurants
- Department/General Merchandise Stores
- Drug Stores



## TOTAL AUDIENCE. TOTAL IMPACT

Chain Store Age serves your retail customers, not your real estate competitors:

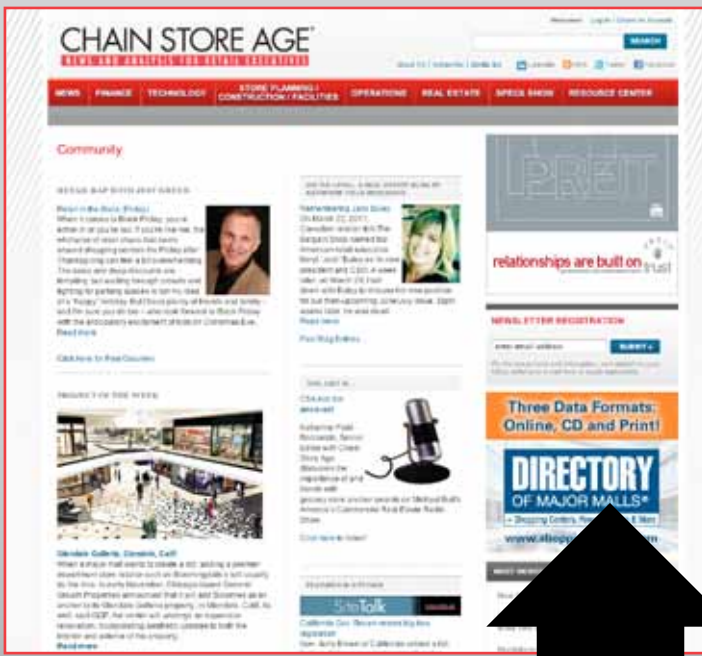
- Market professionals who want to know
- Industry stakeholders who need to know
- Business executives who have to know

What that means to you is more opportunities to attract and hold the attention of your customers and prospects, wherever and whenever they're ready to make a real estate investment.

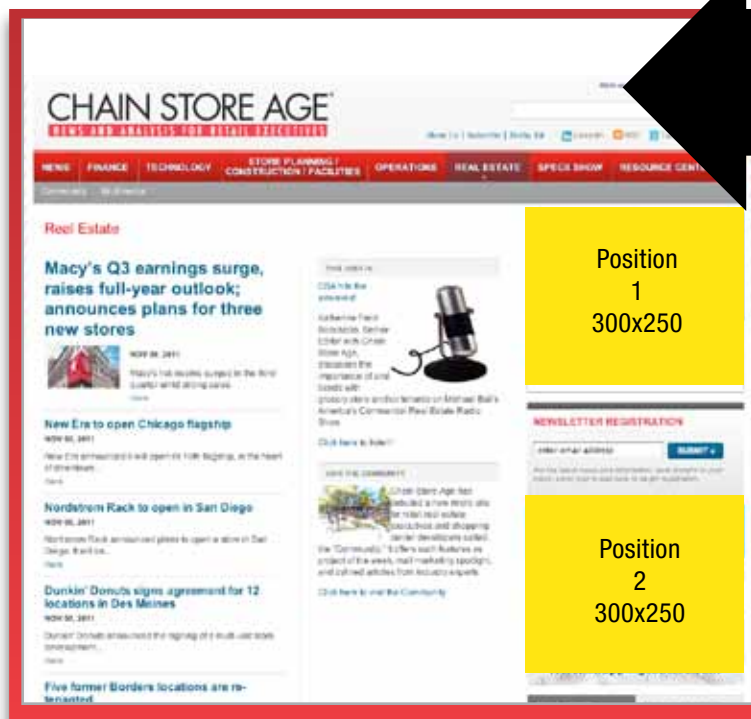
# REAL ESTATE ONLINE: DELIVER YOUR MESSAGE TO TOP RETAIL REAL ESTATE EXECUTIVES

**News. Trends. Insights.**  
A special forum for real estate developers and executives, including:

- Blogs
- News updated daily
- Real Estate project of the week
- Special columns
- Guest commentaries
- Mall marketing spotlight
- And more...



## TAP INTO CSA'S REAL ESTATE COMMUNITY FOR VALUABLE LEADS



**Don't Miss This Exclusive  
2-for-1 Advertising Opportunity**

Your ad on both the Real Estate landing page and the Community page for one low rate.

300x250 (Position 1)	\$3,000/mo gross
300x250 (Position 2)	\$2,500/mo gross

**Also ask about how to become  
a guest commentator on the site!**

**For more information, contact:**  
Katherine Field Boccaccio  
Senior Editor, Real Estate Category Manager  
225-751-2225 or [kfield@chainstoreage.com](mailto:kfield@chainstoreage.com)

# CHAIN STORE AGE: ONLINE

Every day thousands of industry professionals visit [chainstoreage.com](http://chainstoreage.com) for the news, analysis, competitive intelligence and tools they need to move their business forward. Place your ads alongside CSA's high-visibility and category-specific content to target key audiences, build awareness and capture leads for your business.

- Leaderboard
- Box ads
- Splash Ads
- Interstitial ads
- Sponsored content
- Video



## ONLINE RATES

### WEBSITE ADS

RATES (gross)	728 x 90 ROS Leaderboard	728x90 ROS Leaderboard Expandable	300 x 250 Position 1	300 x 250 Position 2	250 x 250
Home Page	\$4,250	\$4,750	\$3,750	\$3,250	\$2,250
Interior Page	N/A	N/A	\$3,000	\$2,500	N/A

# E-NEWSLETTERS FOR REAL ESTATE

Chain Store Age Real Estate also produces 2 e-newsletter titles with a combined online circulation of more than 25,000 readers.

Here's an unmatched opportunity to send an impactful message to a targeted readership of 100% opt-in influencers.

*Metrics based on averages from January 2011 to June 2011 & based on a four week month.*

## Retail Executive Update

## SiteTalk



### Retail Executive Update

Daily roundup of news, insights and intelligence.  
 Circ.: 14,108  
 Open Rate: 27%  
 \*Avg. impressions/mo.: 79,989 based on 21 issue month

Click [HERE](#) to view a sample.



### Site Talk

News for and about retail real estate projects, trends, leasing and solutions.  
 Circ.: 11,714  
 Open Rate: 32%  
 \*Avg. impressions/mo.: 7,497

Click [HERE](#) to view a sample.

RATES (gross)	Delivered Circulation	Position 1 Leaderboards 728 x 90 (per issue)	Position 2 Leaderboards 728 x 90 (per issue)	Position 3 Leaderboards 728 x 90 (per issue)	Position 4 Leaderboards 728 x 90 (per issue)
Retail Executive Update	14,107/day	\$2,000*	\$1,400*	\$975*	\$875*
SiteTalk*	24,400/mth	\$1,000	\$850	\$750	\$650

\* Price includes Monday - Friday

\*SiteTalk is delivered on the second and fourth Thursday of every month.

Issue Date	Ad Close	Features	Retail Technology	Operations	SPECS	Real Estate	Special Supplements	Industry Event Distribution
January	December 7	Rising Retail Stars: 20 Under 40	<ul style="list-style-type: none"> <li>NRF Show Issue</li> <li>Spotlight on Innovative RT Solutions and Emerging Technologies</li> <li>Social Media Trends</li> </ul>	Trends in Loss Prevention	<ul style="list-style-type: none"> <li>Update on LED Technology</li> <li>Energy Management</li> <li>Facilities Management</li> </ul>	Real Estate Tips, Tech and Tools	<p><b>Special Report:</b> In-Store Mobile Deployments</p>	NRF Annual Convention & EXPO, Jacob K. Javits Convention Center, New York, N.Y., Jan. 15-18
February/March	February 1	Retail Stores of the Year: Annual Review of Winning Stores	<ul style="list-style-type: none"> <li>Workforce Management</li> <li>Mobile Security</li> <li>Location-based Marketing</li> </ul>	Risk Management: Slip & Fall	<ul style="list-style-type: none"> <li>SPECS SHOW ISSUE</li> <li>ADA Update</li> <li>Sustainability</li> <li>Lighting Trends</li> <li>Construction Technology</li> </ul>	Outlet Centers	<p><b>Special Report:</b> Best Practices in Omni-Channel Integration</p> <p><b>Special Report:</b> Energy Conservation From the Inside Out: Building Energy-Efficient Stores</p>	GlobalShop, Sands Expo and Convention Center, Las Vegas, Feb. 29-March 2 SPECS, Gaylord Palms Resort, Kissimmee, Fla., March 4-7
April/May	March 29	New Retail Concepts Up North: U.S. Retailers Expanding into Canada	<ul style="list-style-type: none"> <li>Customer Centricity</li> <li>Mobile Checkout</li> <li>Business Analytics</li> </ul>	Supply Chain Logistics	SPECS Show Wrap-Up	Expanded ICSC Section: 23rd Annual Fastest-Growing Developers, Acquirers and 3P Managers Survey; Project Profiles; Case Studies; Trends	<p><b>Special Report:</b> Digital Signage in Retail</p>	FMI Show, Dallas Convention Center, Dallas, May 1-3 RECon • ICSC, Las Vegas Convention Center, Las Vegas, May 20-23
June/July	May 31	Annual Store Construction and Outfitting Survey	<ul style="list-style-type: none"> <li>E-Commerce</li> <li>Cloud Computing</li> <li>Demand Forecasting</li> </ul>	Reducing Turnover Payment Trends	<ul style="list-style-type: none"> <li>Energy Controls</li> <li>HVAC/Refrigeration</li> <li>Floor Maintenance</li> </ul>	RECon RECap	<p><b>Special Report:</b> Warehouse Efficiencies</p>	ICSC Florida Conference & Deal Making, Gaylord Palms Resort & Convention Center, Kissimmee, Fla., Aug. 19-21
August/September	August 2	Annual State of the Industry Report & Top 100 Retailers	Holiday IT Preparations	Holiday Staffing and Recruitment	<ul style="list-style-type: none"> <li>Building in Canada</li> <li>Conference Recap</li> <li>Facilities: Winter Preparations</li> <li>Renewable Energy</li> </ul>	Landlord/Tenant Partnerships	<p><b>Special ONLINE Report:</b> Retailers Get the Jump on Holiday IT Prep</p>	ICSC PAN/JDE Idea Exchange, Atlantic City, N.J., Sept. 10-12
October	September 6	Green Stars: A Review of the Industry's Top Green Retailers	<ul style="list-style-type: none"> <li>Price &amp; Markdown Optimization</li> <li>Cross-Channel Synchronization</li> </ul>	Finance	<ul style="list-style-type: none"> <li>Lighting</li> <li>Signage</li> <li>Energy Management</li> </ul>	Sustainable Shopping Centers and Tenants	<p><b>Special Report:</b> Workforce Management Trends</p>	ICSC Chicago Deal-Making, Navy Pier, Chicago, Oct. 3-4 National Retail Tenants Association Conference, Desert Springs Marriott, Palm Desert, Calif., Oct. 7-10 ICSC Southeast Conference, Atlanta, Oct. 9-11
November	October 3	Break-out Brands Update on Global Retailing	<ul style="list-style-type: none"> <li>Business Analytics</li> <li>Mobile Applications</li> <li>Inventory Management</li> </ul>	Gift Card Trends Distribution Center Efficiencies	<ul style="list-style-type: none"> <li>Exterior Signage</li> <li>Flooring Trends</li> <li>Energy Controls</li> </ul>	Top Redevelopers Survey Results	<p><b>Special Report:</b> Cloud Computing in Retail</p>	Executive SPECS, Nov. 9-11
December	November 7	Annual Big Builders Survey Retail Entrepreneurs of the Year	<ul style="list-style-type: none"> <li>NRF Pre-Show Report</li> <li>POS Trends</li> <li>Update on M-Commerce</li> </ul>	Transportation	<ul style="list-style-type: none"> <li>Fixtures</li> <li>Signage</li> <li>HVAC</li> </ul>	Shopping Center Management	<p><b>Special Report:</b> Best Practices in Waste Management</p>	ICSC New York National Conference & Deal Making, New York Hilton & Towers/Sheraton New York & Tower, NYC, Dec. 3-4

# PRINT RATES & SPECS

\*4-Color Rates (gross)

\*10% Discount for all B/W ads

AD SIZES	1X	3X	6X	9X	12X	18X	24X
Full Page	\$6,020	\$5,685	\$5,485	\$5,265	\$5,110	\$4,375	\$4,070
2/3 Page	\$4,265	\$4,095	\$3,955	\$3,780	\$3,605		
1/2 Page Island	\$3,700	\$3,455	\$3,295	\$3,155	\$3,015		
1/2 Page	\$3,390	\$3,150	\$3,015	\$2,860	\$2,705		
1/3 Page	\$2,450	\$2,210	\$2,105	\$2,015	\$1,955		
1/4 Page	\$1,735	\$1,580	\$1,505	\$1,425	\$1,345		

## AD SPECS

Publication Trim 8" x 10 7/8"	1/2 Page Vertical 3 3/8" x 10"
Full Page 7" x 10"	1/2 Page Horizontal 7" x 4 7/8"
Bleed Full Page 8 1/4" x 11 1/8"	1/2 Horiz. Spread Non-Bleed 15" x 4 7/8"
Non-Bleed Spread 15" x 10"	1/2 Horiz. Spread Bleed 16 1/4" x 11 1/8"
Bleed Spread 16 1/4" x 11 1/8"	1/4 Page 16 1/4" x 11 1/8"
2/3 Page 4 9/16" x 10"	1/3 Vertical 2 3/16" x 10"
1/2 Page Island 4 9/16" x 7 1/2"	1/3 Page Square 4 9/16" x 4 7/8"

## MULTIPLE PAGE INSERTS

Page	Discount
2-3 Full pages	10%
4-7 Full pages	20%
8-11 Full pages	35%
12 or more pages	50%

Discounts apply to earned black-and-white rates, no charge for color or bleed. Printing costs available upon request.

All inserts are non-cancellable. Rates on request. Maximum weight: 100-lb. text. Contact Production Department for mechanical requirements and postal regulations.

## AGENCY COMMISSION & PAYMENT

15% commission to recognized advertising agencies on gross billings for display advertising, color and premium. No commissions will be paid on invoices not paid within 30 days of billing date. Mechanical charges and special services are non-commissionable. Publisher reserves the right to hold the advertiser and/or the agency jointly and severally liable for such monies as are due and payable to the publisher.

## SHORT RATE AND REBATE

All advertising subject to short rate or rebate when more or less advertising than specified by original order is used.

## GENERAL INFORMATION

**Copy and Layout:**  
We will prepare copy and layout upon request. Ask your area manager for details.

**Ship Pre-Printed Inserts:**  
Chain Store Age  
c/o RR Donnelley, Inc.  
Route 251 South & 4099 Rd.  
Mendota, IL 61342  
Attn: Laura Clipper

**Storage:**  
Digital advertising files will be deleted from our servers 12 months after last use if not requested to be returned.

**Ship Advertising Material:**  
Chain Store Age  
425 Park Avenue  
New York, NY 10022  
Attn: Jim Lynch  
Phone: 212-756-5059

## MECHANICAL REQUIREMENTS

**Method:**  
Printed Web-Offset (Wet), Perfect Bound

**Issuance Dates:**  
See editorial calendar.

**Closing Dates:**  
Closing is first week of the preceding month for insertion order and materials. Cancellations or changes in orders are not accepted after the closing date. All closing dates mean receipt of material in publisher's New York office,  
425 Park Avenue  
New York, NY 10022  
Attn: Jim Lynch, 212-756-5059

**Spreads/Bleeds:**  
1/2" safety required on four sides from bleed size. Full bleeds are accepted on all full-page ads at no additional charge.

## COVER/PREFERRED POSITIONS

Non-cancellable. 15% premium on second and fourth cover and 10% premium on all other preferred positions.

## ICSC CONVENTIONS

10% discount if you run in two consecutive issues around ICSC conventions.

15% discount if you run in three consecutive issues around ICSC conventions.

Discount applies to gross billing.

# DIGITAL SPECS

## DIGITAL REQUIREMENTS

PDF/X1-a files are the preferred format for *Chain Store Age*. Digital advertising is submitted by the advertiser and accepted by Lebhar-Friedman with the agreement that the material will perform satisfactorily with no intervention required on the part of Lebhar-Friedman. If the supplied digital advertising materials do not meet the criteria required or require intervention or handwork to prepare material for press, the advertiser will be billed for all costs incurred.



## ONLINE GENERAL INSTRUCTIONS

Website specs: Please send a jpeg, gif or animated gif (max size 20k) and a url link.

We also accept flash files in swf format with clicktags (max size 30k). All flash files must include a jpeg and gif backup file.

Newsletter specs: Please send a jpeg, gif or animated gif (max size 20k) and a URL link. NO flash files.

*Note: we accept animated gifs, but they do not animate for recipients using Microsoft Outlook 2007. If using animation, make sure your first frame has all the pertinent information.*

## Chain Store Age 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: <code>on (release) {     getURL(clickTAG, "_blank"); }</code>
Medium Rectangle	300x250	40kb		
Square	250x250	40kb		

### 3rd Party Tags

Size	Details	Comments
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
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
250x250		Include clear instructions for implementation with DoubleClick for cache-busting/click tracking

### Splash Ads

Sizes	Filesize	Details	Comments
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
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

# CONTACT

Gary Esposito  
Publisher  
212-756-5118  
gesposito@chainstoreage.com

Katherine Field Boccaccio  
Senior Editor/Real Estate Category Mgr.  
225-751-2225  
kfield@chainstoreage.com

Michael Morrissey  
Online Sales Dir./Southeast Regional Sales  
312-645-5072  
mmorriss@chainstoreage.com

425 PARK AVENUE NEW YORK, NY 10022