

Value Retail & Global Outlet Project Directories

Published annually, the *Value Retail Directory* and *Global Outlet Project Directory* are the greatest resources for the Value Retail Industry. Be sure to advertise in these hot selling directories!

TRIM SIZE 8^{-5/16}" x 10^{-3/4}"

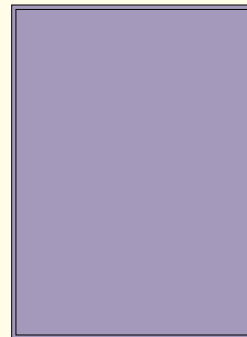
STANDARD RATES

Back Cover	\$2,295*
Inside Front & Back Cover	\$1,795*
Tabs	\$1,795*
Full Page	\$1,295*

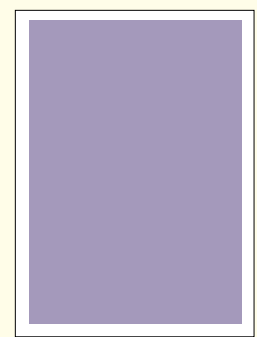
COLOR RATES

Four Color	\$1,105
------------	---------

* Call for availability



Full Bleed
8^{-9/16}" x 11"
Trim Size
8^{-5/16}" x 10^{3/4}"



Full Page
7" x 10"

Advertising Polices

MAILING & SHIPPING INSTRUCTIONS:

For shipping insertion orders and artwork by Express Mail or courier service (i.e. Federal Express) send prepaid to Value Retail News, 2519 N. McMullen Booth Rd, Suite 510-356, Clearwater, FL 33761.

GENERAL POLICIES:

- 1) A minimum of 30 days notice will be given preceding any rate increase. On effective date of new rates, earned frequency on space run to date will apply to new rates. Contracts in force at the time will be honored. Advertisers will be short-rated within a 12-month period if they do not use the number of insertions upon which their billings have been based. Frequency is based on number of issues, not multiple insertions in one issue.
- 2) Value Retail News (VRN) requires advertisers to have on file in our office a completed and signed credit application providing three trade references. Pre-payment must accompany all advertising copy until credit has been established.
- 3) No cancellations allowed after space-close deadlines. No cancellations allowed at any time on cover reservations.
- 4) All payments are due in U.S. Dollars upon receipt of invoice. Past-due invoices are subject to 2.0% late charge. VRN will apply payments to the oldest outstanding invoice for any product or service. The advertiser agrees to pay for all service charges, collection fees, costs and attorney's fees required to collect past due advertising invoices. Advertisers with past due advertising account balances may be prohibited from attending VRN-sponsored functions including conferences.
- 5) If the original agreement is not returned to VRN within ten (10) days, a facsimile (FAX) transmittal of a signed original shall serve as the original agreement.

AGENCY COMMISSIONS:

Commissions: 15% of gross billings to recognized advertising agencies on space, color, bleed and special position. No commissions will be paid on insert binding, back-up of inserts, artwork, miscellaneous mechanical changes, classified advertising including "Space Available" or reprints. Commission rates are not applicable if account is 30 days or more past due.

COST RESPONSIBILITY:

- 1) Submission of materials is the responsibility of the advertiser. If copy is not received by the published deadline, the advertiser will be billed contracted amount for space and color not used.

- 2) FTP/Web Site: Ads placed on either the ftp or web site should include a directory of the file and a copy of the ad should be sent to Value Retail News as a pdf emailed to kknobeloch@icsc.org. Please make sure to include all support files, including fonts. Also, please stuff or zip the files to protect them and ensure their integrity.

If submitting files by a web browser, use the url of <http://www.gentryprinting.com/vrnupload.html> and follow the instructions. You may upload a file up to 195mb in this manner.

If your files are larger than 195mb or you would rather upload using the ftp, enter the information
Host: [gentryprinting.com](http://www.gentryprinting.com) Username: `vrnnews` Password: `Vrnnews1`. Please note the V in the password is upper case.

There is also free Mac and PC ftp client software at <http://www.gentryprinting.com/ftpclient.html>.

- 3) VRN is not responsible for errors on copy submitted by an advertiser. For client requested copy changes, advertiser will be billed for all expenses at cost. Client requested copy changes are subject to the provisions of the Advertising Responsibility section below.

- 4) Publisher reserves the right to reject advertising considered objectionable as to wording or appearance. Advertising that resembles editorial may be marked "advertisement" by the publisher.

ADVERTISING RESPONSIBILITY:

- 1) All advertisements are accepted and published by VRN upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of VRN's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold VRN, its agents or employees harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement.

- 2) Publisher is not responsible for any errors in submitted advertising copy. No allowance will be made for any error which does not materially affect the value of the ad. In no instance shall VRN's liability for an error exceed the cost of the ad space.

- 3) Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.