

## Mass Market Retailers Online Advertising Rates & Specs

### Acceptable Formats:

**Flash ad** (.swf) OR **Static ad** (.jpeg or .gif)

When submitting FLASH please provide following:

- Flash (.swf file)
- Image backup (.gif or .jpg file)
- Clickthrough URL(s)

Flash file shouldn't be bigger than 50kb. For Flash files to work with our tracking system, set the on (release) function (clickTAG). Flash file needs to be created in ActionScript 2 for this to work.

For questions regarding ClickTAG formats, please contact Bill Buckley at 212-699-2331 or [bbuckley@racherpress.com](mailto:bbuckley@racherpress.com).

Mass Market Retailers 2012 Online Rates*		
UNIT	SIZE	RATE / FREQUENCY
Top Leaderboard	728 x 90	\$1,800 / 30 days
Full Banner	468 x 60	\$1,500 / 30 days
Skyscraper	160 x 600	\$1,300 / 30 days
Medium Rectangle	300 x 250	\$1,000 / 30 days
* gross rates		

## e-NewsBreak Banner sizes

Mass Market Retailers e-NewBreaks are timely e-blasts sent to Mass Market Retailer's subscriber base only when significant news in the industry occurs.

**Your Banner ad goes here @ 558x90**




*The Global Newspaper for Supermarket, Drug, Discount Chains*

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**BI-LO, Winn-Dixie Agree To Merge**

BI-LO and Winn-Dixie Stores plan to merge and create a supermarket chain of about 690 stores in eight states across the Southeast. Under the \$560 million deal, BI-LO is slated to acquire all outstanding shares of Winn-Dixie stock, taking the chain private.

[Click here to read the story](#)

### Banner Size : 558 x 90

Acceptable format: GIF or JPG. No flash or animated gifs can be displayed in Microsoft Outlook; most Mass Market Retailers email e-NewsBreak clients use Microsoft Outlook.

Send banner copy to:  
Bill Buckley, [bbuckley@racherpress.com](mailto:bbuckley@racherpress.com)  
or 212-699-2331

For questions and sponsorship pricing options, contact:  
Kevin Burke, Vice President, Group Advertising Director  
212-699-2335 or [kburke@racherpress.com](mailto:kburke@racherpress.com)