

CSA SPECSTalk

E-NEWSLETTER

Delivered circ: 22,150/edition
 Open rate: 28%/edition
 Avg. impressions/monthly: 12,400*
 *Based on avg. Jan-April 2011

When it comes to store planning, design, construction and facilities management, multiple decision-makers are involved in the decision-making process. Chain Store Age's SPECSTalk E-Newsletter is dedicated to serve the information needs of retail "SPECS executives" who decide how to plan, design, outfit and maintain stores. Twice a month, SPECSTalk delivers **exclusive news, insight and industry trends to tens of thousands of decision-makers** who have an interest in staying ahead of the curve on SPECS.

Advertise here to **connect with your customers and clients** in a high-value, targeted editorial environment.

EXCLUSIVE CONTENT GENERATES LEADS

SPECSTalk is a must-read for every store planning/design, construction, maintenance and operations professional. Every issue delivers exclusive reporting on **trends, equipment, and solutions**, and the details that make a difference in retail decisions.

TARGETED ADVERTISING OPPORTUNITIES

Advertise in SPECSTalk to **place your message directly in front of SPECS decision-makers and influencers.**

RATES:

728 x 90 Position 1:	\$2,250 gross per issue
728 x 90 Middle Leaderboard:	\$2,025 gross per issue
468 x 60 Middle Banner:	\$1,800 gross per issue
468 x 60 Bottom Banner:	\$1,575 gross per issue

Connect twice a month with 22,000 SPECS executives!



Review the layout here, and contact your sales manager today to build your business and your brands with Chain Store Age.

SPECSTalk E-Newsletter features a range of ad positions and rates to suit any budget.

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