



DELIVER your message to decision makers **FAST** with



MULTICHANNEL MERCHANT WEEKLY is the must-read newsletter that provides the latest industry news and intelligence—mergers, launches, trends, legal & postal issues, and more.

100% of MULTICHANNEL MERCHANT WEEKLY's more than 22,000 subscribers have opted-in to receive the newsletter¹. Subscribers include decision-drivers in all areas of multichannel operations: marketing, ecommerce, list selection, management, technology and more. And they come from top consumer and B2B catalogers, online merchants, retailers, manufacturers and other multichannel merchants including:

- | | | |
|-------------------|--------------|-------------------|
| 1-800 Flowers | Home Depot | Staples |
| Apple Computer | IBM | Talbots |
| AutoZone | LL Bean | USAA |
| Crutchfield | OfficeMax | US Postal Service |
| Discovery Channel | Orvis | WearGuard |
| eBags | Sears | And many more! |
| Gall's | Skechers USA | |

SPONSORSHIPS AVAILABLE

	Quarterly (12x)	Annual (48x)
Premier Banner Sponsorship	\$13,800	\$46,800
Premier Half Tower Sponsorship	\$11,700	\$40,800
Second Half Tower Sponsorship	\$11,100	\$37,200
Second Banner Sponsorship	\$8,760	\$29,760

Source: 1. Publisher's Own Data, 2/07.



FOR MORE INFORMATION, CONTACT:

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Advertising Rates and Specs

The screenshot shows the Multichannel Merchant Weekly website layout. At the top left is the logo 'multichannel merchant Weekly' with the tagline 'INTEGRATE ■ SELL ■ DELIVER' and 'News, moves, and insights across all the channels'. Below the logo is a navigation bar with 'UNSUBSCRIBE', 'SUBSCRIBE', and 'PREFERENCES' links. The main content area includes a 'TABLE OF CONTENTS' section with 'TOP STORIES' and 'OTHER NEWS'. There are two 'ADVERTISEMENT' sections, each featuring a 'Text' label and a box labeled 'A' or 'D'. On the right side, there are two vertical ad spots: a 'Premier Half Tower' (120x240) labeled 'B' and a 'Second Half Tower' (120x240) labeled 'C'. At the bottom, there is a 'Second Banner' (468x60) labeled 'D'.

A

PREMIER BANNER
 468x60 top banner ad and top text position (50 words/8 lines max.)
 \$13,800/12 weeks (12x)
 \$46,800/annual (48x)

B

PREMIER HALF TOWER
 120x240 tower ad with text underneath (40 words/12 lines max.)
 \$11,700/12 weeks (12x)
 \$40,800/annual (48x)

C

SECOND HALF TOWER
 120x240 tower ad with text underneath (40 words/12 lines max.)
 \$11,100/12 weeks (12x)
 \$37,200/annual (48x)

D

SECOND BANNER
 468x60 banner and second text position (50 words/8 lines max.)
 \$8,760/12 weeks (12x)
 \$29,760/annual (48x)

All availability is on a first-come basis.



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