



IN-STORE MARKETING
INSTITUTE
 2009 ONLINE MEDIA

The In-Store Marketing Institute is the industry's most trusted source of news and information on building brands at retail.

Ensure excellent exposure for your in-store marketing solution, product or service with powerful and prominent brand-builders that utilize P-O-P.

Reach thousands of the nation's leading CPGs, retailers and agencies through these targeted online media opportunities.

Call Harold at (847) 675-7400 ext, 106 to build your online media strategy today.



THIS WEEK IN SHOPPER MARKETING

Delivered biweekly to thousands of brands and retailers, *This Week in Shopper Marketing* offers insights into all major channels of retail, brand tactics that break through clutter and innovations in retail advertising media.

THIS WEEK IN P-O-P DESIGN

Delivered biweekly, *This Week in P-O-P Design* helps designers find products and materials, and covers the latest industry news, acquisitions and events.



INSTITUTE NEWSWIRE

This biweekly *Newswire* covers current merchandising activity and other relevant industry news.

INSTITUTE SPOTLIGHT

A members-only benefit, the *Spotlight* offers periodic reminders about relevant research, presentations, case studies, image galleries and other information available exclusively to members.



ONLINE P-O-P BUYERS GUIDE

This online guide features thousands of listings that are searchable by product category, company or keyword.



2009 eMEDIA OPPORTUNITIES

Reach thousands of in-store marketing professionals with newsletters from the In-Store Marketing Institute.

	Ad Unit	Dimensions	Frequency	Monthly Rate
this week in <i>Shopper Marketing</i> 19,500 brands and retailers	Banner	650x100	26x/year	\$1,650
	Skyscraper	135x600		\$1,650
	Button	135x135		\$750
this week in <i>P-O-P Design</i> 13,000 P-O-P owners and designers	Banner	650x100	26x/year	\$1,650
	Skyscraper	135x600		\$1,650
	Button	135x135		\$750
Insitute Newswire 35,000 opt-in subscribers	Banner	650x100	26x/year	\$2,075
	Skyscraper	135x600		\$2,075
	Button	135x135		\$750
Institute Spotlight 7,000 Institute members	Banner	650x100	26x/year	\$2,075
	Button	135x135		
Online P-O-P Buyers Guide 2,000 unique monthly visitors	Banner	650x100	Rates determined by location and duration. Please call for specific pricing proposals.	
	Skyscraper	135x600		
	Button	135x135		

Ad Guidelines

File Formats: JPEG, GIF and Animated GIF. No Flash files accepted.

Resolution:
Minimum 72 dpi

Link URL:
Must be included via email when creative is submitted

Note: For testing purposes, standard creative must be received at least three business days prior to the campaign start date.

Online media is the perfect complement to print. Call Harold at (847) 675-7400, ext. 106 to create a fully integrated advertising campaign that's sure to pay for itself.

IN-STORE MARKETING
INSTITUTE

Shopper Marketing

POPDESIGN

Buyers Guide

1 SEMINAR

STRATCONN
QUALIFY. MEET. ENGAGE.

IN-STORE MARKETING EXPO

InStoreMarketingSummit



Women in POP