

2023 PRINT RATES^(GROSS)

Four-Color Units	1-2x	3-5x	6-11x	12-23x	24-35x	36x
Full page	\$11,118	\$10,459	\$8,790	\$7,590	\$7,196	\$6,765
Half-Page Horizontal	\$6,275	\$5,647	\$4,706	\$4,204	\$4,078	\$3,765
3 Column	\$6,125	\$5,335	\$4,665	\$4,125	\$4,089	\$6,635
2 Column	\$4,287	\$3,858	\$3,215	\$2,872	\$2,786	\$2,572
1 Column	\$3,287	\$2,958	\$2,502	\$2,367	\$2,279	\$2,147
1/3 Page	\$3,197	\$2,905	\$2,550	\$2,164	\$2,095	\$1,990
1/4 Page	\$2,756	\$2,410	\$2,208	\$2,034	\$1,825	\$1,645

Spread Rates	1-2x	3-5x	6-11x	12-23x	24-35x	36x
Full page	\$18,122	\$16,838	\$14,976	\$12,068	\$11,442	\$10,756
Half-Page Horizontal	\$9,977	\$8,979	\$7,483	\$6,601	\$6,484	\$5,986

Premium Positions	Rate
Full Front Cover Position	\$23,530
3-Page Gatefold	\$29,500

PUBLISHER RESERVES THE RIGHT TO CHANGE RATES UPON NINETY (90) DAYS' NOTICE.

PRINT ADVERTISING CONDITIONS AND TERMS

AGENCY COMMISSION/ PAYMENT TERMS

15% of gross billing to agencies if paid within 30 days. Mechanical and production charges noncommissionable. Publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for monies as are due and payable to the publisher.

FREQUENCY RATES:

Number of insertions used by an advertiser within 12

months from date of first insertion of contract period determines frequency rate. Combined frequency discounts apply to space run in MASS MARKET RETAILERS and CDR.

CANCELLATIONS

No cancellations accepted after closing date. **Front cover position and gatefolds: Non-cancellable.** Creative subject to publisher's approval.

SHORT RATE:

All advertising subject to short rate when less advertising than specified by original order is run.

PRODUCTION CHARGES:

All ad work subject to additional production charges. There will be a minimum charge of \$75 for supplied advertisements that require resizing or the conversion of images to CMYK.

INSERTS:

If supplied by advertiser completely printed on two sides, earned black-and-white space rate applies. Maximum weight: 80 lbs. Offset, 25 x 38 basis, without premium. Before preparing, contact production manager for mechanical requirements and postal regulations. Contact sales manager for pricing on supplied inserts.

2023 PRINT SPECIFICATIONS

Print Advertising Specifications

Printing process:

Printed web-offset. Saddle stitched.

Publication trim size: 10 7/16" x 13 3/4"

Live area: 9 11/16" x 12 3/4"

Bleed: 10 11/16" x 14"

Space units:

5 Columns/page

1 Column: 1 13/16" 4 Columns: 7 5/8"

2 Columns: 3 3/4" 5 Columns: 9 13/16"

3 Columns: 5 11/16"

For front cover ad and gatefold

specs, contact Mass Market Retailers'

production manager,

Peggy Navarre at: (212) 699-2371

or pnavarre@racherpress.com

Ad Sizes



Full Page Spread Bleed:

21 1/8" x 14"

Trim Size:

20 7/8" x 13 3/4"

Live Area:

20 1/8" x 12 3/4"



Full Page Bleed:

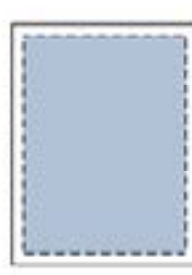
10 11/16" x 14"

Trim Size:

10 7/16" x 13 3/4"

Live Area:

9 11/16" x 12 3/4"



Full Page Non-bleed:

9 11/16" x 12 3/4"



Half Page Spread Bleed:

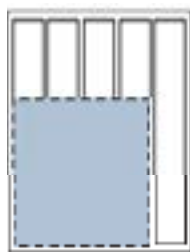
21 1/8" x 7"

trim size:

20 7/8" x 6 5/8"

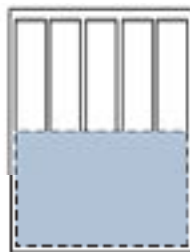
live area:

20 1/8" x 6 1/2"



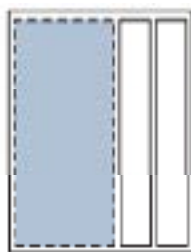
Standard Page:

7 5/8" x 10"



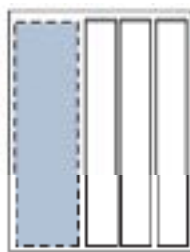
Half Page Horiz:

9 11/16" x 7"



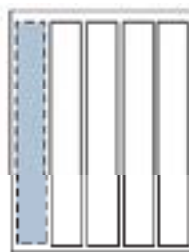
3 columns:

5 11/12" x 12"



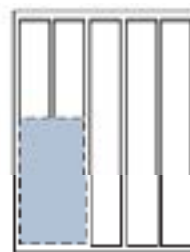
2 columns:

3 3/4" x 12 3/4"



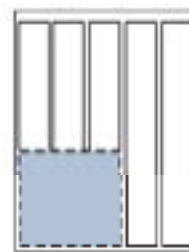
1 column:

3 13/16" x 12"



1/3:

3 3/4" x 8"



1/4:

5 11/16" x 6"

Submission of Ad Materials

Only **digital ad files** are accepted.

Files must be furnished as a high resolution (300 dpi), pdf x1a file. Contact production manager for further information regarding special circumstances where other software might be accepted.

A proof of file at 100% of unit size must accompany all digital files. All files must contain customer name, publication name and issue date and file name.

All 4-color files must be in CMYK mode. If there is a Pantone or 5th color arrangements must be made with publication production manager.

4-color scans must be converted from RGB to CMYK. Resolution must be 300 dpi at 100% size to ensure proper reproductions.

ADVERTISERS:

Questions regarding the transfer of advertising electronically can be directed to the Production Manager, Peggy Navarre.

Peggy Navarre, Production Manager
Racher Press, 126 Fifth Avenue, 12th fl.
New York, NY 10011
Tel: (212) 699-2371
email: pnavarre@racherpress.com

MOST REPEATED MISTAKES

1. Bleed Not Included
2. File is Not CMYK
3. File is Not Hi-res pdf

2023 DIGITAL RATES^(GROSS) & SPECS

Website Advertising:

www.massmarketretilers.com

Acceptable Formats: JPG, GIF, PNG

HTML5: All HTML5 ads must gracefully fallback to support basic HTML5 to ensure full functionality across all modern browsers. Flash fallback is not supported.

Animation Time: 30 seconds (all animation, including loops, must stop at 30 seconds)

Border: Creatives with partially black or white backgrounds must have a visible border of a contrasting color.

All art files (graphic and link URL) should be sent to:
 Bill Buckley at 212-699-2331 or bbuckley@racherpress.com.

For more information, contact:

ALL DIGITAL FILES SHOULD BE ACCOMPANIED BY A LINK OR LANDING PAGE URL.


	<p>Ad sizes:</p> <hr/> <p>Leaderboard, (top) 1170 x 120 / \$1,500</p> <hr/> <p>Sidebar Rectangle 336 x 300 / \$1,200</p> <hr/> <p>Sidebar Skyscraper 336 x 600 / \$900</p> <hr/> <p>Leaderboard (homepage, left) 728 x 90 / \$750</p> <hr/> <p>Leaderboard (bottom, left) 728 x 90 / \$750</p> <hr/> <p>Footer ads 336 x 600 w/ \$300</p>
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2023 DIGITAL RATES^(GROSS) & SPECS

Breaking News Sponsorship: Mass Market Retailers e-NewsBreak

Mass Market Retailers e-NewsBreaks are timely news alerts sent to Mass Market Retailer's subscriber base only when significant industry news occurs, therefore MMR cannot provide advance notice of date and time that an e-NewsBreak will be deployed.

Banner Size : 558 x 90

BREAKING NEWS: Sept. 22, 2016
Rite Aid Reports Declined 2Q Earnings, Retail Sales
 Despite an uptick in total sales, lower drug reimbursement rates and script count trimmed profits at Rite Aid Corp. for its fiscal 2017 second quarter. The company also said it continues to expect its acquisition by Walgreens Boots Alliance Inc. to close by the end of 2016, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim

[Click here to read the story](#)

Acceptable format: GIF, JPG, PNG

Send banner and link URL to:
 Scot Meyer, smeyer@racherpress.com
 212-699-2312

Pricing for e-NewsBreak Banner Ad (NET)

FREQUENCY	RATE PER BLAST
1-3 times	\$1,100
4-7 times	\$950
8-11 times	\$800
12+ times	\$650

Target your market: Mass Market Retailers Supplier Spotlight

Banner Size : 600 x 750

Supplier Spotlight is a standalone advertisement/promotion piece with copy supplied by the advertiser that goes out to MMR's news recipient list (custom list can be furnished).

Components:

1. Banner ad at top: 600-750px*
2. Copy: 150-350 words**
3. Relevant image or two: Min. 500px Wide
4. Link information for banner and graphics
5. Contact info for your company and logo

Design flexibility guarantees unique look
 3 days required for turnaround
 Advertisers select MMRs news recipient list and select date. Dates are not guaranteed**
 Advertisers can send design in HTML form

* graphics will resize on phones, so it's best not to go too wide as text will become miniscule.

** Dates are not guaranteed – they're first come first serve

Send to: sthompson@racherpress.com

2023 CONTACT INFORMATION_____

Advertising Sales

Eastern Region:**John Dioguardi**

Publisher

126 5th Ave., 12th floor

New York, NY, 10001

Tel: 212-699-2361

Cell: 516-457-2692

johnnyd@racherpress.com

Midwest/Western Region:**Christopher Stanton**

Director of Sales

126 5th Ave., 12th Floor

New York, NY 10011

Cell: 312-961-6180

Fax: 512-263-5886

cstanton@racherpress.com

Peggy Navarre

Production Director

MMR: Mass Market Retailers

126 5th Ave., 12th Floor

New York, NY 10011

Tel: 212-699-2371

Fax: 212-213-6106

pnavarre@racherpress.com

Main Office:**Racher Press, Inc.**

126 5th Ave., 12th Floor

New York, NY 10011

212-213-6000