



2014

**International Council
of Shopping Centers**

Guide to Integrated Marketing Services



ICSC's magazines, *Shopping Centers Today (SCT)*, *Shopping Centers Today International*, *Value Retail News*, *International Outlet Journal* and *Shopping Centers Today Iberoamérica* are the most respected and comprehensive magazines covering the shopping center industry. Viewed as the leading authority on trends in the retail real estate sector, ICSC publications provide top-level executives with in-depth analysis of important developments taking place around the globe.

ICSC's integrated approach blending print, online and live event interaction, provides this unique audience with the targeted information whenever and wherever it needs it.

Shopping Centers Today is the Leading Authority on Trends in the Retail Real Estate Market

Shopping Centers Today, the flagship print publication of ICSC, covers regional and global development, finance, leasing, management, marketing and retailing. Our features examine critical issues and events as they unfold, while our departments inform and entertain: The Common Area dispatches informative news items; Retailing Today profiles expanding tenants; News Makers tracks who's who in the industry; and the Bottom Line tackles important financial issues.

Top-level executives recognize SCT as an indispensable tool, providing the most up to date and in-depth coverage of the industry. Our readers represent the entire spectrum of the sector: shopping center owners, developers, property & asset managers, retailers, brokers, lenders, investors, architects and service providers. Our portfolio of print, online and events provides this qualified audience with targeted information they use to grow their businesses.

SCT International is published monthly covering retail real estate news and is distributed to members outside North America and at ICSC meetings in Europe, Asia and at RECon Las Vegas.

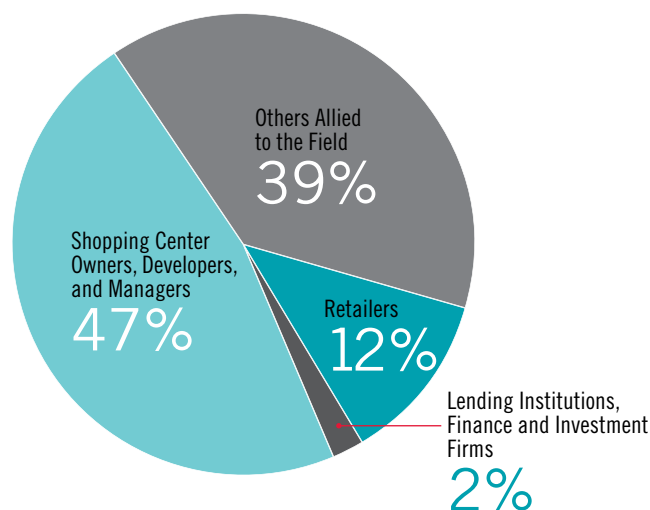
2013 Readership Survey conducted by Lewis & Clark, an independent market research company

- ▶ Nearly 75% of respondents named SCT as their most reliable news source about the industry.
- ▶ 96% percent of respondents said SCT gives them insight on industry trends and best practices.
- ▶ At least 80% of respondents rated SCT to be "excellent" or "good."

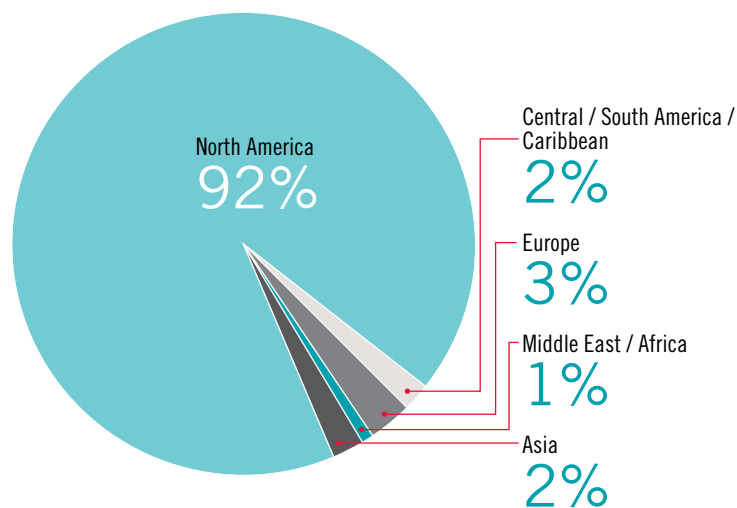


Business / Occupation and Geographical Breakout of Qualified Circulation

BUSINESS / OCCUPATION



GEOGRAPHICAL



An Important Note about Circulation Quality:

Shopping Centers Today is audited by BPA, the best known and most trusted name in subscriber verification. For more than 75 years, B-to-B advertisers have come to rely on BPA circulation audits to provide the safest, surest environment for buying ad space. Without them, advertisers surrender accountability for their ad dollars, which is why circulation audits are considered absolutely essential today by members of the media buying community.

Publication reader surveys and market research provide only a general idea of a publication's market coverage. There is no guarantee an advertiser's product or service will reach the desired audience — or an acceptable number of customers and prospects—to justify the cost.

Consequently, many savvy media buyers who expect value from their investment dollars won't seriously consider unaudited titles during the buying decision process.



Shopping Centers Today 2014 Editorial Calendar.

January

- ▶ Ad reservations due: 11/22/13
- ▶ Ad materials due: 11/29/13

ICSC Bonus Distribution:

- ▶ Heartland States Idea Exchange
- ▶ North Florida Idea Exchange
- ▶ Southern California Idea Exchange
- ▶ Whistler Conference

February

- ▶ Ad reservations due: 12/20/13
- ▶ Ad materials due: 12/27/13

ICSC Bonus Distribution:

- ▶ Caribbean Conference
- ▶ Mid-Atlantic Conference and Deal Making
- ▶ Mountain States Idea Exchange
- ▶ Open Air Conference
- ▶ Southeast Retail Connection
- ▶ Southwest Idea Exchange
- ▶ West Florida Idea Exchange

March

Franchising Ad Supplement

A study of the advantages and potential drawbacks of taking the franchise route to growth, with examples of some of the biggest success stories.

- ▶ Ad reservations due: 1/24/14
- ▶ Materials due: 1/31/14

ICSC Bonus Distribution:

- ▶ Carolinas Idea Exchange
- ▶ Florida Retail Leasing Symposium
- ▶ Gulf South Idea Exchange
- ▶ Midwest Idea Exchange
- ▶ Monterey Idea Exchange
- ▶ RECon Latin America
- ▶ Retail Connections
- ▶ Spring VRN Conference

April

RECon Preview Supplement: an opportunity to showcase your projects and products in advance of RECon. Preview provides readers with details of RECon program and other activities.

- ▶ Ad reservations due: 2/21/14
- ▶ Materials due: 2/28/14

ICSC Bonus Distribution:

- ▶ Central California Idea Exchange
- ▶ European Conference
- ▶ Wisconsin Idea Exchange

May

RECon Show Issue: the largest edition by SCT, coinciding with RECon, the most important retail real estate event in the world.

- ▶ Ad reservations due: 3/21/14
- ▶ Materials due: 3/28/14

ICSC Bonus Distribution:

- ▶ RECon

June

- ▶ Ad reservations due: 4/25/14
- ▶ Materials due: 5/2/14

ICSC Bonus Distribution:

- ▶ Hawaii Idea Exchange
- ▶ Quebec Conference

July

- ▶ Ad reservations due: 5/23/14
- ▶ Materials due: 5/30/14

ICSC Bonus Distribution:

- ▶ Michigan Idea Exchange
- ▶ New England Idea Exchange
- ▶ Next Generation Conference
- ▶ Tennessee/Kentucky Idea Exchange

August

Public Sector Issue: a look at the methods governments and cities are using to attract retailers and developers to their regions.

- ▶ Ad reservations due: 6/20/14
- ▶ Materials due: 6/25/14

ICSC Bonus Distribution:

- ▶ Atlantic Provinces Idea Exchange
- ▶ ChicagoLand Retail Connection
- ▶ Florida Conference
- ▶ Hispanic Markets National Conference
- ▶ Ohio/Pittsburgh/West Virginia Idea Exchange
- ▶ Pacific Northwest Idea Exchange

September

Centers of Attention Ad Supplement

- ▶ Ad reservations due: 7/18/14
- ▶ Materials due: 7/25/14

ICSC Bonus Distribution:

- ▶ Canadian Convention Deal Making and Trade Exposition
- ▶ Capital MarketPlace East
- ▶ Oklahoma/Arkansas Idea Exchange
- ▶ PA/NJ/DE Idea Exchange
- ▶ Real Estate World Summit
- ▶ Research Conference
- ▶ VRN Fall Conference
- ▶ Virginia Idea Exchange

October

- ▶ Ad reservations due: 8/22/14
- ▶ Materials due: 8/29/14

ICSC Bonus Distribution:

- ▶ Chicago Deal Making
- ▶ RECon Asia
- ▶ Southeast Conference
- ▶ Western Conference and Deal Making

November

Capital Flows Issue plus Middle East Ad Supplement

What are the main sources of investment? Which retail sectors is capital favoring? Which investment vehicles are most popular?

- ▶ Ad reservations due: 9/19/14
- ▶ Materials due: 9/26/14

ICSC Bonus Distribution:

- ▶ South Florida Idea Exchange
- ▶ Texas Conference & Deal Making

December

Sustainability Issue plus Design Trends Ad Supplement

A survey of trends in sustainability. What products and best practices are landlords and retailers using to ensure that their operations are environmentally friendly?

- ▶ Ad reservations due: 10/24/14
- ▶ Materials due: 10/31/14

ICSC Bonus Distribution:

- ▶ CenterBuild
- ▶ New York National Conference & Deal Making
- ▶ Retail Green Conference

2014 display ad rates

ICSC Member Rates	1x	3x	6x	12x
Full page (nonbleed) 7 1/4" x 10 1/4"	\$3,550	\$2,790	\$2,505	\$2,220
Full page (bleed) 8" x 11"	\$3,900	\$3,065	\$2,755	\$2,440
Full page spread (nonbleed) 15" x 10 1/4"	\$7,110	\$5,580	\$5,010	\$4,440
Full page spread (bleed) 15 3/4" x 11"	\$7,825	\$6,140	\$5,510	\$4,885
1/2 horizontal 7 1/4" x 4 7/8"	\$2,950	\$2,285	\$2,060	\$1,780
1/2 horizontal spread (nonbleed) 15" x 4 7/8"	\$5,905	\$4,570	\$4,110	\$3,565
1/2 horizontal spread (bleed) 15 3/4" x 5 3/8"	\$6,495	\$5,025	\$4,520	\$3,920
1/2 page island 4 1/2" x 7 3/8"	\$2,950	\$2,285	\$2,060	\$1,780
1/4 page 3 3/8" x 4 7/8"	\$1,475	\$1,145	\$1,040	\$925

Non-Member Rates	1x	3x	6x	12x
Full page (nonbleed) 7 1/4" x 10 1/4"	\$4,685	\$3,850	\$3,315	\$2,945
Full page (bleed) 8" x 11"	\$5,150	\$4,230	\$3,645	\$3,230
Full page spread (nonbleed) 15" x 10 1/4"	\$9,000	\$7,680	\$6,630	\$5,870
Full page spread (bleed) 15 3/4" x 11"	\$9,900	\$8,450	\$7,295	\$6,450
1/2 horizontal 7 1/4" x 4 7/8"	\$3,750	\$2,925	\$2,620	\$2,310
1/2 horizontal spread (nonbleed) 15" x 4 7/8"	\$7,495	\$5,830	\$5,245	\$4,620
1/2 horizontal spread (bleed) 15 3/4" x 5 3/8"	\$8,245	\$6,410	\$5,770	\$5,080
1/2 page island 4 1/2" x 7 3/8"	\$3,750	\$2,925	\$2,620	\$2,310
1/4 page 3 3/8" x 4 7/8"	\$1,970	\$1,535	\$1,375	\$1,230

International Display Ad Rates (member and non-member)	
Full page 8" x 11"	\$995

Covers (Non-Cancelable)

Back Cover / 4-color only	\$7,065
Inside Front Cover / 4-color only	\$6,190
Inside Back Cover / 4-color only	\$6,190

Color Costs

Pantone or matched colors per page	\$900
Four color on one page	\$1,670
Four color on 2-page spread	\$3,000

Bleeds:

10% additional to page rate.

Placement In First Half Of May Issue:

10% additional to gross rate.

Inserts:

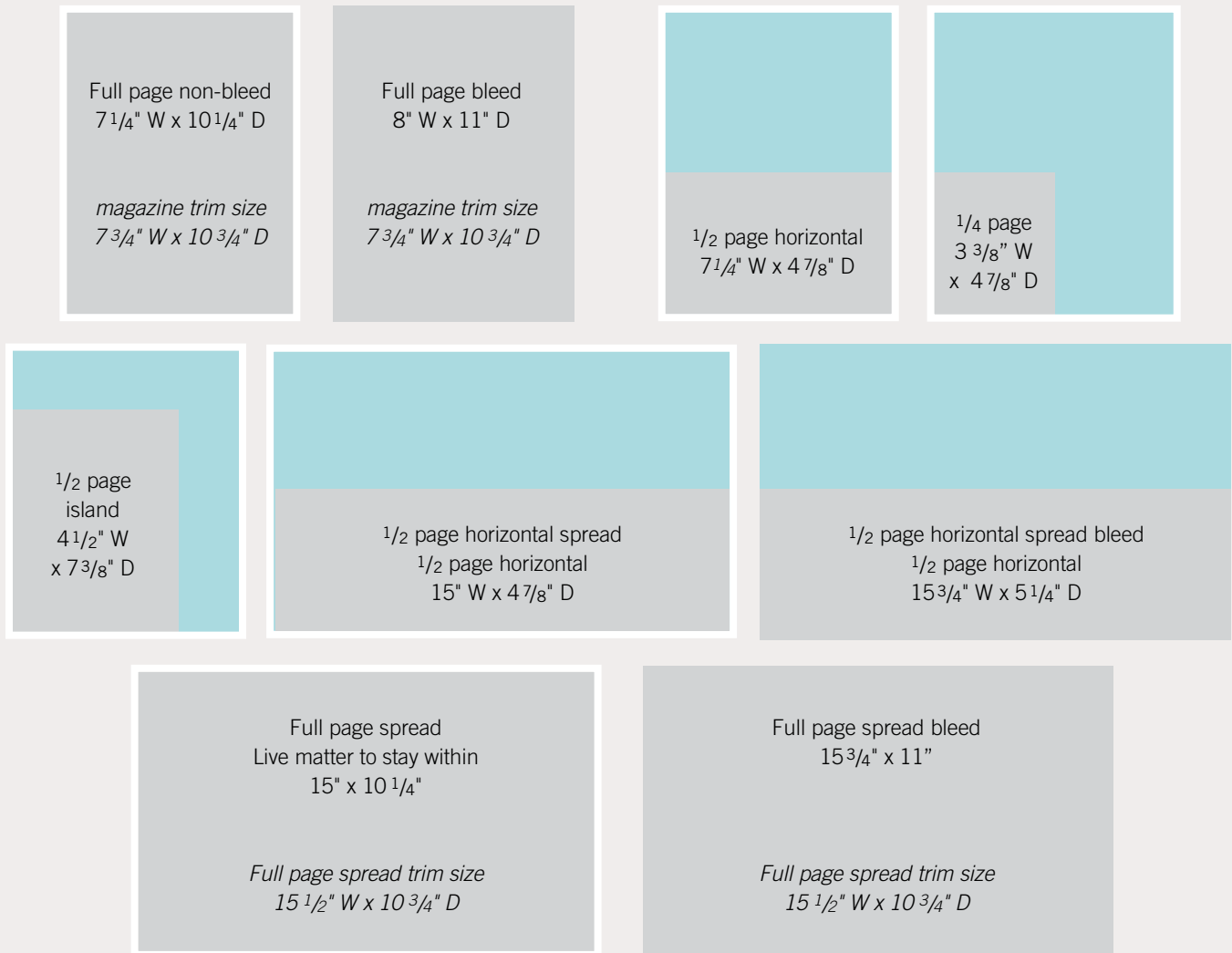
Page rate plus \$50 insertion charge per 1,000 based on press run. For further information on inserts, contact the Advertising Department.

Cancellations: All cancellations must be submitted in writing before the corresponding issue's space close. All cover positions, wraps, and special advertising opportunities are non-cancelable. Preferred positions are cancelable only upon 90 days written notice. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for such monies as are due and payable to the publisher.

Late Ad Materials:

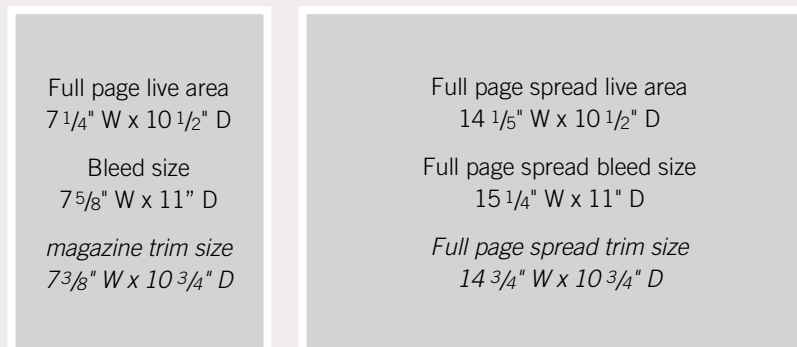
There will be an additional charge of \$200 for all ad material received after the published deadlines unless a request for any deadline extension has been approved in writing by the SCT production managers. There will be a \$100 handling fee for all ad materials submitted incorrectly.

display ad size



Safety: keep live matter $\frac{1}{4}"$ from trim on all sizes

supplement size



production

Guidelines for PDF Output

- ▶ The PDFs should either be cmyk or grayscale.
- ▶ All images contained in the PDFs should be cmyk or grayscale.
- ▶ Creation of all PDF files are accepted from the following programs:
 - QuarkXpress 6.5 or higher
 - InDesign CS2 or higher
- ▶ All images contained within the PDFs should be created at 300dpi.
- ▶ All line art contained within the PDFs should be 1200-1800 dpi.
- ▶ All fonts must be embedded in the PDFs.
- ▶ The pdf ad should be created at 100% for placement in the magazine.
- ▶ Full page ads need to be created containing proper bleed (add 1/8" bleed in addition to the trim size around the entire ad)

File Submission

The following options are acceptable for submission:

- ▶ Final PDFs sent via email to the Production Coordinator. These PDFs must be under 10 Megabytes in size.
- ▶ Final PDFs uploaded to ICSC's FTP site (contact the Production Coordinator for FTP site information).

Pre-Flight

- ▶ All ads to be preflighted before submission to SCT.
- ▶ We recommend the following software:
 - Pitstop
 - Flightcheck

Ad Proof Requirements

Only SWOP approved color proofs generated from the original file. Proofs are used for color-guidance of all ads.

Please note: If you do not provide a SWOP approved color proof generated from the file supplied, *Shopping Centers Today* will not be responsible for color accuracy. If a Laser proof is sent, it will be used for content only. All color proofs are to be sent in accordance with the material deadline.

Full Page Document Size

- ▶ For full page ads, set the document size to the publications trim size.
- ▶ For bleed ads, add 1/8" bleed to the trim size.

Full Page Spread Document Size

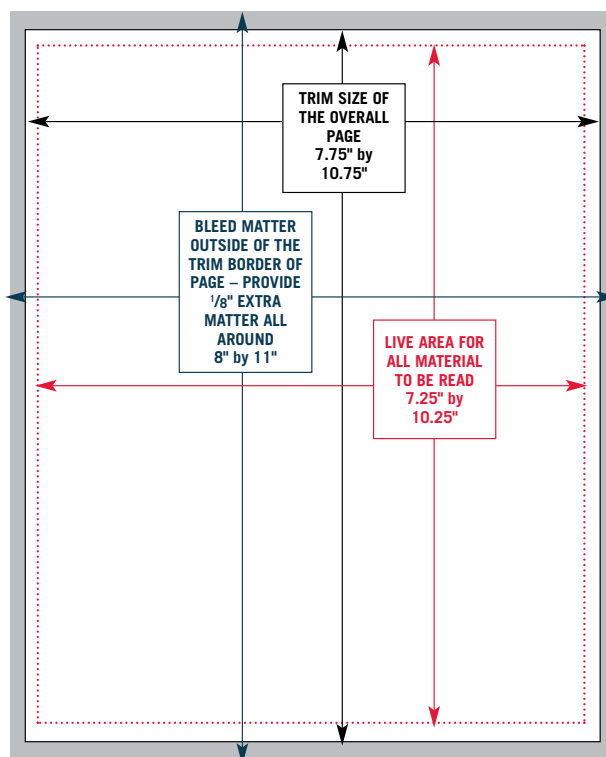
- ▶ Due to the volume of pages in *SCT*, placement of readable matter is not recommended in the gutter (center fold) of the ad.

Late and/or Incorrect Ad Materials

There will be an additional charge of \$200 for all ad material received after the published deadlines unless a request for a deadline extension has been approved in writing by the SCT production manager. There will be a \$100 handling fee for all ad materials requiring corrections.

Attn: David Stackhouse

ICSC/Shopping Centers Today
1221 Avenue of Americas 41st floor
New York, NY 10020-1099
Tel: +1 646 728 3482 • dstackhouse@icsc.org



2014 classified ad rates

Frequency	1x	3x	6x	12x
Column inch rate (1 column = 2") <i>2" x 2" is the smallest size ad accepted.</i> <i>(Prices of ads are for members and non-members)</i>	\$95	\$85	\$75	\$65

Spaces to be used within 12 months of first insertion.

Color:

10% additional cost for each additional color

Preferred position:

We cannot guarantee any special placement requests.

Column Widths:

- 1 Column – 2"
- 2 Columns – 4 $\frac{3}{16}$ "
- 3 Columns – 6 $\frac{3}{8}$ "

First time advertisers must pre-pay for the first ad.

Cancellations:

Ads cancelable only in writing no later than 10 days prior to the closing date for space reservations. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for any monies due and payable to the publisher. Classified advertisements accepted at the discretion of the publisher.

Issue	Materials
January 2014	November 26, 2013
February	December 26, 2013
March	January 28, 2014
April	February 25, 2014
May	March 25, 2014
June	April 26, 2014
July	May 24, 2014
August	June 21, 2014
September	July 26, 2014
October	August 23, 2014
November	September 20, 2014
December	October 25, 2014



Shopping Centers Today Iberoamérica is the leading magazine covering the retail real estate industry in Latin America, Spain, and Portugal.

This Spanish-language magazine offers a compelling picture of who is doing what in this fast-changing region and covers developers, retailers, consumers and politicians.

SCT Iberoamérica is published four times a year and is mailed with its monthly sister-publication, *Shopping Centers Today* to ICSC members in Latin America and Spain. In addition, a complete digital version containing all ads and editorial is emailed to all subscribers. It is also available at all ICSC meetings in Latin America and at RECon, the world's largest annual retail real estate conference.

Questions about *Shopping Centers Today Iberoamérica* can be directed to:

Edmund Mander, Editor in Chief,
+ 1 646 728 3487
emander@icsc.org

Advertising Rates:

Full page inside front
and back covers:\$1,995

Full page (other than front
and back covers):\$1,500

Live matter to stay in 7 1/4" by 10 1/4"
Bleed Size: 8" x 11"
Trim size: 7 3/4" by 10 3/4"

In addition, all full page advertisers receive free ads for four consecutive weeks in Resumen Iberoamericano, ICSC's weekly emailed Spanish language newsletter covering Latin America and Spain.

1/2" page: (7 1/4" x 4 7/8").....\$995
In addition, all half page advertisers receive free ads for two consecutive weeks in Resumen Iberoamericano.

Advertising Deadlines:

APRIL:

Reservations due February 21, 2014
materials due February 28, 2014

JULY:

Reservations due May 23, 2014
materials due May 30, 2014

OCTOBER:

Reservations due August 22, 2014
materials due August 24, 2014

Proof Requirements:

Contract Quality Press, Offpress and Digital (Halftone and Continuous Tone) proofs are acceptable for color guidance on press. If you do not provide a SWOP-approved color proof generated from the file supplied, SCT Iberoamérica will not be responsible for color accuracy.

All materials must be emailed or placed on disc and sent with color proof to:

David Stackhouse

ICSC/Shopping Centers Today
1221 Avenue of Americas, 41st floor
New York, NY 10020-1099
Tel: +1 646 728 3482
dstackhouse@icsc.org

If file is larger than 10MB please upload to ftp site and send email to David Stackhouse with file name.

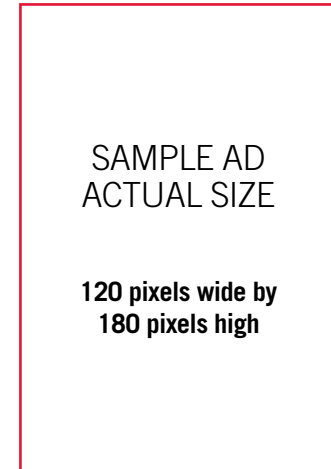
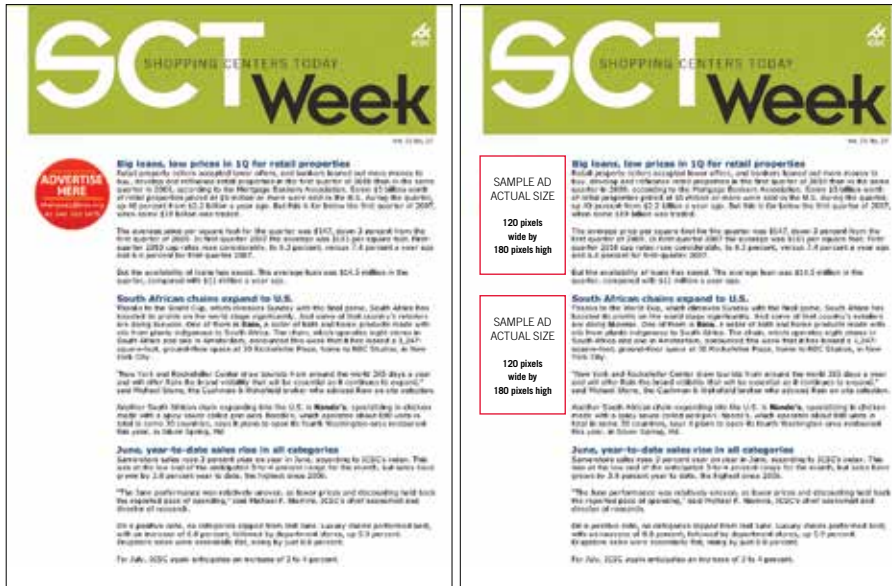
Url: <http://ftp.icsc.org>

User Name: **icsc**

Password: **1c5cp!tF**



SCT Week is the flagship e-newsletter from the publishers of Shopping Centers Today magazine.



SCT Week is deployed each Friday to over 50,000+ ICSC members and other retail real estate professionals around the globe.

SCT Week provides insightful coverage of the week's breaking news, as well as timely reporting from ICSC events. Each edition also recaps the past week's property transactions, retailer news and personnel announcements.

Here are the current rates to place your advertisement right on the SCTWeek page where recipients can link directly to your website. Guaranteed exposure of your ad to 55,000+ subscribers each week!

Ad Specs

- ▶ 120 pixels wide by 180 pixels high
- ▶ Only .jpeg or .gif files are accepted
- ▶ No animated or flash banners
- ▶ Maximum file size: 40k
- ▶ Ads sold in packages of 4 insertions only in a consecutive order

Location of ad:

Position 1	(4 insertions) \$2200	(12 insertions) \$5940
Position 2	(4 insertions) \$2040	(12 insertions) \$5520
Position 3	(4 insertions) \$1920	(12 insertions) \$5220
Position 4	(4 insertions) \$1800	(12 insertions) \$4860
Position 5	(4 insertions) \$1720	(12 insertions) \$4680
Position 6	(4 insertions) \$1600	(12 insertions) \$4320
Position 7	(4 insertions) \$1500	(12 insertions) \$4056
Position 8	(4 insertions) \$1400	(12 insertions) \$3780

SCT Editorial Tips

ICSC provides thoughtful, analytical coverage of the industry to help its members grow their businesses. As such, our feature stories incorporate various points of view, opinions and research to provide our audience with information that is thought-provoking, interesting and ultimately useful in their everyday work. To maintain our magazine's editorial integrity, we observe a strict separation of advertising and editorial. We never favor advertisers over non-advertisers in our coverage. No story is ever prompted by a company's purchase of advertising.

The editors have prepared this guide to help people interested in providing content for our magazine. Please note that we plan our content about 3 months in advance. E-mail is the editors' preferred way to receive information. The editors will contact you if they are interested in pursuing your idea.

Submitted articles: *SCT* does not accept articles written by industry executives. We have our own seasoned contributors who bring an objective perspective to their stories and we assign stories to them. If you have an idea for a feature, submit it to the Editor-in-Chief Edmund Mander. If the editorial staff feels it is right for our publication, we'll have one of our writers interview sources

at your company (and other companies) to create a well-rounded, authoritative and trustworthy feature. Please note, that we don't run articles on individual companies or shopping centers, unless something has been done that is disruptive or could otherwise change the industry.

Transactions: If your company has purchased or sold a shopping center, we want to know about it. We include as many transaction notices as we have room for in our weekly newsletter *SCTWeek*, so long as we know the price of the transaction. A deal announcement isn't of much use to our readers if they don't know the dollar value assigned to it. In each issue of *SCT*, we print the top 10 transactions from the previous month based on dollar amount and single out one deal in each issue as our "deal of the month." We do not print lease signings nor do we print announcements about planned new developments or about properties that are being marketed for lease or sale.

People news: *SCT* prints personnel announcements in each issue in the News Makers section. Please submit any personnel announcements to Associate Editor Jesse Serwer at jserwer@icsc.org. Each month we also feature a particular executive who has recently made an interesting career move.

If you are seeking to place editorial content in *SCT*, it pays to know the different parts of our magazine to help you tailor your pitch. These are the various departments of our publication:

Center Stage: Each month we profile a shopping center that is unique in its format, development or contribution to the industry.

The Common Area: This column includes short stories about new and creative ideas, ranging from development to property management to research. This is our "grazing" section and is intended to provide brief, info-packed stories for readers who don't have time to read a lengthy story.

Retailing Today: This section focuses on shopping center tenants that are expanding, shrinking, succeeding and failing. We cover individual chains as well as broad trends impacting entire merchandise sectors. If you are working with an interesting new tenant, we would be happy to consider covering that retailer in this section. Submit any suggestions to Editor-in-Chief Edmund Mander at emander@icsc.org.

Features: Our features are broad stories about trends facing the industry. We do not profile specific companies

or shopping centers unless they have done something truly dramatic and disruptive. To ensure that we have the most timely content possible, we do not stick to a pre-planned editorial schedule of stories, but instead plan our features about three months in advance of each issue.

On the Ground: This column focuses on a specific city or district's retail market, discussing new entrants, new projects and rent and occupancy trends in that area. If you are active in a particular city or neighborhood that you feel presents an interesting case study, please send your idea to Editor-in-chief Edmund Mander at emander@icsc.org.

ICSC News: This section includes updates on the latest goings-on at ICSC, including new initiatives, programs and previews of upcoming ICSC events.

News Makers: This section covers personnel trends and announcements. Please forward any personnel announcements to Associate Editor Jesse Serwer at jserwer@icsc.org.

The Bottom Line: This section focuses on financial trends. It includes the latest Wall Street issues, REIT information and transactions. If you have a suggestion about a financial trend please contact Brannon Boswell at bboswell@icsc.org

2013 /2014 SCTLive events

Face time with today's news makers.



SCTLIVE

Industry professionals from around North America gather to join the conversation as the editors of *Shopping Centers Today* magazine talk to the retail real estate industry's top talent and thinkers about the trends that are changing and how we do business. This series of intimate, interactive events includes Q&A sessions, panel discussions, site tours and web seminars. Attendees find the same thoughtful, critical analysis of the industry issues they have come to expect from *Shopping Centers Today* along with a unique opportunity to network with the news makers, their peers and the editors themselves. For more information, visit www.icsc.org/sctlive.

SCTLive Events

Independent Chains Need a Hand	September 20 October 1	Atlanta, GA Chicago, IL
Proud to Score Zero	October 24	Eastern Web Seminar
Health-care Tenants Heal Troubled Retail Centers	November 6	Boston, MA
History Repeats Itself	January 31	New York City, NY
Foreign Relations	February 11	Miami, FL

Value Retail News is the only publication focusing solely on the outlet retail and outlet center industries.

Since 1982, VRN has provided exclusive research, award-winning features, industry updates and vital information on this dynamic and growing sector. VRN is published 10 times a year.

VRN readers include the key decision makers in the outlet and value retail chains and the developers of outlet centers. Outlet and off price retailers account for 85% of VRN's circulation. Other readers include: outlet and office developers, lenders, international prospects, analysts and service companies active in the industry.

Global Outlet Newsbrief

GON is the e-newsletter published twice a month by VRN and *International Outlet Journal*. GON provides up to date coverage of the outlet retail industry for the Americas, Europe, Asia and the Pacific Rim.

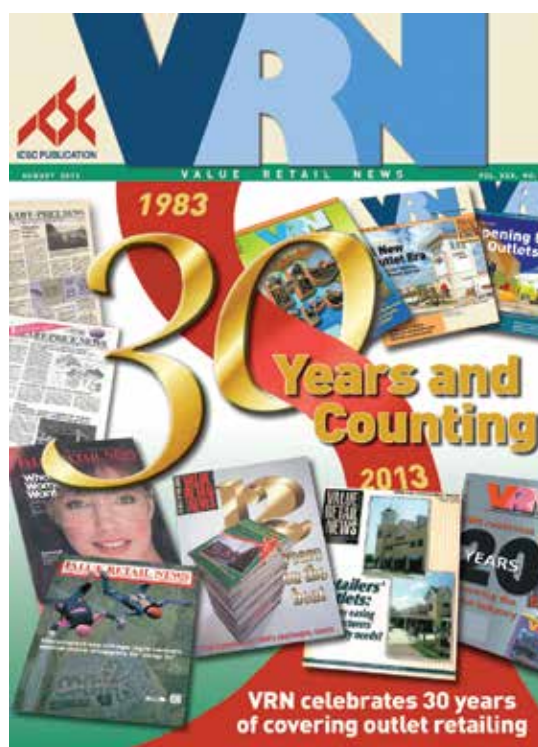
Published four times a year, the **International Outlet Journal** covers outlet retailing beyond North America, reporting on Europe, Asia, Australia, South America and Canada.

Convention Guides

The VRN Spring and Fall Conventions feature a combined Guide distributed to every attendee. It is the one source used to locate booths and information on event functions.

Value Retail & Global Outlet Project Directories

Published annually, the Value Retail Directory and Global Project Directory are the greatest resources for the professionals in the Value Retail industry.



ICSC program directories

Increase your company's exposure at the different ICSC Conferences, Idea Exchanges and Deal Makings by advertising in one or all of the following program directories:



Program Directory	Space Deadline	Materials Due	Full page	1/2 page
Mid-Atlantic Idea Exchange	January 10, 2014	January 17, 2014	\$1,200	\$800
Monterey Idea Exchange	February 4	February 11	\$1,200	\$800
Carolinas Idea Exchange	February 17	February 24	\$1,200	\$800
RECon	April 1	April 7	\$2,200	\$1,500
New England Idea Exchange	June 20	June 27	\$1,200	\$800
Florida Conference	July 17	July 24	\$1,700	\$1,000
Canadian Conference	August 12	August 19	\$1,700	\$1000
Western Division Conference & Deal Making	July 18	July 25	\$1,700	\$1,000
Chicago Deal Making	August 27	September 3	\$1,500	\$900
PA/NJ/DE Idea Exchange	August 1	August 8	\$1,300	\$850
Southeast Conference	September 23	September 30	\$1,700	\$1,000
Texas Conference and Deal Making	October 3	October 10	\$1,700	\$1000
New York National Conference & Deal Making	November 1	November 8	\$1,900	\$1,200

Additional Charges & Ad Specifications:

- ▶ \$700 for 4-color
- ▶ \$500 for 2-color-matched PMS created out of 4-color process
- ▶ 10% bleed
- ▶ Trim Size: 8 1/2" x 11"
(Live matter to stay in 7 1/2" x 10")
- ▶ Bleed Size: 8 3/4" x 11 1/4"
- ▶ Half page ad size: 7 1/2" x 5"
- ▶ **RECon program directory sizing:**
Trim Size: 5" x 8 3/8" (Live matter to stay in 4 1/2" x 7 7/8") Bleed Size: 5 1/8" x 8 1/2"

For further ad materials specifications contact:
dstackhouse@icsc.org • +1 646 728 3482

At- A-Glance Map

Increase your company's exposure at ICSC's regional dealmaking events by advertising in one or all of the At-A-Glance maps.

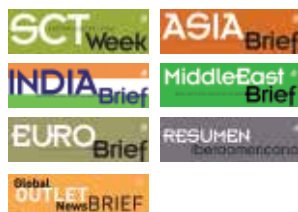
These guides include exhibitor listings and are deemed indispensable by event attendees.

**PLEASE SPEAK TO YOUR ACCOUNT
MANAGER TO RESERVE SPACE.**



ICSC's online advertising — more ways for you to connect with clients and prospects.

ICSC.org has 110,000+ unique monthly visitors and over 1,100,000 page views. These are professionals responsible for managing billions of dollars worth of business. They come to icsc.org seeking industry information, new vendors and contacts, at the over 200 worldwide events ICSC holds each year. Do not miss out on this impressive exposure by placing a banner ad in one of two ways.



Run of Site and Channel Specific Ad Opportunities

Rotate your ad on the most visited pages of icsc.org: About ICSC, News, Events & Programs, Directories, Books & Publications and Education & Careers. 300 x 250 ad units sold on a \$40/CPM

Ad Placement Channels:

- Membership
- Groups
- Directories
- Education
- Events & Programs
- Research
- Publications
- Jobs

▶ **Animated or flash banners will not be accepted**

Ad specifications

300 pixels wide by 250 pixels high. Please send in JPG or GIF with a static URL.

The International Council of Shopping Centers (ICSC) reserves the right to limit the number of ads that may appear on any one page. The ICSC also reserves the right to refuse an ad for any reason.

ICSC Mobile App

All the important tools found on ICSC's website are now available on your handheld device. Have you downloaded the ICSC mobile app? Thousands of ICSC members and other retail real estate professionals have!

Target prospects via the fastest growing media platform – the smart phone! Mobile App Ad Opportunities Now Available.

- ▶ Your ad will rotate on the home page of the member search and all pages linked to that search.
- ▶ Ad unit will also appear in rotation on the events/ programs home page
- ▶ Events/Programs Ads (six ads available per event or program – 640 x 72 banner unit)
- ▶ Drive traffic to your site or offering ahead of and during a specific ICSC event by advertising on on ICSC's 300 event websites.
- ▶ Ad unit will appear in rotation on the details page of the specific show selected and all related pages (program information, exhibitor listing & search, event floor plan and attendee search).



For more information and pricing on mobile advertising opportunities, contact your advertising representative

Global & Event Sponsorships

(sold on flat fee per event):

Global Advertising on member search and home page of events/programs: \$2000 per month

Interested in targeting a specific event or program, contact your advertising representative.

terms & conditions

1. Use of space and billing, payment and cancellation rights

The Advertiser or Agency agrees to utilize and ICSC agrees to provide the space for advertising in *Shopping Centers Today* designated herein, subject to the Mechanical Requirements and the Terms and Conditions of this Agreement as set forth herein. The Advertiser or Agency shall pay for the advertisement(s) inserted in the said publication within ten (10) days after receipt of a bill for such advertisement(s). ICSC reserves the right to cancel its remaining obligations under this contract at any time upon the default of the Advertiser or Agency to pay any bill within the time specified herein. Past due invoices are subject to a 2% service charge per month. ICSC will apply payments to the oldest outstanding invoice for any product or service. The advertiser agrees to pay for all service charges, collection fees, costs and attorney's fees required to collect past due advertising invoices. Advertisers with past due advertising account balances may be prohibited from attending ICSC-sponsored functions including conferences.

2. Commissions, color rates, rebates and inserts

The rate which the Advertiser or Agency agrees to pay, as set forth herein, includes a commission of fifteen percent (15%) of the cost of the advertisement(s) which will be paid to any recognized Agency at the option of the Advertiser. Color rates are commissionable. No cash discounts. Mechanical charges and other additional charges are not commissionable. Inserts can be accepted at the option of ICSC and will be billed at regular black-and-white page rates plus backup and binding costs. Trimming and folding are extra. Contact ICSC for specifications.

3. Content and design of advertising

ICSC reserves the right to reject, alter or refuse any advertising copy at its sole discretion, or to disapprove any advertising copy in accordance with any rules ICSC may now have or may adopt in the future concerning acceptance of advertising matter. No change in advertising copy to be published will be made without the prior consent of the Advertiser or Agency. Employment advertising will not be accepted.

Please note: Any advertisement deemed by the editors to resemble editorial content will have the word "Advertisement" placed at the top of the page in the center, in a font and size of the editor's choosing. The decision as to which advertising copy this provision applies to shall be at ICSC's sole discretion, but no advertising with such a caption shall be printed without the prior consent of the Advertiser or Agency.

4. Space limitations, printing errors or omissions and indemnification of ICSC

ICSC shall have the right to omit any advertisement when the space allotted to advertising in a particular issue has been filled. The Advertiser or Agency will not be obligated to pay for any advertisement so omitted.

ICSC shall not be responsible or liable for any loss or damages suffered by the Advertiser or Agency by reason of ICSC's failure to insert any advertisement in the published issue designated herein or by reason of any printing, publishing or distribution error made by ICSC, its printer, agents, contractors or subcontractors. In any such event the Advertiser or Agency, at its option, may direct that such advertisement be inserted in a future issue of *Shopping Centers Today* upon the terms and conditions contained herein, or may receive a refund of any monies paid to ICSC for the insertion of the advertisement which was omitted.

The Advertiser or Agency assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed and published pursuant to this Agreement and shall indemnify and hold harmless ICSC against demands, claims or liability thereon.

The Advertiser or Agency shall reimburse ICSC against any demands, claims or liability thereon. The Advertiser or Agency shall reimburse ICSC for any amount paid by ICSC in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy, including all expenses incurred in connection therewith, including, but not limited to, attorneys' fees and costs of litigation.

5. Increases in rates

ICSC reserves the right from time to time and in its sole discretion to increase the rates contained herein. In the event of such an increase in rates, the Advertiser or Agency shall have the option of canceling the remainder of the agreement as of the date the new rates become effective, or to continue at the new rates. If the Advertiser or Agency shall decide to cancel this Agreement because of increased rates, ICSC shall not charge the Advertiser or Agency the scheduled higher rate for the decreased amount of advertising space used which results from such cancellation, provided that the Advertiser or Agency shall make immediate payment of all obligations due under this Agreement.

ICSC shall increase the rates contained herein only if such increase is applicable to all advertisements in the same classification. ICSC shall notify the Advertiser or Agency in writing of any increase in rates at least sixty (60) days prior to the effective date of the increase, and the Advertiser or Agency shall notify ICSC in writing if the Advertiser or Agency decides to cancel the balance of this Agreement, at least thirty (30) days prior to the effective date of such increase.

6. Interpretation of contract

Neither party may assign any rights nor delegate any duties hereunder without the express prior written consent of the other. This writing contains the entire agreement of the parties. No representations were made or relied upon by either party, other than those expressly set forth herein. No agent, employee or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by an executive officer of the respective parties hereto.

The validity, interpretation and performance of this Agreement shall be controlled by and construed under the laws of the State of New York.

The failure of either party to this Agreement to object to, or take affirmative action with respect to any conduct of the other which is in violation of the terms hereof shall not be construed as a waiver hereof.

7. Storage of advertising art

Digital material will be archived for a maximum of twelve (12) months after last use. Files will be returned to Advertiser or Agency only upon written request within eleven (11) months after last use.

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