

Retail's Big Buying Guide

Shipping in October, Retail's Big Buying Guide will include NRF's Loss Prevention and Software Sourcebook Guides. Our Big Buying Guide will serve as a year-round reference tool where members can locate products and services geared to the retail industry.

SPONSORSHIP OPPORTUNITIES FOR BUYERS' GUIDE SECTION

- SPONSORSHIP PACKAGE A:**
\$30,000 | EXCLUSIVE
 - Outside back cover ad
 - Full page, full color ad opposite Buyers' Guide Sponsorship Acknowledgement Page
 - Top Buyers' Guide Sponsorship listing on the Acknowledgement Page
 - Far left logo throughout the Buyers' Guide section at top of all right hand pages
 - Up to 20 listings in the Buyers' Guide section
 - Logo on the Buyers' Guide Table of Contents

- SPONSORSHIP PACKAGE B:**
\$25,000 | EXCLUSIVE
 - Inside front cover ad
 - Full page, full color ad in the Buyers' Guide section
 - Middle Buyers' Guide Sponsorship listing on the Acknowledgement Page
 - Middle logo throughout the Buyers' Guide section at top of all right hand pages
 - Up to 15 listings in the Buyers' Guide section

- SPONSORSHIP PACKAGE C:**
\$18,500 | EXCLUSIVE
 - Opposite inside front cover ad (page 3)
 - Full page, full color ad in the Buyers' Guide section
 - Bottom Buyers' Guide Sponsorship listing on the Acknowledgement Page
 - Far right logo throughout the Buyers' Guide section at top of all right hand pages
 - Up to 10 listings in the Buyers' Guide section

BUYERS' GUIDE LISTING PACKAGES

- LISTING PACKAGE A | \$2,500**
Includes:
 - Company name
 - Address
 - Phone number
 - Contact name
 - Fax number
 - Email address
 - Online premier listing
 - Up to five categories
 - 25% off additional categories

- LISTING PACKAGE B | \$3,000**
Includes everything from Package A, plus:
 - Full color logo

- LISTING PACKAGE C | \$3,500**
Includes everything from Package A, plus:
 - Full color logo
 - 100-word company description

- LISTING PACKAGE D | \$5,500**
Includes everything from Package A, plus:
 - Full color logo
 - 100-word company description
 - Full page, full color ad in the Buyers' Guide section

Retail's Big Buying Guide

Shipping in October, Retail's Big Buying Guide will include NRF's Loss Prevention and Software Sourcebook Guides. Our Big Buying Guide will serve as a year-round reference tool where members can locate products and services geared to the retail industry.

SOFTWARE SPONSORSHIP OPPORTUNITIES

- SPONSORSHIP PACKAGE A:**
\$25,000 | EXCLUSIVE
 - Full Page, full color ad opposite Software Sponsorship Acknowledgement Page
 - Top Software Sponsorship listing on the Acknowledgement Page
 - Far left logo throughout the Software section at top of all right hand pages
 - First full page, full color ad with adjacent listing in the Software section
 - Logo on the Software section Table of Contents
 - Up to five listings in the Buyers' Guide section

- SPONSORSHIP PACKAGE B:**
\$17,500 | EXCLUSIVE
 - Second full Page, full color ad with adjacent listing in the Software Section
 - Middle Software Sponsorship listing on the Acknowledgement Page
 - Middle logo throughout the Software Section at top of all right hand pages
 - Up to five listings in the Buyers' Guide section

- SPONSORSHIP PACKAGE C:**
\$14,500 | EXCLUSIVE
 - Third full page, full color ad with adjacent listing in the Software section
 - Bottom Software Sponsorship listing on the Acknowledgement Page
 - Far right logo throughout the Software section at top of all right hand pages
 - Up to five listings in the Buyers' Guide section

SOFTWARE LISTING PACKAGES

- FULL PAGE, FULL COLOR AD WITH ADJACENT LISTING | \$7,500**
Includes:
 - Full page, full color ad adjacent to listing
 - Full contact information
 - Full color company logo
 - Complete list of software application functions
 - 250-word summary of your software's capabilities
- FULL PAGE LISTING | \$2,500**
Includes:
 - Full contact information
 - Full color company logo
 - Full color picture
 - Complete list of software application functions
 - 250-word summary of your software's capabilities

Retail's Big Buying Guide

Shipping in October, Retail's Big Buying Guide will include NRF's Loss Prevention and Software Sourcebook Guides. Our Big Buying Guide will serve as a year-round reference tool where members can locate products and services geared to the retail industry.

LOSS PREVENTION SPONSORSHIP OPPORTUNITIES

- **SPONSORSHIP PACKAGE A:**
\$13,500 | EXCLUSIVE
 - Full page, full color ad opposite Loss Prevention Acknowledgement Page
 - Top Loss Prevention Sponsorship listing on the Acknowledgement Page
 - Far left logo throughout the Loss Prevention section at top of all right hand pages
 - Logo on the Loss Prevention section Table of Contents
 - Up to 10 listings in the Loss Prevention section

- **SPONSORSHIP PACKAGE B:**
\$12,500 | EXCLUSIVE
 - Full page, full color ad in the Loss Prevention section
 - Middle Loss Prevention Sponsorship listing on the Acknowledgement Page
 - Middle logo throughout the Loss Prevention section at top of all right hand pages
 - Up to 10 listings in the Loss Prevention section

- **SPONSORSHIP PACKAGE C:**
\$10,500 | EXCLUSIVE
 - Full page, full color ad in the Loss Prevention section
 - Bottom Loss Prevention Sponsorship listing on the Acknowledgement Page
 - Far right logo throughout the Loss Prevention section at top of all right hand pages
 - Up to 10 listings in the Loss Prevention section

LOSS PREVENTION AD PACKAGES

- **FULL PAGE, FULL COLOR AD PACKAGE |**
\$7,500
Includes:
 - Full page, full color ad
 - Full color company logo
 - Company name
 - Phone number
 - Address
 - 75-word company description
 - Up to eight premium listings

- **½-PAGE, FULL COLOR AD PACKAGE |**
\$4,500
Includes:
 - ½-page, full color ad
 - Company name
 - Phone number
 - Address
 - Up to eight basic listings

ADDITIONAL OPTIONS

■ Full page, full color ad in the Loss Prevention section	\$5,000
■ ½-page, full color ad in the Loss Prevention section	\$3,300
■ Basic Listing: Company contact info	\$300
■ Premium Listing: Color logo, company contact info, 75-word description	\$700
■ Basic Listing	\$199 per additional category
■ Premium Listing	\$499 per additional category