

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 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 | |

There is more to promoting your company's image than just advertising in one outlet. **The best results will be seen when your advertising budget is spent on a number of different outlets to provide maximum exposure.**

Tailor your advertising campaign to complement each other. **Contact your Naylor account executive today to learn more about the options we have available.**



Professional Retail Store Maintenance (Print edition) — an 8.375" x 10.875", saddle-stitched magazine containing up-to-date industry news and information, published bi-monthly, with a mailing distribution of 9,500.

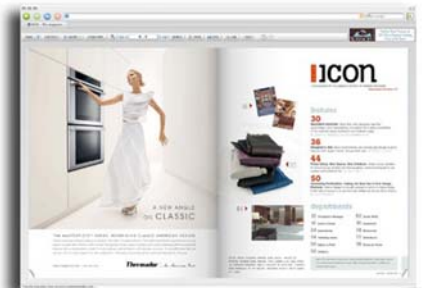
PRSM Web site — Advertising on the PRSM Web site, www.prsm.org, builds extensive relationships and partnerships with influential retail industry professionals.

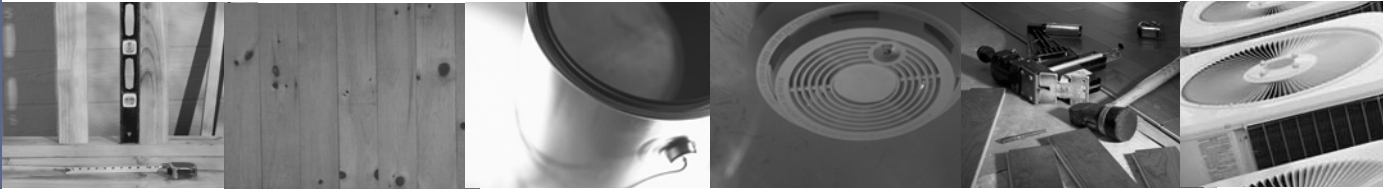
Average Hits: **167,365**
 Average Page Views: **114,093**
 Average Visitors: **5,858**
 Average Unique Visitors: **2,878**



Shop Talk (eNewsletter) — Delivered monthly to nearly 1,500 PRSM members, *Shop Talk* contains timely and relevant information designed to keep you up-to-date on the latest industry trends.

Professional Retail Store Maintenance (Digital edition) — an exact replica of the print edition published quarterly. It allows for unlimited online exposure and for your ad to be a direct link to your Web site.





PRSM's official eNewsletter, **Shop Talk**, is delivered monthly to our members—the decision-makers throughout the retail industry, including **directors of facilities, construction, energy, refurbishment and store facilities**. **Shop Talk** will reach nearly 1,500 top industry contacts.

Shop Talk contains timely and relevant information designed to keep you up-to-date on the latest industry trends.

Placing your company's message in the **Shop Talk** eNewsletter, in our official magazine, **Professional Retail Store Maintenance**, and on PRSM's Web site is an effective way to supplement your advertising budget.

About the Association

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**.



VERTICAL BANNERS (120 X 240 pixels)

- Only five advertisers per issue
- Types of creative accepted: JPG or GIF (no Flash/SWF files)
- File size must be no greater than 100kb
- Animated files not accepted

CONTACT:



Professional Retail Store Maintenance Association

We are the industry.

www.prsm.com

SPACE RESERVATION FORM

To be included in the **Shop Talk**, please select from the options below, then return the completed form to your Naylor account executive immediately.

Advertisements may be JPG or GIF (Flash/SWF files not accepted), as long as the total file size does not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign-performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

PLEASE SELECT YOUR FREQUENCY:

*When renewing online ads, priority and first right-of-refusal will be given to advertisers who committed to 12 months. All other companies will be renewed on a first-come, first-served basis.

3 Months	6 Months	12 Months
<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,000

All advertisers will receive an invoice for the total amount, due upon activation.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

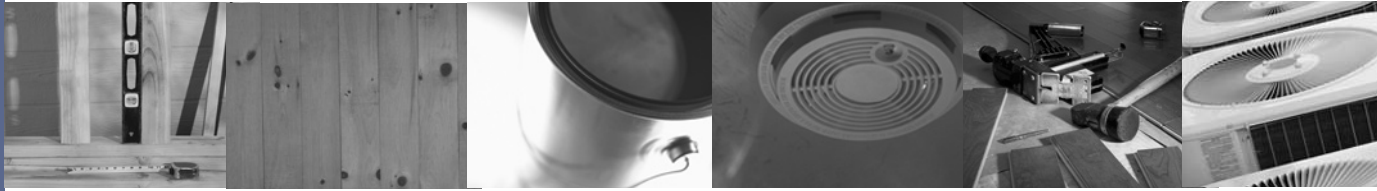
Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract.



Sign and return to: _____

Professional Retail Store Maintenance Association



For more information, visit www.prsm.com

PRSM's Web site—Your link to influential leaders throughout the retail industry.

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Reach Members that Matter

Advertising on the PRSM Web site, www.prsm.org, builds extensive relationships and partnerships with influential retail industry professionals. **These valuable partnerships ensure that these companies will contact you when searching for the highest quality products and services providers.**

About PRSM's Web site

Average Hits:	167,365
Average Page Views:	114,093
Average Visitors:	5,858
Average Unique Visitors:	2,878

Web site statistics are based on February 2008 through July 2008.

Integrate your marketing message by also participating in our magazine, *Professional Retail Store Maintenance*, and eNewsletter, *Shop Talk*.



Advertising on PRSM's Web site is...

Targeted.

Visitors are PRSM members which include directors of construction, energy, refurbishment, store and other facilities.

Efficient.

Visitors to the PRSM Web site are **your target market**—make sure they know about your business.

Cost-Effective.

A year's worth of exposure is available for pennies a day.

www.naylor.com



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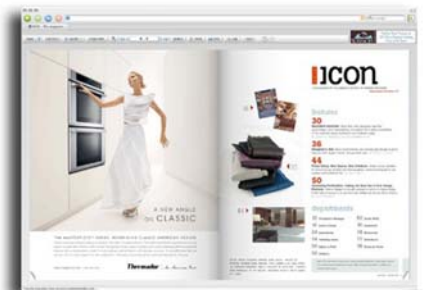
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Professional Retail Store Maintenance Association

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SPACE RESERVATION FORM

To reserve your space on PRSM's Web site, please select from the options below, then return this completed form to your Naylor account executive.

All ads will be posted for one calendar year. Advertisers will receive campaign-performance reports that detail ad impressions and click-throughs on an as-requested basis. Advertisers may change their artwork up to once a month at no additional charge.

Horizontal Banner

<input type="checkbox"/> 3 MONTHS: \$900	<input type="checkbox"/> 6 MONTHS: \$1,650	<input type="checkbox"/> 12 MONTHS: \$3,000
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Skyscraper Banner

<input type="checkbox"/> 3 MONTHS: \$1,500	<input type="checkbox"/> 6 MONTHS: \$2,300	<input type="checkbox"/> 12 MONTHS: \$4,000
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Home Page Rectangle Banner

<input type="checkbox"/> 3 MONTHS: \$1,350	<input type="checkbox"/> 6 MONTHS: \$2,100	<input type="checkbox"/> 12 MONTHS: \$3,600
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All advertisers will receive an invoice for the total amount, due upon activation. If applicable, advertisers committing to 6- or 12-month frequency have the option to be billed quarterly.

ENTER YOUR COMPANY INFORMATION:

Company Name (as you wish it to appear alphabetically): _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

TOTAL: \$ _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract.

SIGN AND FAX BACK TO:

