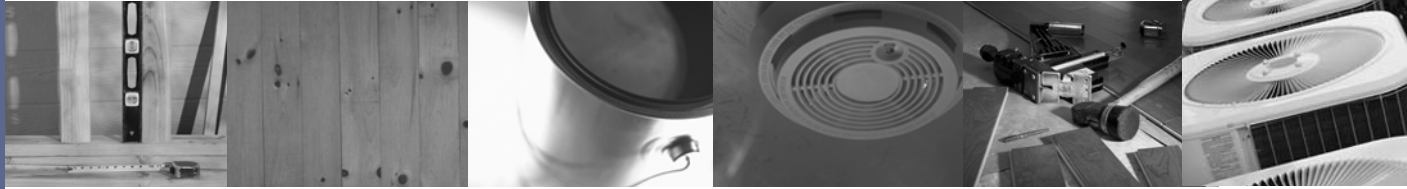


Professional Retail Store Maintenance Association



For more information, visit www.prsm.com

PRSM membership is comprised of influential leaders throughout the retail industry.

The **Professional Retail Store Maintenance Association (PRSM)** represents a group of individuals and their companies dedicated to advancing industry awareness of retail facilities maintenance, while promoting professional and ethical standards.

We are an association comprised of professionals who are responsible for the maintenance and management of retail stores, and service providers **throughout the United States and Canada.**

Our bi-monthly magazine, **Professional Retail Store Maintenance**, is mailed directly to our members—the decision-makers throughout the retail industry, **including directors of facilities, construction, energy, refurbishment, maintenance and building services.**

Placing your message in **Professional Retail Store Maintenance** reaches those responsible for recommending, approving and purchasing the products and services your business provides.

We represent some of the most recognized retailers in North America:

Best Buy	Limited Brands	Target
Costco	Lowe's	Toys `R Us
CVS	Macy's	Walgreens
Dollar General	Meijer	Wal-Mart
Gap	Office Depot	Winn-Dixie
Giant Eagle	OfficeMax	Yum! Brand
Home Depot	Rite Aid	
JC Penney	Staples	
Kohl's	Starbucks	

For more information on advertising, contact:

www.naylor.com



Advertising with PRSM...

Enhances Visibility

All advertisers receive a free custom listing in our **Index of Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad.

Integrate your message with our online opportunities

Contact your Naylor representative today to combine your print message with an advertisement in our eNewsletter, **ShopTalk**, or on the PRSM Web site.



Professional Retail Store Maintenance magazine

Net Advertising Rates

DIRECT-MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

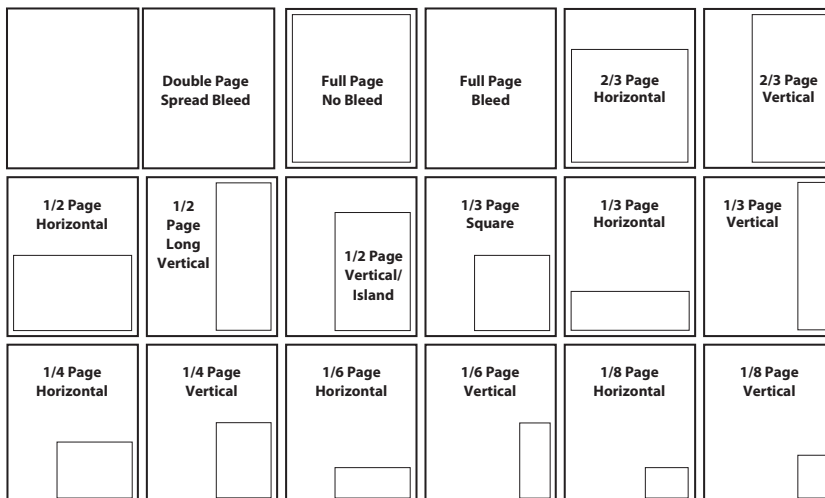
Full-Color Rates

Size	1x	3x	6x	12x
Double Page Spread	\$4,899.50	\$4,649.50	\$4,409.50	\$3,919.50
Outside Back Cover	\$4,599.50	\$4,369.50	\$4,139.50	\$3,679.50
Inside Front or Inside Back Cover	\$4,299.50	\$4,079.50	\$3,869.50	\$3,439.50
Full Page	\$3,299.50	\$3,129.50	\$2,969.50	\$2,639.50
2/3 Page	\$2,849.50	\$2,709.50	\$2,559.50	\$2,279.50
1/2 Page Island	\$2,449.50	\$2,329.50	\$2,199.50	\$1,959.50
1/2 Page	\$2,099.50	\$1,989.50	\$1,889.50	\$1,679.50
1/3 Page	\$1,579.50	\$1,499.50	\$1,419.50	\$1,259.50
1/4 Page	\$1,209.50	\$1,149.50	\$1,089.50	\$969.50
1/6 Page	\$949.50	\$899.50	\$849.50	\$759.50
1/8 Page	\$739.50	\$699.50	\$669.50	\$589.50

Black-and-White Rates

Size	1x	3x	6x	12x
Full Page	\$2,299.50	\$2,179.50	\$2,069.50	\$1,839.50
2/3 Page	\$1,979.50	\$1,879.50	\$1,779.50	\$1,579.50
1/2 Page Island	\$1,709.50	\$1,619.50	\$1,539.50	\$1,369.50
1/2 Page	\$1,459.50	\$1,389.50	\$1,309.50	\$1,169.50
1/3 Page	\$1,099.50	\$1,039.50	\$989.50	\$879.50
1/4 Page	\$849.50	\$809.50	\$759.50	\$679.50
1/6 Page	\$659.50	\$629.50	\$589.50	\$529.50
1/8 Page	\$519.50	\$489.50	\$469.50	\$419.50

Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).
PRS-S0109 8/25/08



Print Advertising Specs (Magazine – 8.375" x 10.875")

The Publication

Professional Retail Store Maintenance: an 8.375" x 10.875" bi-monthly saddle-stitched, full-color publication.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-serve basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices are issued upon publication.

The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 different industries across North America, is the official publisher of *Professional Retail Store Maintenance*.

Magazine Ad Sizes

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.5"	10.875"
DPS Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/2 Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

Note: Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and High-res JPEG files are accepted.

IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK Mode, black and white artwork must be in either Greyscale or Bitmap Mode. RGB Mode artwork is not accepted and if supplied will be converted to CMYK Mode which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor web site at www.naylor.com and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click Submit.

Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.



Categories

Please check the category that you would like to be listed under, then initial and date the bottom of the section. If your category, product or service is not listed, a new listing can be created for you.

- | | | |
|--------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Fire/Life/Safety | <input type="checkbox"/> Restoration Services |
| <input type="checkbox"/> Air Conditioning/Refrigeration | <input type="checkbox"/> Floor/Wall Covering | <input type="checkbox"/> Roofing |
| <input type="checkbox"/> Air Duct Cleaning | <input type="checkbox"/> Furniture | <input type="checkbox"/> Scaffolding |
| <input type="checkbox"/> Appraisal | <input type="checkbox"/> General Contracting | <input type="checkbox"/> Security Services |
| <input type="checkbox"/> Architecture | <input type="checkbox"/> HVAC | <input type="checkbox"/> Signage/Graphics |
| <input type="checkbox"/> Asbestos/Lead Abatement | <input type="checkbox"/> Indoor Air Quality | <input type="checkbox"/> Telecommunication Services |
| <input type="checkbox"/> Asset Management | <input type="checkbox"/> Insurance Services | <input type="checkbox"/> Tenant Demolition Services |
| <input type="checkbox"/> Automation Controls | <input type="checkbox"/> Interior Planning/Design | <input type="checkbox"/> Transportation Services |
| <input type="checkbox"/> Blind Cleaning | <input type="checkbox"/> Interior/Exterior Surfaces | <input type="checkbox"/> Wall/Furniture Systems |
| <input type="checkbox"/> Brokerage Services | <input type="checkbox"/> Landscaping | <input type="checkbox"/> Water & Power Providers |
| <input type="checkbox"/> Building Maintenance | <input type="checkbox"/> Lease Administration | <input type="checkbox"/> Waterproofing |
| <input type="checkbox"/> Building Measurement | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Window Cleaning |
| <input type="checkbox"/> Business Consultants | <input type="checkbox"/> Lighting | <input type="checkbox"/> Window Treatment & Glass Services |
| <input type="checkbox"/> Carpet Cleaning | <input type="checkbox"/> Media | <input type="checkbox"/> Window Washing Equipment Manufacturer |
| <input type="checkbox"/> Code Consultants | <input type="checkbox"/> Metal Refinishing & Stone Restoration | |
| <input type="checkbox"/> Computer/Software Consultants | <input type="checkbox"/> Mold Remediation | |
| <input type="checkbox"/> Construction Services | <input type="checkbox"/> Moving & Storage | |
| <input type="checkbox"/> Consulting Services | <input type="checkbox"/> Non-Profit Associations/Organizations | |
| <input type="checkbox"/> Corporate Gifts & Promotional Items | <input type="checkbox"/> Operating Engineers | |
| <input type="checkbox"/> Damage Restoration | <input type="checkbox"/> Paint/Wallcovering | |
| <input type="checkbox"/> Design | <input type="checkbox"/> Paper Products | |
| <input type="checkbox"/> Electrical | <input type="checkbox"/> Parking Lot Maintenance | |
| <input type="checkbox"/> Electrostatic Coatings | <input type="checkbox"/> Parking Management | |
| <input type="checkbox"/> Elevators/Escalators | <input type="checkbox"/> Personnel Agency | |
| <input type="checkbox"/> Energy Consultants | <input type="checkbox"/> Pest Control | |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Plumbing | |
| <input type="checkbox"/> Engineering Services | <input type="checkbox"/> Pressure Washing | |
| <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Printing Services | |
| <input type="checkbox"/> Exterior Maintenance | <input type="checkbox"/> Project Management | |
| <input type="checkbox"/> Facility Services | <input type="checkbox"/> Property Management | |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Real Estate Development | |
| <input type="checkbox"/> Fire Proofing/Protection | <input type="checkbox"/> Refuse/Recycling Services | |

One free listing with any size ad. Additional listings at \$15.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Index Categories X \$15.00 = \$** _____

Initial: _____ **Date:** _____