

# In-Store Implementation Network™

## Sponsorship Information and Rate Card

Jan. 29, 2010

### Supporting the ISI Network:

The ISI Network has an **educational mission** centered on advancing awareness and knowledge of In-Store Implementation practices. Sponsorship proceeds are invested to sustain ISI Network operations, publishing and market outreach.

### Annual Sponsorship Opportunities:

ISI Network sponsorship is open to qualified solution provider, services, retail and manufacturer firms in the Retail Consumer Products industry. This is the only way to obtain advertising on the ISI Network site. Two annual levels are available:

#### **Silver Sponsor** benefits include:

- 12 months rotating site visibility and link
- 12 months ISI Network e-letter visibility and link
- One 30-Sec Poll or custom email Bulletin (timing subject to availability) to the entire ISI Network membership and target lists.
- An HTML module on this site with 100-word profile, 150x100 logo and link.
- Publication of Case Studies in the ISI Knowledge Base
- Discounts on webinars, add-ons and ISI publications.

Annual **Silver Sponsorship**: US \$ **995.00**

#### **Gold Sponsors** receive all the benefits at left, plus:

- 12 months premium site exposure.
- 12 months premium e-letter exposure.
- Both 30-Sec Poll and custom email Bulletin (timing subject to availability) to the entire ISI Network membership and target lists.
- Expanded HTML module with 250-word profile 200x125 logo and link and hosted download.
- Discounts and ISI Knowledge Base
- Half-Day "Mini-Consult" with ISI Network Director

Annual **Gold Sponsorship**: US \$ **2,995.00**

Download Sponsor Application Form from the link on the ISI Network Web site, or call 520-797-4314.

### 2010 A la Carte Sponsorship Rates

In addition to annual sponsorships, ISI Network accepts a la carte display ads for its HTML e-Letter and 30-Sec Polls. Contact us for availability and dimensions. All rates are non-commissionable.

### ISI Network E-Letter Sponsorship

Sponsorship of the ISI Network monthly e-letter. Delivery via HTML e-mail to the ISI Network members and lists. Four banner/panel positions available in each issue, with links to URL of sponsor's choice.

- Frequency: Monthly
- Top Banner: \$600 Gold and Silver Sponsors: \$360 (40% discount)
- Mid Banner: \$600 Gold and Silver Sponsors: \$360 (40% discount)
- Side Panel: \$500 Gold and Silver Sponsors: \$300 (40% discount)
- Bottom Deck: \$600 Gold and Silver Sponsors: \$360 (40% discount)

### 30-Sec Poll/30-Sec Poll Report Sponsorship

Sponsorship includes selection of two poll questions; branding of Poll and subsequent Report with hot-linked logo. Delivery via HTML e-mail to the ISI Network members and lists. Each sponsorship covers one cycle – a Poll and its associated Report. Raw response data from the Poll is provided to the sponsor. Price includes primary landing page link.

- Frequency: One cycle (30-Sec Poll and subsequent 30-Sec Poll Report) per month.
- Price/Cycle: \$800 Gold and Silver Sponsors: \$480 (40% discount)

### ISI e-Bulletin

Stand-alone, sponsored e-mail bulletin to the ISI membership and list with customer copy, banner, link and click report.

- Frequency: Ad hoc – no more than two published per month.
- Price: \$800 Gold and Silver Sponsors: \$480 (40% discount)

## **NEW FOR 2010: First Annual ISI Benchmark Survey**

Annual ISI Network Industry Benchmark Survey to be fielded on or about September. Purpose of the study will be to assess the present state of retail implementation and compliance activities, technology, and investment intentions. A major report will be released following the data analysis.

Four Premier and ten Standard Study Sponsorships will be offered. Sponsors will be identified with logos when the survey is fielded and in all subsequent reporting and publication of the results.

In addition, sponsors receive a copy of the detailed research report results.

Full prospectus will be available mid-year 2010.

- Premier Study Sponsors (4 avail.): \$6,000 Gold and Silver Sponsors: \$4,800 (20% discount)
- Standard Study Sponsors (10 avail.): \$2,500 Gold and Silver Sponsors: \$2,000 (20% discount)

## **Ad Format**

Ads should be 72 dpi and formatted as an html, .gif, .jpg, .jpeg file. Banners for the email advisories can only be accepted in .gif or .jpg format. Materials and signed insertion orders are due to us 10 days prior to publication date. Send artwork or inquiries to [info@instoreimplementation.com](mailto:info@instoreimplementation.com)

## **Payment Terms**

Net 15 days, non-commissionable. Send payment to:

**In-Store Implementation Network**

5058 Verbena Dr.

Atlanta, GA 30102

## **Contact ISI Network:**

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