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RETAIL CONNECTIONS

A QUARTERLY MAGAZINE FOR  
RETAIL ENTREPRENEURS



## REACH THOUSANDS OF RETAILERS!

### MAGAZINE OVERVIEW

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

With a printed distribution of 8,500 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.

#### AREAS OF INTEREST \*

- Marketing
  - Technology
  - Operations
  - Loss Prevention
  - Customer Service & experience
  - Trends and current issues (including taxation, minimum wage, etc.)
- \* Based on a 2010 Shelfspace Reader Survey

### EDITORIAL CALENDAR

ISSUE	ARTWORK DEADLINE	PUBLICATION DATE	THEME
Spring 2011	Jan 25	Mar 1	Are you in the dark on...?
Summer 2011	May 10	Jun 14	Advancing your Workforce
Fall 2011	Jun 26	Aug 30	Cause Marketing
Winter 2011	Sept 27	Nov 1	Improving your bottom line Bonus: Annual Supplier's Guide

### 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

Published quarterly  
8,500 copies distributed throughout Western Canada to retail owners, managers, staff and industry stakeholders

- 6,500 in BC / 2,000 in AB

### DISTRIBUTION

Through controlled circulation and subscriptions

# SHELFSPACE

THE ASSOCIATION FOR RETAIL ENTREPRENEURS  
FORMERLY RETAIL BC & RETAIL ALBERTA

WWW.SHELFSPACE.CA

## AD RATES

	1x	2x	4x	<b>BONUS!</b> Free Online Ad with each booking!
Associate Business Card*	786	N/A	N/A	Logo link to Supplier Directory at Shelfspace.ca
1/4 Page Square/ Horizontal	1310	1245	1180	Button - Rotating
1/3 Page Vertical/ Horizontal	1770	1680	1595	Button - Rotating
1/2 Page Vertical/ Horizontal	2235	2125	2010	Button - All main pages
2/3 Page	3195	3035	2875	Button - Specific pages
Full Page	3550	3370	3195	Button - Specific pages
Inside Front Cover	3990	3790	3590	Button - All main pages
Inside Back Cover	3990	3790	3590	Button - All main pages
Outside Back Cover	4435	4215	3990	Button - All main pages

\* only available to new Associate Members

**Shelfspace Members receive a 15% discount on ad rates**

## 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
Double page spread (with bleed)	16 1/2	11 1/16

## SPECIFICATIONS

**PRINTING PROCESS** : Web Offset

**SCREEN** : 150 lines per inch

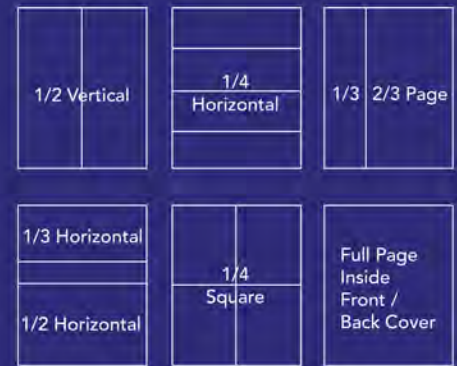
**BINDING METHOD** : Saddle-stitched

**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



## WEB BANNER 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

## ADVERTISE TODAY

Call 1-800-663-5135 or email [ads@shelfspace.ca](mailto:ads@shelfspace.ca) with completed advertising contract.  
[WWW.SHELFSPACE.CA](http://WWW.SHELFSPACE.CA)

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