



## CONNECT WITH THOUSANDS OF RETAILERS

Shelfspace is a community for those who work in and serve the retail industry. As Western Canada's retail trade association, we help retailers thrive and share their passion for retail excellence. Our members are motivated, independent retail owners throughout British Columbia and Alberta.

Shelfspace communicates with over 6,500 retailers across the BC and Alberta region. Throughout the year we have a number of marketing channels that connect businesses to retailers. Shelfspace can help advertisers reach independent retailers through targeted communications efforts.

## ADVERTISING OPTIONS

### Retail Connections

An industry magazine dedicated to independent retailers featuring latest industry news, trends and information.

### Topshelf Newsletter

Topshelf Newsletter is a direct mail piece sent three times per year to the Shelfspace mailing list updating them on industry issues, news and events.

### Topshelf Enewsletter

Our bi-weekly enewsletter is sent to over 4,400 subscribers. It highlights latest Shelfspace news, upcoming events and industry news highlights.

### Online Advertising

www.shelfspace.ca is a hub of information about Shelfspace and the retail industry in Canada.

## SAVE UP TO 25% OFF!

All Shelfspace members receive up to 25% standard advertising prices. See rate tables for pricing.



## ADVERTISE WITH SHELFSPACE

Call 1-800-663-5135 or email [ads@shelfspace.ca](mailto:ads@shelfspace.ca) to book your ad.

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RETAIL CONNECTIONS

A MAGAZINE FOR  
INDEPENDENT RETAILERS



## REACH THOUSANDS OF RETAILERS WITH RETAIL CONNECTIONS

### THE RETAIL LANDSCAPE

- Retail Sales account for 60% of Canada's overall GDP
- In 2010, retail sales in Alberta and BC accounted for 27% of Canada's total retail sales
- The Western Canadian retail sector employed over 500,000 retail staff in 2009

### CIRCULATION

6,500 copies distributed throughout Western Canada to retail owners, managers, staff and industry stakeholders

- 5,500 in BC / 1,000 in AB

### DISTRIBUTION

Through controlled circulation and subscriptions

### MAGAZINE OVERVIEW

Retail Connections is a full-colour magazine enlightening retail entrepreneurs on the successes, issues and trends affecting the retail community in Western Canada.

With a printed distribution of 6,500 throughout BC & Alberta, Retail Connections enables advertisers to strategically place ads/promotions in an uncluttered environment with a captivated audience consisting of owners, managers, staff, suppliers and supporters of the retail industry.

Combined with Shelfspace's online space, advertisers will reach thousands interested in improving their bottom line and adding value for their customers and as individuals.

### OUR READERS

Retail Connections showcases Western Canada's retail entrepreneurs and their pursuits for retail excellence. Our readers are passionate, innovative and success-driven. They are always learning to be better at what they do and they are constantly seeking opportunity. They look to Retail Connections as a fundamental vehicle for "Sharing the passion for retail excellence" through storytelling.

### TOPICS COVERED WITHIN RETAIL CONNECTIONS:

- Marketing
- Technology
- Operations
- HR Practices
- Customer Service & Experience
- Featured Member / Success Story
- Trends and Current Issues (including taxation, minimum wage, etc.)

### EDITORIAL CALENDAR

ISSUE	ARTWORK DEADLINE	PUBLICATION DATE	THEME
Spring 2012	Jan 10	Feb 1	Celebrating 95 Years + Looking Ahead Bonus: Annual Supplier's Directory
Summer 2012	May 8	Jun 12	Technology Special
Fall 2012	Sept 4	Oct 9	Managing Your Staff and Business

## AD RATES

	1x	1x Member	3x	3x Member
Outside Back Cover	3,250	2,450	2,750	2,075
Inside Back Cover	2,750	2,075	2,350	1,750
Inside Front Cover	2,750	2,075	2,350	1,750
Full Page	2,300	1,725	1,900	1,425
2/3 Page	1,900	1,425	1,600	1,200
1/2 Page Vertical/ Horizontal	1,600	1,200	1,300	975
1/3 Page Vertical/ Horizontal	1,300	975	1,100	825
1/4 Page Square/ Horizontal	910	700	750	550
Business Card	650	450	550	400
<b>POSTCARD INSERT</b> <i>(one per issue)</i>	2,300	1,725	N/A	N/A

## MECHANICAL REQUIREMENTS

Size	Width (inches)	Height (inches)
Full page trim size	8 1/8	10 13/16
Full page bleed	8 3/8	11 1/16
Type area	7 1/8	9 13/16
2/3 Vertical	4 11/16	9 7/8
1/2 Horizontal	7 1/8	4 13/16
1/2 Island	4 11/16	7 5/16
1/2 Vertical	3 1/2	9 13/16
1/3 Horizontal	7 1/8	3 1/8
1/3 Square	4 11/16	4 13/16
1/3 Vertical	2 1/4	9 7/8
1/4 Square	3 1/2	4 13/16
1/4 Horizontal	7 1/8	2 5/16
Associate Business Card	3 1/2	2
Postcard Insert	6	4 1/4

## SPECIFICATIONS

**PRINTING PROCESS** : Web Offset

**SCREEN** : 150 lines per inch

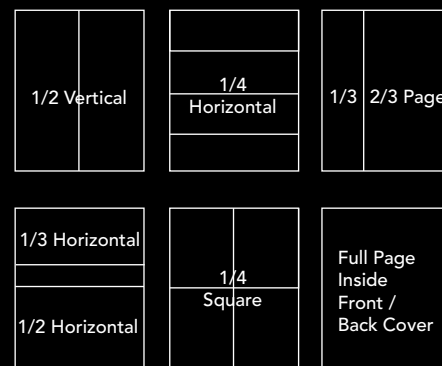
**BINDING METHOD** : Saddle-stitched

### SUBMISSION GUIDELINES:

Please provide (in order of preference): a PDFx 1a file, a Mac InDesign file with all supporting files and postscript type 1 (or 2) screen and printer fonts, or an Illustrator CS2 or lower EPS file with all fonts converted to outlines. FTP is available. Please contact [ads@shelfspace.ca](mailto:ads@shelfspace.ca) for more details. A PDF proof of your ad should be supplied with your file.

**BLEED ADS** : Please keep all critical elements 1/2" in from the trim.

## PRINT AD SIZES



## GENERAL POLICY

- Custom spot colour matched in process
- All rates are net and in Canadian dollars
- Rates do not include applicable taxes
- Production charges are included
- Commissions: 15% to recognized agencies
- Advertising non-cancellable after closing date

## SPECIAL POSITIONS

- For guaranteed positions add 15%
- Cover space is available on a first-come, first served basis
- All special positions are non-cancellable

# Other Advertising Opportunities



**Family Day in BC**  
The Impact on Local Retailers

**Half Page Ad**

## TOPSHELF NEWSLETTER

The Topshelf direct mail newsletter is sent three times per year to over 6,500 retailers. With a maximum of three half page ads per issue, this newsletter offers advertisers high exposure to retailers across B.C. and Alberta.

Distribution Size:	6,500
Half Page Ad (Member):	1,600
Half Page Ad (Non):	2,000

## TOPSHELF ENEWSLETTER

Topshelf Enews is an email newsletter sent twice a month to all members and subscribers to the Shelfspace Enews database. Sent to over 4,400 subscribers, Topshelf Enews offers high visibility and exclusivity.

Distribution Size:	4,400
Banner Ad (Member):	280
Banner Ad (Non):	350
Price per insertion	

**NEW**

**Web Bundle Package**

Save up to \$300 with our new monthly web bundle package, including:

**2 x Topshelf Enews Ads**  
+  
**1 Month Online Ad**

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**BUNDLE PRICE:**

\$750 Members  
\$900 Non-Members

**TOPSHELF NEWS**

- INFORMATION, IDEAS & INSIGHTS FOR THE SHELFSPACE COMMUNITY -

Connect with us on: [Twitter](#) | [Facebook](#) | [LinkedIn](#)

October 7, 2011

**TOPSHELF NEWS UPCOMING EVENTS RETAIL WATCH**

» TOP SHELF NEWS

- Family Day Announced
- Passion For Retail Wraps Up
- Buylocalcanada.ca Free 30 Day Trial
- Farewell Sonja
- Social Enterprise Research Survey

**Banner Ad (410 x 72 pixels)**

## ONLINE ADVERTISING

Receive high value exposure with a monthly ad on the Shelfspace website [www.shelfspace.ca](http://www.shelfspace.ca). Your ad will appear on the right hand side bar on ALL pages of the site.

Unique Visitors (per month):	1,400
Side Bar Ad (Member):	400
Side Bar Ad (Non):	500
Price per month	

**SHELFSPACE**  
THE ASSOCIATION FOR RETAIL ENTREPRENEURS  
FORMERLY RETAILERS OF ALBERTA

COMMUNITY

**Side Bar**  
(120 x 240 pixels)

**BE SMART WITH YOUR POWER AND MONEY!**

## SPECIFICATIONS

- Topshelf Newsletter ad artwork is to be supplied per Retail Connections specifications (see page 4)
- Enewsletter and Online Advertising is to be supplied per the following specifications:
  - submit files in .jpg, .gif or .png format
  - supply minimum 5 days prior to month purchased
  - no animation or flash
  - ads can be changed on a monthly basis

For more information contact [ads@shelfspace.ca](mailto:ads@shelfspace.ca) or phone 1-800-663-5135