

# Advertising Rate Card 2009

[WWW.TACTICSMAGAZINE.COM](http://WWW.TACTICSMAGAZINE.COM)



**SUSTAINABLE MARKETING IDEAS FOR SHOPPING CENTERS**

Tactics Magazine's readership comprises shopping center professionals. From marketing directors to middle management on to senior management, it includes all professionals who are responsible for marketing the world's shopping centers, town centers and retail parks.

Readers of the magazine have proven purchasing power across all areas of the marketing mix, including creative design and branding, media planning, public relations, specialty leasing, market research, interior/exterior décor, promotional activity, directional signage, special events, Web development and a host of operational concerns.

If you're serious about targeting this lucrative pool of decision makers during key retail seasons and throughout the year, advertising in Tactics Magazine is your best option.

To take advantage of this opportunity, please contact:

**Marianne Svensson at 1-800-665-2115 (North America), 0800 404 9413 (United Kingdom),**

**1-800-005-583 (Australia) or 001 604 294 6671 (Worldwide).**

**You may also e-mail Marianne at [marianne@tacticsmagazine.com](mailto:marianne@tacticsmagazine.com).**

<b>Four Colour Process</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
Double page Spread	\$3,500	\$3,250	\$3,000
Full Page	2,000	1,750	1,500
2/3 Page	1,600	1,300	1,000
1/2 Page	1,200	1,000	800
1/3 Page	700	600	500
1/6 Page	400	300	200

<b>Covers: (4/C only)</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
Inside (front or back)	\$2,250	\$2,000	\$1,750
Outside back cover	2,500	2,250	2,000

*Please note that covers are non-cancelable.*

## **ADVERTORIALS**

Each issue of Tactics Magazine gives you the opportunity to communicate with your target market in your own words. Advertorials provide you with a vehicle to engage marketing managers and center managers, using your own editorial, as well as pictures and graphics, to present your business from your own perspective.

Advertorials can tell your company's story and support your display advertising strategy to help you grow your business.

*Please call Marianne Svensson for details.*

## **INSERTS & FLYERS**

Your pre-printed advertising flyers can be distributed inside or outside the magazine. Inserts must be trimmed no larger than 8"x10".

Full distribution coverage: \$0.35 per piece  
 Partial distribution coverage: \$0.40 per piece

## **SHOPPING CENTER WEEKLY ONLINE NEWSLETTER**

Reach the 4,000 shopping center and retail decision makers in North America, Europe and Australia who have subscribed to receive our e-mail newsletter every week.

Place your copy with logo and photo, as well as a direct link to your Website.

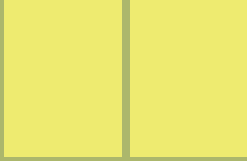




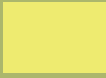









**4 consecutive ad placements: \$400**

**1 ad placement per month: \$200**

Dimensions:

120 pts (width) x a max. of 400 pts (depth) at 72 dpi. Maximum file size: 200kb

# Mechanical Specifications

Mechanical requirements	Width	Depth			
Double Page (Bleed)	16 1/2"	11 1/8"		Double Page Spread	
Double Page (Trim)	16 1/4"	10 7/8"			
Full Page (Bleed)	8 3/8"	11 1/8"		Full Page	
Full Page (Trim)	8 1/8"	10 7/8"			
1/2 Page (Vertical)	4 5/8"	7 3/8"		1/2 Pg. Horizontal	
1/2 Page (Horizontal)	7 1/8"	4 7/8"		2/3 Page	
2/3 Page (Vertical)	4 5/8"	9 7/8"		1/3 Pg. Horizontal	
1/3 Page (Horizontal)	4 5/8"	4 7/8"		1/6 Pg. Vertical	
1/3 Page (Vertical)	2 1/4"	9 7/8"		1/6 Pg. Vertical	
1/6 Page (Vertical)	2 1/4"	4 7/8"		1/6 Pg. Horizontal	
1/6 Page (Horizontal)	4 5/8"	2 3/8"			

## MATERIAL REQUIREMENTS

Electronic files must include all fonts and support files, Macintosh format preferred,

Quark 6.5, Adobe Creative Suite 2 (Illustrator 12.0, Adobe Photoshop 9.0, Acrobat 7.0)

We recommend delivering your files in PDF format. If using PDF files, please be sure to embed all fonts and images.

E-mail electronic files to [marianne@tacticsmagazine.com](mailto:marianne@tacticsmagazine.com).

## PRODUCTION:

In-house production and design available.

For further information, contact:

Marianne Svensson at 1-800-665-2115.

## TERMS AND CONDITIONS:

1. Advertising subject to approval. We reserve the right to revise or reject advertisements in accordance with standards acceptable to Tactics Magazine.
2. An order not corresponding with the current rate card will be regarded as an error and advertising will be billed with rates in force.
3. When revised ads or copy are not received by material deadline, copy run in previous issue will be inserted.
4. No space cancellations will be accepted after closing dates. Covers are non-cancelable.
5. Publisher is not responsible for advertising material unless return delivery instructions are received within 90 days after last use.
6. Publisher limits his liability for errors in printed advertisements to 10% of the space value of the ad.
7. Publisher will make every effort to provide a proof, otherwise reserves the right to run an ad prepared from rough draft material.

# Advertisement Scheduling

2009 MAGAZINE EDITIONS	AD COPY DEADLINE
Issue no. 1	January 23, 2009
Issue no. 2	March 27, 2009
Issue no. 3	May 22, 2009
Issue no. 4	July 24, 2009
Issue no. 5	September 25, 2009
Issue no. 6	November 27, 2009

Tactics Magazine *doesn't merely offer promotional space in its editions, but it also provides a comprehensive advertising package that includes feature-focused and general display advertising, participation in "how-to" articles and the placement of advertising features.*

Tactics Magazine *also offers sustained advertising and promotional support to its clients online via its Shopping Centre Weekly e-mail newsletter (formerly LiNK), for which it generates original editorial content.*

## Editorial Calendar

Issue	Cover Story / Special Feature	Submission Deadline
No. 1	<b>MALL SIGNAGE</b> Marketing on a Budget	January 9, 2009
No. 2	<b>SPECIALTY LEASING</b> ICSC Fusion Conference & Maxi Awards	March 13, 2009
No. 3	<b>SEASONAL DÉCOR &amp; SETS</b> One-to-One Marketing	May 8, 2009
No. 4	<b>MARKETING TECHNOLOGY GUIDE</b> Second Annual ICSC European Marketing Conference & Solal Awards 2008	July 10, 2009
No. 5	<b>GIFTS WITH PURCHASE: DO THEY WORK?</b> Special Event Planning & Execution	October 16, 2009
No. 6	<b>CREATIVE DESIGN GUIDE</b> ICSC Canadian Convention & Shopping Centre Awards	November 13, 2009

*Please note that the Editorial Calendar is subject to change without advance notice.*

# Contact Information

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PUBLISHER:	Brian Lehn brianl@mallmedia.net
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ACCOUNTANT:	Shirley Peng shirley@mallmedia.net

## Our Offices

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### ADVERTISING

**Contact: Marianne Svensson**

**E-mail: [marianne@tacticsmagazine.com](mailto:marianne@tacticsmagazine.com)**

NORTH AMERICA:

Toll Free Phone: 1-800-665-2115 Fax: 1-604-294-9421

Toll Free in the UK:

Phone: 0800 404 9413 Fax: 0800 404 9414

Toll Free in Australia:

Phone: 1-800-005-583 Fax: 1-800-005-589

Worldwide:

Phone: 001 604 294 6671 Fax: 001 604 294 9421

### EDITORIAL

**Contact: Myriam Beaugé, Editor in Chief**

**[myriamb@tacticsmagazine.com](mailto:myriamb@tacticsmagazine.com)**

Head Office:

4416 Dawson Street

Burnaby, BC

Canada V5C 4B9

North America:

Toll Free Phone: 1-800-665-2115 Fax: 1-604-294-9421

Worldwide:

Phone: 001 604 294 6671 Fax: 001 604 294 9421

# Advertising Booking Form

## BILLING ADDRESS

Advertiser's Name:

Address:

Country:

Zip Code/Postal Code:

Attention:

This is to confirm the following advertising placement for the above company, based on these terms:

Ad Heading:

Ad Size:

Color:

Insertion Date:

# of insertions: Rate:

### Additional instructions:

Electronic files must include all fonts and support files, Macintosh format preferred,

Quark 6.5, Adobe Creative Suite 2 (Illustrator 12.0, Adobe Photoshop 9.0, Acrobat 7.0)

We recommend delivering your files in PDF format. If using PDF files, please be sure to embed all fonts and images. E-mail electronic files to [marianne@tacticsmagazine.com](mailto:marianne@tacticsmagazine.com).

### Terms & Conditions:

1) This is not an invoice. An official invoice along with a tear sheet will be sent upon completion of the magazine.

2) Invoices not paid within 30 days are subject to a 2% per month penalty on the total amount.

3 All rates subject to applicable taxes.

4) Advertisers who do not fulfill contracts will be charged the "short rate" which is the difference between the next higher insertion rate and the frequency discounted rate.

5) Frequency discount rates will only be in effect if all insertions are run within 1 year of an agreement being set up.

6) Advertising subject to approval. We reserve the right to revise or reject advertisements in accordance with standards acceptable to Tactics Magazine.

7) An order not corresponding with the current rate card will be regarded as an error and advertising will be billed with rates in force.

8) When revised ads or copy are not received by material deadline, copy run in previous issue will be inserted.

9) No space cancellations will be accepted after closing dates. Covers are non-cancelable.

10) Publisher not responsible for advertising material unless return delivery instructions are received up to 90 days after last use.

11) Publisher limits his liability for errors in printed advertisements to 10% of the space value of the ad.

12) Publisher will make every effort to provide a proof, otherwise reserves the right to run an ad prepared from rough draft material.

13) Please make cheque payable to: Tactics Magazine.

14) Please send payment and advertising material to:

Tactics Magazine, 4416 Dawson Street, Burnaby, BC, Canada V5C 4B9.