

electronic **RETAILER**

The Global Source for Marketing...On TV, Online, On Radio



2008 MEDIA

Partnerships in marketing with *Electronic Retailer* allow you to tap in to the soul of the electronic direct response industry. A rare variety of opportunity is delivered exclusively from *Electronic Retailer* magazine. We offer exclusive content from our eminent members of the *Electronic Retailer* magazine advisory board and our notable industry columnists. Readers depend on the expert advice and in-depth coverage from key industry figures only offered in the pages of *Electronic Retailer*.

Opportunity to network with fresh, new faces in high powered marketing positions. Opportunity to focus on the internal strength of advanced marketing know—how, simply by reaching the audience that is right for you.

Circulation backed by an annual audit, as well as association and publisher statements that prove your advertising dollar is well spent. *Electronic Retailer* is delivered each month to "C" level readers. We offer up to 5,000 additional readers per issue from our distribution at worldwide conferences and exhibitions in the retailing, online and direct response markets.

Education through feature articles in *Electronic Retailer* such as case-studies, how-to articles, exclusive research, interactive web-casts, electronic newsletters, news and product innovations provide numerous opportunities for active participation and afford you the opportunity to reach a global subscriber base. This audience is an eager participant in the electronic response platform of retailing.

Award-Winning Editors deliver the direct response and electronic direct response segments of radio, online, cellular, hand-held devices, interactive television, as well as DRTV that are current and educational. Whether you are targeting Tweens, NextGen or the Boomers, the information, the education and the news are right at your fingertips with *Electronic Retailer*.

Research exclusive to this industry and designed to give you the most thorough and educated decision making power available today. The information we print is current. The information we print is accurate. It is backed and written by third party industry experts.

Online Strategies delivers additional exposure through our interactive eZine, *Electronic Retailer 24/7* the weekly eNewsletter, *Electronic Retailer News>Direct* and our monthly news update in to growing marketing such as *Electronic Retailer Hispanic Numbers*. The website, www.electronicretailermag.com provides daily updates on business trends, features and provides links to key industry resources.

Electronic Retailing Association invites you to learn about the progressive strides made on a daily basis, ensuring that those in this industry are represented justly in regards to issues concerning government jurisdiction and new regulations. The ERA delivers an independent report each month: weekly updates and daily bulletins are found in our online properties *Electronic Retailer 24/7*, www.electronicretailermag.com and *Electronic Retailer News>Direct*, the online newsletter.

Online Retailing Alliance enables you to stay current on issues influencing online retailing and multi-channel marketing. Keep track of government policies and have representation on Capitol Hill by becoming a member of this quickly growing organization.

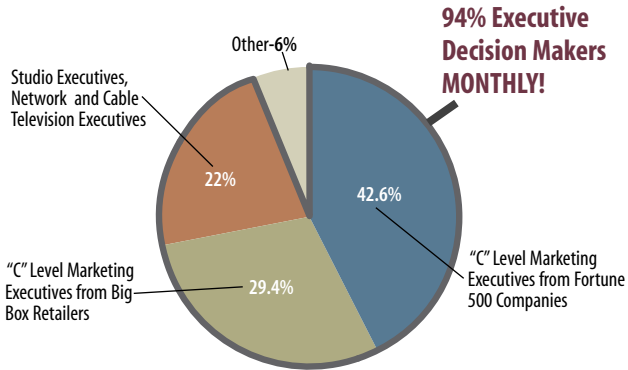
Solutions through domestic and international case study features, how-to articles and columns by industry experts exclusive to this publication will enable you to make clear decisions and to accurately assess a variety of issues that you may encounter or questions that may arise in the course of your yearly campaigns.

Partnerships, Opportunity, Broad Exposure through a Qualified Circulation, Education, Exclusive Research and Solutions are each offered to you in our 2005 *Electronic Retailer* Media Brochure. Take advantage of the magazine that gives you the edge and the power to move through challenging times as well as times of growth and discovery. Call today and be a part of the new tomorrow and the new ERA.



Electronic Retailer delivers one of the most active circulations available in the direct response and the electronic direct response marketing industries.

Reaching over 21,000 readers each month, your service or product is delivered to "C" level marketing executives and top-level decision makers from Fortune 500 companies, Big Box retailers, as well as television network and cable network executives.



94% Executive Decision Makers MONTHLY!

Circulation Count Backed by Publisher's Own Open* Data.

Names and titles cross referenced for accuracy and duplication 12 times per year by the Publishing and Membership departments of ERA. Authorized qualification out-sourced to a third-party teleservices firm. Additional authorized qualification by Publisher's and ERA's own data.

Growth researched and secured for optimum marketing results.

- Exclusive Editorial Tracking – See who is reading our articles and how long they spend analyzing each page.
- Exclusive Advertisement Tracking – How long do the readers' eyes look at your ad? We let you know!

**Publisher's Open Data—Electronic Retailer will proudly supply a copy of the printing statement upon request*



2008 Editorial Breakdown

- Editor's Perspective
- Letters
- News

- Cover Feature
- Case Study Feature
- Trends Feature
- Exclusive Research

Channel Crossing Columns

- Legal
- Financial
- Government Affairs
- Support Services
- Radio
- DRTV
- New Media
- Retail
- Production

Exclusive Monthly Columns

- Online Strategies
- Marketing Methods
- Tools of the Trade
- FTC Forum
- Legal File

- Monthly International Section
(Covering Europe, Asia & Latin America)
- Rotating Guest Column
- Research
- Regulations Column
- Innovations
- Inventions

- ERA News
- Government Affairs
- Domestic/International News

- Bulletin Board
- Calendar of Events

Global Outlook Section

In addition to providing industry news and market research as they pertain to direct marketing around the world, *Electronic Retailer* magazine devotes a complete section, called "Global Outlook," to international markets, including Asia/Pan-Pacific regions, Canada, Europe and Latin America. Columnists, each representing his or her respective markets, highlight a specific industry topic or timely issue. Such issues range from media buying strategies on a global scale to what types of government regulations to anticipate for distributing your products and services. These columns will also include valuable how-to tips for direct marketers who are considering taking their product to the global community.

These contributing columnists are highly regarded industry experts—many of whom serve on ERA's various international councils and committees. Their backgrounds range from direct marketing consultants, media buyers, call center service providers, cable operators, media production specialists and more.

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electronic RETAILER™

The Global Source for Marketing...On TV, Online, On Radio

2008 Editorial Calendar

ISSUE	HIGHLIGHTED FEATURE	SUPPORTING ARTICLES	SUPPLEMENT	VALUE-ADDED OPPS	BONUS DISTRIBUTION	DEADLINES
January	• Housewares	• Mobile Marketing Case Study • Site Search				Ad Close: 12-06-07 Materials Due: 12-13-07
February	• Sporting Goods (Show Issue)	• DRTV Case Study • Online Retail Storefront Checkup	• ER Perspective-eRetailing • Online Strategies		• eTail 2008, 2/11-14, • Mobile Marketing Congress, 2/25-26 • ERA eRetailer Summit, 3/2-3 - Miami	Ad Close: 01-10-08 Materials Due: 01-17-08
March	• Home Shopping	• SEM: Beyond the Basics • Fulfillment			• Intl. Housewares Show, 3/16-18	Ad Close: 02-05-08 Materials Due: 02-12-08
April	• ERA President & CEO	• Multichannel Marketing • Improving Your Merchandizing Methods		• ERA Membership Directory • Membership Profiles	• NCOF, 4/8-10 • NAB, 4/11-17	Ad Close: 03-05-08 Materials Due: 03-12-08
May	• Internet Retailer	• Net Neutrality • Building the Brand			• DM Days NY, 6/10-12 • INPEX, 6/11-14	Ad Close: 04-07-08 Materials Due: 04-14-08
June	• Europe (Show Issue)	• Viral Marketing in Europe • Online Shopping in Europe	• ER Perspective-Europe	• Show Guide • Gold Book	• ERA European Conf., 6/22-24 - Monte Carlo	Ad Close: 05-06-08 Materials Due: 05-12-08
July	• Brand Marketer Profile	• Media Buying • The Art of the Offer	• ER Perspective-Online Strategies		• DMAW, 7/23-25 • eTail 2008, Dates TBA	Ad Close: 06-06-08 Materials Due: 06-13-08
August	• Beauty	• Behavioral Marketing • Fine-Tuning Marketing Mess.		• Pre-Show Profiles	• Digital Hollywood Building Blocks, 8/4-7	Ad Close: 07-07-08 Materials Due: 07-14-08
September	• Retailer Profile (Show Issue)	• Marketing to Tweens • Podcasting • Strange Inventions		• Annual Show Guide	• iMedia Summit, TBA • LA Road Show, TBA • Shop.org, TBA • Search Engine Strategies Conf., TBA • ERA Annual Convention 9/21-23 - Las Vegas	Ad Close: 08-06-08 Materials Due: 08-13-08
October	• Online Leaders	• China • Telemarketing			• DMA Annual Conference, 10/11-16 - Las Vegas	Ad Close: 09-05-08 Materials Due: 09-12-08
November	• Health & Fitness	• Building Microsites • Production			• LA Road Show, TBA • Digital Hollywood, TBA	Ad Close: 10-06-08 Materials Due: 10-13-08
December	• Consumer Electronics	• Advergaming • Click Fraud	• 2009 ER Magazine Wall Calendar		• CES 2009, Dates TBA	Ad Close: 11-05-08 Materials Due: 11-12-08

*As of 11/1/07, Editorial Calendar is subject to change.

2008 Electronic Retailer ERA Member & Non-Member Advertising Rates

	1X	3X	6X	9X	12x
Full Page Four Color	\$5200	\$4650	\$4300	\$4100	\$3800
<i>non-member</i>	\$5500	\$5250	\$4950	\$4600	\$4200
Full Page Black & White	\$4350	\$3800	\$3600	\$3350	\$3150
<i>non-member</i>	\$4550	\$4200	\$3900	\$3650	\$3350
2/3 Page Four Color	\$4620	\$4125	\$3810	\$3540	\$3315
<i>non-member</i>	\$4920	\$4630	\$4310	\$4110	\$3885
2/3 Page Black & White	\$3945	\$3450	\$3270	\$3045	\$2865
<i>non-member</i>	\$4155	\$3850	\$3570	\$3230	\$3110
1/2 Page Island Four Color	\$4290	\$3850	\$3560	\$3320	\$3120
<i>non-member</i>	\$4790	\$4460	\$4080	\$3790	\$3620
1/2 Page Island Black & White	\$3680	\$3240	\$3075	\$2870	\$2710
<i>non-member</i>	\$4305	\$3910	\$3620	\$3390	\$3130
1/2 Page Four Color	\$3725	\$3350	\$3090	\$2875	\$2710
<i>non-member</i>	\$4525	\$4250	\$3990	\$3685	\$3320
1/2 Page Black & White	\$3170	\$2800	\$2650	\$2475	\$2140
<i>non-member</i>	\$3770	\$3520	\$3350	\$3065	\$2690
1/3 Page Four Color	\$3400	\$2990	\$2770	\$2580	\$2350
<i>non-member</i>	\$3700	\$3590	\$3370	\$3180	\$2950
1/3 Page Black & White	\$2750	\$2525	\$2350	\$2170	\$1980
<i>non-member</i>	\$2980	\$2720	\$2600	\$2450	\$2240
1/4 Page Four Color	\$2865	\$2600	\$2415	\$2275	\$2050
<i>non-member</i>	\$3155	\$2900	\$2715	\$2575	\$2370
1/4 Page Black & White	\$2580	\$2305	\$2110	\$1955	\$1750
	\$2880	\$2615	\$2410	\$2275	\$2080

Premium Position

Cover 2: +15% (12X contract only) Cover 3: +15%
 Cover 4: +20% (13X contract only; includes Electronic Retailer's THE GOLD BOOK)
 Page 1: +15% (12X contract only)

1st Spread

Cover 2 and Page 1: +15% (12X contract only)

2nd Spread

Page 2 & 3: + 10% (12X contract only)
 Opposite TOC: + 10% (12X contract only)

NOTE: All prices listed are in U.S. dollars.

Electronic Retailer magazine reserves the right to refuse advertising or to pull advertising contracts if a company practices advertising and/or marketing policies that do not meet with ERSP standards. Electronic Retailer magazine has the right to pull advertising contracts if payment is not received on time by the ERA accounting department. Unpaid accounts will be sent to collections promptly after 90 days with no pay.

2008 Supplemental ERA Publication Rates

ERA eRetailer Summit

This is a conference you do not want to miss! Formerly the ERA Mid-Winter Leadership Conference, the new eRetailer Summit will draw direct marketers and e-retailers from throughout the globe! Bring success home with you by advertising in the eRetailer Summit Show Guide. This expo guide will be distributed at the event. Advertising in this guide is reserved for ERA members only.

AD CLOSE: January 2, 2008

MATERIAL CLOSE: January 9, 2008

2008 Four-Color Advertising Rates—Members Only!

Two-Page Spread	\$3,200
Full Page Four Color	\$2,050
Half Page Four Color	\$1,250

ERA European Conference and Trade Show EXPO

AD CLOSE: May 6, 2008

MATERIAL CLOSE: May 12, 2008

2008 Four-Color Advertising Rates—Members Only!

Two-Page Spread	\$2,800
Full Page Four Color	\$1,650
Half Page Four Color	\$1,050

ERA Annual Convention Guide & Expo Show Guide

This comprehensive show guide includes highlights of all exhibits, special events and exhibitors' listings. The printed program is distributed at the ERA's Annual Convention to every attendee.

AD CLOSE: August 6, 2008

MATERIAL CLOSE: August 13, 2008

2008 Four-Color Advertising Rates

	ERA Members	Non-members
Two-Page Spread	\$3,900	\$5,200
Full Page	\$2,550	\$3,300
1/2 Page Horizontal	\$1,870	\$2,500
1/2 Page Island	\$1,990	\$2,725
1/3 Page Square or Column	\$1,690	\$2,300

Back Cover	RESERVED BY ERA MEMBER!
Cover 2	RESERVED BY ERA MEMBER!
Cover 3	RESERVED BY ERA MEMBER!
Page 1	RESERVED BY ERA MEMBER!

Belly Band	\$4,200
Belly Band Non-Member	\$5,600

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Reprint Services and Classified Ads
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Ruth Wheeler
Director of New Business Technologies
 949-459-0495 | rwheeler@retailing.org



2008 ERA Membership Directory Advertising Rates

Distributed to over 21,000 readers annually, the ERA Membership Directory is the most complete company listing and source book available in the industry. Advertising reserved for ERA members only.

	1X	3X	6X	9X	12x
Full Page Four Color	\$4800	\$4350	\$4000	\$3800	\$3500
Full Page Black & White	\$4050	\$3500	\$3300	\$3050	\$2850
2/3 Page Four Color	\$4320	\$3825	\$3510	\$3240	\$3015
2/3 Page Black & White	\$3645	\$3150	\$2970	\$2745	\$2565
1/2 Page Island Four Color	\$3890	\$3450	\$3160	\$2920	\$2720
1/2 Page Island Black & White	\$3280	\$2840	\$2675	\$2470	\$2310
1/2 Page Four Color	\$3425	\$3050	\$2790	\$2575	\$2410
1/2 Page Black & White	\$2870	\$2500	\$2350	\$2175	\$2040
1/3 Page Four Color	\$2900	\$2590	\$2370	\$2180	\$2050
1/3 Page Black & White	\$2450	\$2125	\$2000	\$1850	\$1740
1/4 Page Four Color	\$2465	\$2200	\$2015	\$1875	\$1750
1/4 Page Black & White	\$2080	\$1805	\$1700	\$1575	\$1480

Premium Position

Cover 2: +15% (12X contract only)

Cover 3: +15%

Cover 4: +20% (12X contract only)

Page 1: +15% (12 + time adv. only)

1st Spread

Cover 2 and Page 1: +15% (12X contract only)

2nd Spread

Page 2 & 3: +10% (12X contract only)

Opposite TOC: +10% (12X contract only)

NOTE: All prices listed are in U.S. dollars.

The Electronic Retailer Media Group (ERMG), a division of the Electronic Retailing Association (ERA) respectfully holds the right to invoice and collect payment on all advertisements in any ERMG/ERA properties that are contracted in writing and not cancelled, in writing, prior to the published deadlines for said ad in said property. This includes ads and sponsorships delayed due to missing or unfinished artwork or materials. It is the advertiser's responsibility to ensure completed and approved artwork and/or materials are delivered by published deadlines. If instructions are not provided, Electronic Retailer's Production Department is authorized to repeat the advertisement that last appeared.

In the event of cancellation, The Electronic Retailer Media Group (ERMG) must receive written notice and such written notice must be received 10 (ten) business days prior to published closing date of current issue/project or advertiser/sponsorship--client will be billed for the placement. Electronic Retailer Media Group (ERMG) follows standard publishing and sponsorships procedures of contract cancellations and will enforce a "Short-Rate" policy as needed, thus Electronic Retailer Media Group (ERMG) reserves the right to bill back previous printed & electronic ads at the regular non-discounted rate as applicable to the contract at hand.

2008 Global Assets Rates

Are you new to advertising in the Direct Response market? Do you have a new product or service you would like to market? Are you a new face or a new voice on the DRTV or DR Radio scene? The *Electronic Retailer* Global Assest advertising section is the ideal place to start your marketing campaign. This section of 1/6- or 1/3-page Four-Color ads delivers your message to our prominent, high end readers each issue. The *Electronic Retailer* Marketplace section allows you the luxury of consistent placement in each issue.

	1X	3X	6X	9X	12X
1/3 Page Page Four Color	\$2,175	\$1,940	\$1,775	\$1,635	\$1,525
1/3 Page Black & White	\$1,830	\$1,590	\$1,500	\$1,380	\$1,315
1/6 Page Four Color	\$1,305	\$1,165	\$1,085	\$1,020	\$900
1/6 Page Black & White	\$1,230	\$1,075	\$1,190	\$1,020	\$836

Don't Delay! Start Today! Call Debbie Duhn at 541-952-0300 or email dduhn@retailing.org.

2008 Classified Rates and Schedule

Electronic Retailer delivers to you the most active circulation available in the industry. Reaching over 21,000 readers each month, your service or product will be in the hands of "C" level marketing executives from Fortune 500 companies, television network executives, and cable network executives.



Reserve Your Ad Today!

Call Debbie Duhn at 541-952-0300 or email dduhn@retailing.org.

Classified Unit Ad

Rate per issue/per column	1"	2"	3"	4"
3X Contract	\$419	\$840	\$1,259	\$1,671
6X Contract	\$400	\$800	\$1,201	\$1,612
12X Contract	\$388	\$774	\$1,162	\$1,572
24X Contract	\$329	\$623	\$988	-----

**Enhancement: 2/C-\$25 per inch, 4/C \$50 per inch

Line Listings

	6 months	12 months
One Line (48 characters)	\$528 Total	\$960 Total
Additional Lines	\$468 Total	\$840 Total

Specifications

Column Width: 3 3/8"

Line Screen: 133

Material: All digital ads should be supplied in TIFF-IT-P1 or PDF format on a Macintosh platform. The digital files should be prepared, according to SWOP digital specifications and requirements.

Email ad to: dduhn@retailing.org with faxed copy to 541-952-0301.

Digital Ad Requirements

Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable formats are PDF and TIFF-IT-P1. Files should be press optimized, converted to CMYK, with cropmarks included and have all fonts embedded. *Electronic Retailer* shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make-goods or any other form of compensation) if an ad is supplied to *Electronic Retailer* by Advertiser in any format other than PDF/X-1a, PDF or TIFF-IT-P1 or without cropmarks. *Electronic Retailer* cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied without cropmarks or in any format other than PDF/X-1a, PDF or TIFF-IT-P1. For detailed instructions of preferred formats, contact the production manager, Debbie Duhn at 541-952-0300.

Electronic Retailer will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to *Electronic Retailer*. If *Electronic Retailer* detects an error before going to press, *Electronic Retailer* will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

Any changes to materials or materials submitted past the press date will incur a \$50 charge.

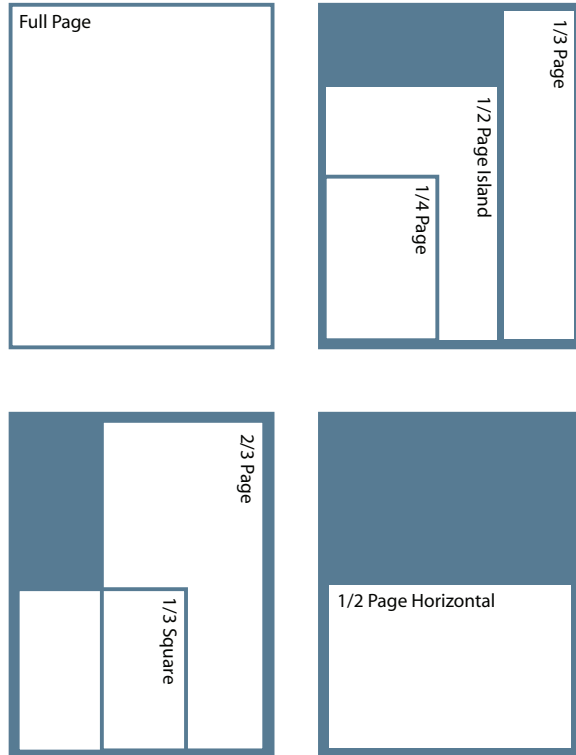
Measurements

Size	Bleed	Trim	Live Area
Spread	15 ³ / ₄ " x 10 ³ / ₄ "	15 ¹ / ₂ " x 10 ¹ / ₂ "	14" x 9 ³ / ₄ "
Full Page	8" x 10 ³ / ₄ "	7 ³ / ₄ " x 10 ¹ / ₂ "	7" x 9 ³ / ₄ "
2/3 Page	–	4 ¹ / ₂ " x 9 ³ / ₄ "	–
1/2 Page Island	–	4 ¹ / ₂ " x 7 ¹ / ₄ "	–
1/2 Page	–	6 ³ / ₄ " x 4 ³ / ₄ "	–
1/3 Page	–	2 ¹ / ₈ " x 9 ³ / ₄ "	–
1/3 Page Square	–	4 ³ / ₄ " x 4 ³ / ₄ "	–
1/4 Page	–	3 ¹ / ₄ " x 4 ³ / ₄ "	–

Submission

Materials: Files may be submitted on CD-ROM, through e-mail if file is smaller than 5MB, or via FTP server. (Please contact the production manager for instructions.)

Print Specifications



Printing Method: Web offset.

Binding Method: Perfect bound.

Allow 3/8" or 10mm minimum clearance inside all trim edges for live matter.

Production Manager

Debbie Duhn
541-952-0300
dduhn@retailing.org

E-Media Opportunities 2008

www.electronicretailermag.com



Locate hard-to-find industry facts and statistics. Read about industry trends as they happen. Learn about educational resources and stay on top of industry events by visiting the site

that has the market cornered.

Electronic Retailer News Direct, Weekly

This weekly electronic newsletter keeps you current with news items and feature stories covering the industry as it happens. Research, Q&As and product or service of the week are just some of the highlights this informative and resourceful online newsletter delivers to your desk each Tuesday.



Electronic Retailer Hispanic Numbers, Monthly



In April 2005, *Electronic Retailer* magazine launched Hispanic Market Numbers, a monthly electronic newsletter that focuses on the U.S. Hispanic market. Each month, this newsletter offers

subscribers timely market research and industry news pertaining to this thriving consumer group. In addition, key industry professionals offer helpful tips about utilizing direct response marketing to successfully reach U.S. Hispanics.

Electronic Retailer-24/7



The unabridged online and completely interactive version of *Electronic Retailer* magazine is delivered directly to your desktop each month. This convenient method of

publishing allows you to never go without the one, true source of industry knowledge and facts. *Electronic Retailer 24/7* is also posted on the *Electronic Retailer* website.

E-Media Rates

Home Page Top Banner:

This will cover current industry news

\$2,000 per month on 9-12X frequency

\$2,300 per month 3-6X frequency

\$2,500 per month on spot or 1X frequency

Feature Article Top Banner/ Gold Book Category Top Banner

\$1,000 per month 9-12X frequency

\$1,250 per month on 3-6X frequency

\$1,500 per month for spot or 1X frequency

Additional Features:

\$800 per month 9-12X frequency

\$1,050 per month on 3-6X frequency

\$1,200 per month for spot or 1 time frequency

Research/Calendar Top Banner

\$750 per month 6-12X frequency

Gold Book Individual Spots w/Landing Page

\$1,000 per month 1-5X frequency

All Other Interior Banner Spots:

\$500 per spot per month

15% standard agency discount allowed

News Direct Banner

1 Newsletter \$900

1 Month or 4 Newsletters \$2,700

52X or Contract Year \$2,000 per month

News Direct Button

1 Newsletter \$400

1 Month or 4 Newsletters \$1,000

52X or Contract Year \$600 per month



Professional Reprints

You worked hard to build your reputation...

Electronic Retailer gave you great press in a sophisticated magazine. Now you can make sure your clients and prospects take notice with professional reprints.

- Add credibility to sales literature!
- Create instant buzz at trade shows!
- Boost your direct mail results!
- Maximize your press exposure!

Need More?

- Increase investor confidence!
- Enhance your company image!
- Educate customers and prospects!

Professional reprints are one of the world's most flexible marketing tools. Integrate them into your current marketing and communication programs.



Customize Your Reprints the Way You want!

You don't have to settle for how your article originally appears in print. You can redesign your reprint to fit your needs and maximize its impact and effectiveness.

Call today with your special request and we will give you a custom quote. Call 541-952-0300 or email dduhn@retailing.org.

Custom Publishing

Custom Publishing Opportunity - Members Only!

Indulge yourself!

Create brochures, catalogs and publications with the expert guidance of your team at Electronic Retailer Media Group. This "Members Only" opportunity allows you to publish a wide variety of promotional pieces at a highly discounted rate.

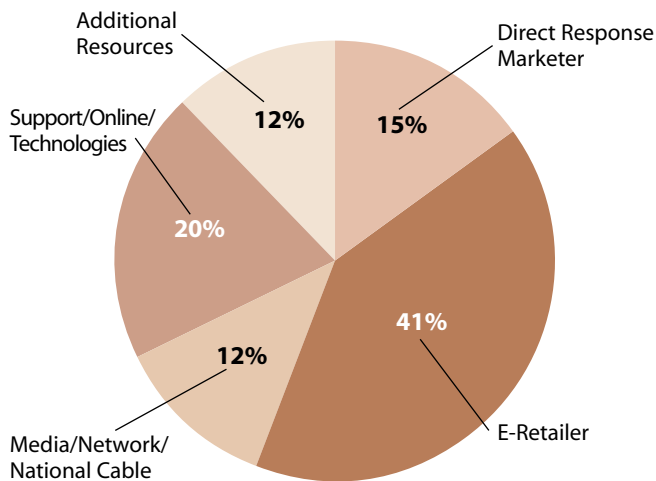
The Electronic Retailing Association – The Proven Industry Leader

What is the Electronic Retailing Association (ERA)?

ERA is THE global trade association for companies that use the power of direct response marketing to sell goods and services directly to the public on television, online and on radio. ERA serves as the authoritative voice for multichannel marketers while promoting government affairs initiatives and regulations designed to protect our members' bottom line.

ERA is a member driven organization that has grown steadily since its inception 17 years ago and now represents nearly 400 direct response companies and electronic retailers worldwide. ERA's core members are international e-retailers and direct response marketers who advertise on TV, online and on radio. Our vast array of suppliers consists of national and international media, broadcast, satellite, cable, support services, online and emerging technology companies.

ERA Membership Segments



What Does ERA Offer Its Members?

ERA members receive numerous benefits and services designed to increase their company's profitability. Through pertinent industry research, valuable networking events and huge savings on advertising and meeting fees, your ERA membership will prove its value to you again and again.

ERA is the Future of RETAIL...



RELATIONSHIPS – ERA hosts valuable networking events to help you gain new clients.



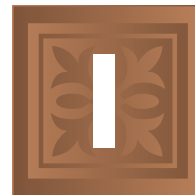
ERSP - ERA's Electronic Retailing Self-Regulation Program (ERSP) increases industry clout and levels the marketplace's playing field.



TRAINING & EDUCATION – Industry seminars provide important industry information to help you stay ahead of your competitors.



ANNUAL CONFERENCES - Network with thousands of industry professionals at multiple conferences throughout the year.



INTELLIGENCE - Receive complimentary industry analysis and pertinent research.



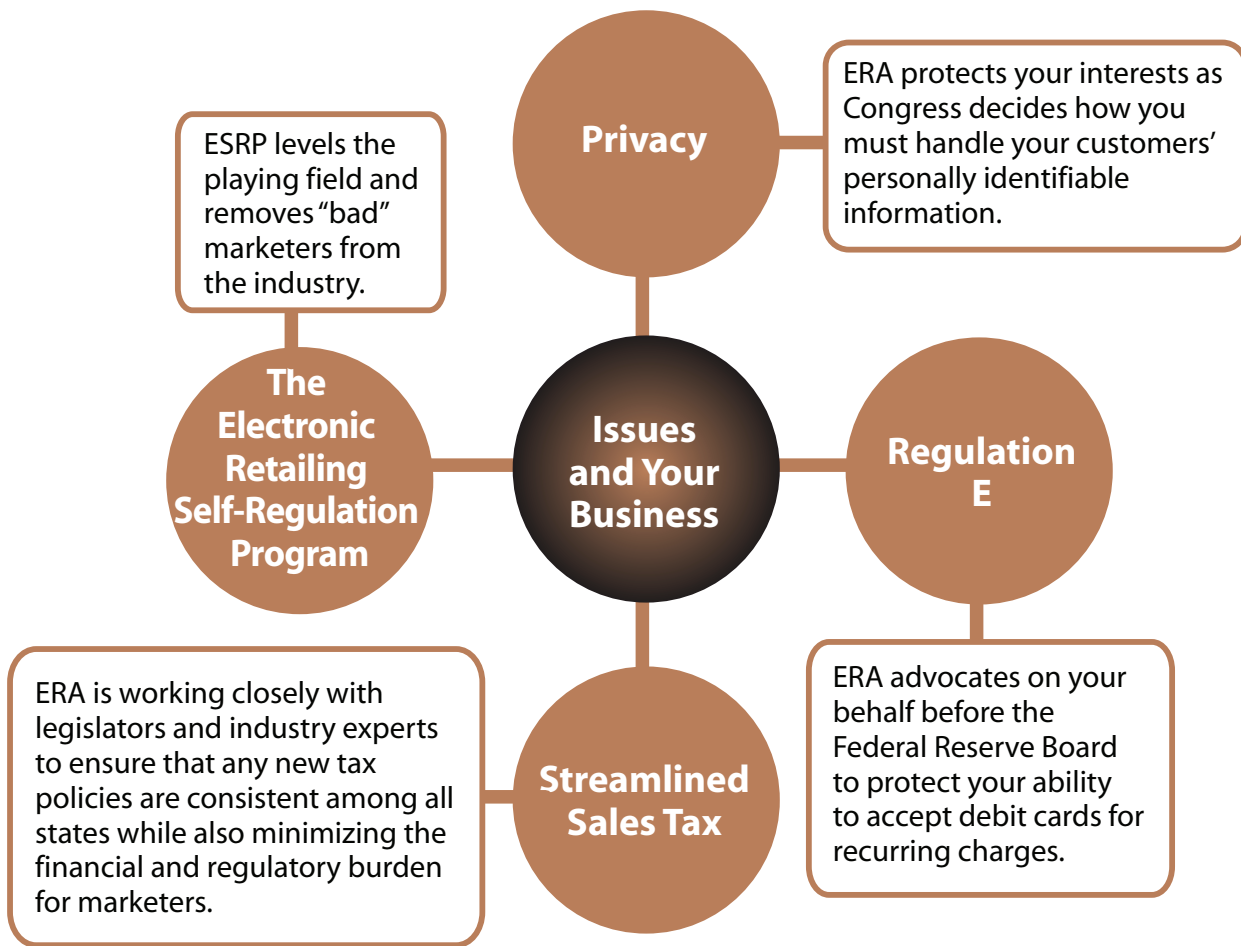
LEGISLATIVE AFFAIRS – ERA serves as the industry's primary advocate to protect the future of your business.

Government Affairs – Protecting the Future of Direct Response

ERA is the premier industry advocate protecting the future of direct response marketers. From Congress to the Federal Trade Commission, ERA advocates on your behalf at the federal level, while also keeping you abreast of legislative activity in all 50 states. Additionally, ERA works closely with other industry associations and consumer groups to minimize government intrusion into your business, thus allowing you to do what you do best – grow your company. Virtually every day, legislation or regulations arise that threaten to alter this industry’s landscape. ERA is at the forefront, fighting for positive outcomes for the betterment of the industry. Without ERA, your company’s ability to do business could be adversely affected in the blink of an eye.

Why are Legislative Affairs Important to You?

- Allows you to create a unified voice with fellow industry professionals to protect your business interests in Washington.
- ERA monitors hundreds of legislative and regulatory proposals and provides *early* member updates whenever potential challenges arise so that you stay informed.
- ERA coordinates meetings between industry leaders and government officials, allowing you to air *your* business concerns to those making the decisions.



ERA's Councils & Committees – Change the Course of an Industry!

ERA offers its members a seat on multiple committees, councils and task forces which contribute to the association's programs and activities, as well as to the industry as a whole. Interested in education, government affairs or international initiatives? No matter what your area of interest, ERA has a council, committee or task force for you.

Program Committees

Asia Committee

Oversees the recruitment of regional members, identifies government affairs issues, research, industry data and communications tools relevant to the region, identifies conference speakers, topics for education and event attendee growth, and develops other policies to promote growth in the region.

Education Committee

Reviews speaker proposals and recommends hot topics and vital industry trends, as well as potential speakers for educational sessions at ERA's annual conferences.

Government Affairs Committee

Assists and advises on legislative and regulatory matters pertaining to the electronic retailing industry. Oversees ERA's E-Retail PAC, and is responsible for working with staff on fundraising and authorizing contributions to federal candidates.

Latin America Committee

Oversees the recruitment of regional members, identifies government affairs issues, research, industry data and communications tools relevant to the region, identifies conference speakers, topics for education and event attendee growth, and develops other policies to promote growth in the region.

Marketing/Communications Committee (MarCom)

Determines ERA's annual research study and coordinates speaking engagements at industry conferences. Assists with drafting marketing materials, brochures and overall communication activities.

Meetings & Conventions Committee

Oversees the structure and content of ERA's three major conferences, ERA's Annual Convention, the Mid-Winter Conference & Trade EXPO, and the European Conference & Trade EXPO.

Membership Committee

Implements activities to enhance and promote the value of

membership, actively engages in recruitment and retention, introduces new members to ERA members, evaluates current member benefits and identifies new ones.

Standing Committees

Ethics Committee*

Ensures that ERA members, directors and staff maintain the highest level ethical conduct and responsibility in their relationships within the industry, with other members and toward the association.

Executive Committee*

Acts in place of the board of directors between meetings on all matters except those specifically reserved to the board by the bylaws or by the laws of the District of Columbia.

Finance Committee*

Reviews the association's annual budget, especially as it relates to the association's strategic plan and financial accountability and recommends fiscal policies and procedures.

Nominating Committee*

Recruits new board members and ensures that each board member is equipped with the proper tools and motivation to carry out his or her responsibilities.

Policy & Bylaw Review Committee*

Oversees the development and implementation of board-related policies that address specific board issues, such as election of officers, conflict of interest and term limits.

Strategic Planning Committee*

Develops, formulates and presents the board chair-elect's vision and the association's strategic objectives for the coming year.

**These committees are board-specific, and are closed to the general membership.*

Councils

Live Shopping Council

Serves the interests of the live shopping industry and works to outline relevant marketing practices for live shopping channels.

Radio Council

Represents the issues regarding radio broadcasting as it relates to direct response advertising and acts accordingly.

Technology Council

Provides a forum to determine the most applicable online and emerging technologies in the industry and helps select topics for educational sessions.

Television Council

Refines basic practices of purchasing media and strengthens relationships among those involved in the buying and selling of television media.

U.S. Hispanic Council

Acts as the voice of U.S. Hispanic direct response advertising and all of its elements such as creative, research, promotion, education, finance, administration, media, international, ethics and regulations. The council provides for a networking body for interaction and idea exchange and offers opportunities for professional growth and development.

Task Forces

Awards Task Force

Creates award categories and criteria that are appropriate for direct response marketing, while providing a forum whereby companies may submit entries for judgment by industry professionals.

Exhibits Task Force

Advises exhibitors on all matters concerning the exhibit process, including rules, marketing campaigns, pricing and trade show pavilions, while also identifying relevant attendee audiences.

Invention Showcase Task Force

Educates inventors on how to bring their products successfully to market. Determines the scope and criteria for ERA's Invention Showcase and evaluates potential participants.

Research Task Force

Helps determine the criteria for ERA's annual research projects as it relates to the direct response industry. The task force helps determine the size, scope and content of the study, as well as assists with outlining the parameters of the results.



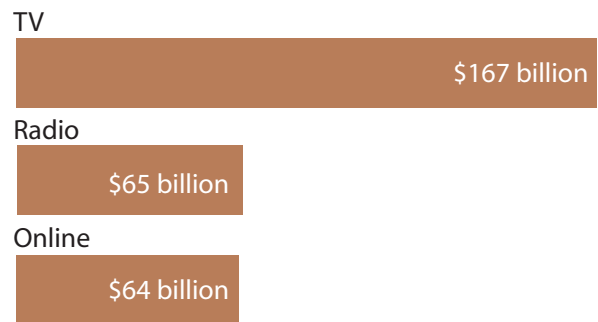
Join Today and Let ERA Increase Your Sales!

Developing a profitable company requires strategy and the opportunity to network with the right people. From traditional marketers and general agencies to broadcast networks, emerging technology companies, customer care and back-end distributors, ERA's membership provides the right stability and leadership. Our members' multi-channel effectiveness, through television, radio and the Internet, is extensive and invaluable. ERA offers its members the right environment to grow their business while engaging the **best** in the industry!

What's the Future Look Like for the Industry?

Almost no other industry has enjoyed the level of sustained growth that direct response has experienced over the past few years. In 2004, direct response sales on television, the radio and the Internet were estimated to have grossed \$296 billion, almost double digit growth over the prior year! There isn't an end in sight to this industry's potential, as more and more consumers continue to embrace the power of direct response.

2004 Total Estimated E-Retailing Sales



(TV and radio numbers attributed to the Direct Marketing Association's 2004 DMA Statistical Fact Book. Internet sales attributed to Internet Retailer magazine, December 2004.)

Levels of Membership

Levels of ERA's membership are determined by your capacity and discipline within the targeted industry. The annual dues chart will allow you to track your discipline and capacity relative to membership within the ERA.

Annual Dues Rate Based on Company's Annual Revenue

	U.S. Members	Non U.S.
\$0-\$5 million	\$3,400	\$3,000
\$5 million+ - \$10 million	\$5,500	\$5,000
\$10 million+ - \$20 million	\$7,500	\$7,000
\$20 million+ - \$30 million	\$9,800	\$9,000
\$30 million+ - \$40 million	\$11,800	\$11,000
\$40 million+ - \$50 million	\$14,250	\$13,000
\$50 million+ - \$60 million	\$16,250	\$15,000
\$60 million+ - \$70 million	\$18,250	\$17,000
\$70 million+ - \$80 million	\$20,500	\$19,000
\$80 million+ - \$90 million	\$22,500	\$21,000
\$90 million+ - \$100 million	\$24,750	\$23,000
\$100 million+	\$26,750	\$25,000

For more information on ERA's membership program and services, visit www.retailing.org or call ERA at 704.841.1751 and press 3 for the Membership Department.

electronic RETAILER™

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