

Convention Guides and Show Bulletins

The VRN Spring and Fall Conventions feature a combined Guide/Bulletin. Distributed to every convention attendee, it is the one source used to locate booths and obtain information on all other on-site functions, as well as providing meeting attendees with the most current industry news. Advertise with a 1/2 page ad or larger for 3 consecutive issues of Value Retail News, including the convention issue, and qualify for preferred advertiser discounts.

Convention Guides/Show Bulletins
VRN Spring and Fall Conventions

Show Bulletins (Other Meetings)
ICSC Spring Show (Las Vegas) and New York Deal Making

STANDARD RATES

Size	
Full Page B&W	\$1,775
1/2 Page B&W	885
1/4 Page B&W	425
Premium positions - Call for availability	\$500

SPECIAL RATES (for qualified advertisers)

Size	
Full Page B&W	\$845
1/2 Page B&W	445
1/4 Page B&W	215
1/4 Page B&W	* Free

COLOR RATES

4-Color process	\$1,105
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CLOSING DATES

VRN Spring Deal Making Guide/Bulletin

Ad reservations due: 1/18/08
Ad materials due: 1/28/08

VRN Fall Outlet Retail Convention Guide/Bulletin

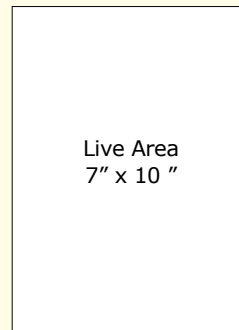
Ad reservations due: 8/1/08
Ad materials due: 8/13/08

VRN ICSC Show Bulletin

Ad reservations due: 4/7/08
Ad materials due: 4/18/08

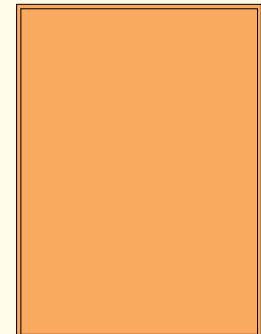
New York Deal Making Show Bulletin

Ad reservations due: 10/27/08
Ad materials due: 11/3/08

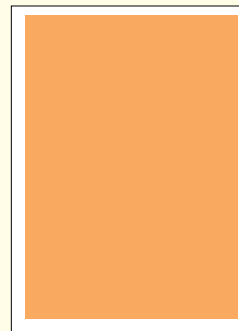


Live Area
7" x 10"

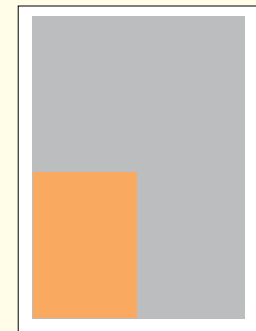
Magazine trim size
8-1/2" x 11"



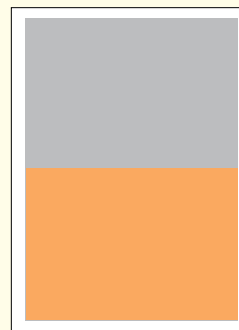
Full Bleed
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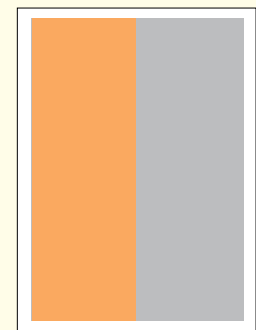
Full Page
7" x 10"



1/4 Vertical
3-1/2"x 5"



1/2 Horizontal
7-1/2" x 5"



1/2 Vertical
3-1/2"x 10"