



## Newsletter Sponsorship Opportunities

### Connecting to Retailers

Industry executives turn to RILA's e-newsletters to stay current on insights and best practices that are shaping the retail industry.

Reach senior-level executives through sponsorship or advertising in one of RILA's publications.

Take advantage of these exceptional marketing opportunities offering exposure to today's leading retail executives.

- Pen a guest column on an industry-specific issue
- Submit a supporting case study
- Market an upcoming Podcast or Webinar
- Place an ad that links to your website

#### Sponsorship Rates & Specifications

**\$250 Case Study Download** - Title and link to your case study or white paper.

**\$750 Button Ad** - Logo and link only. (Logo size is 160x60 pixels.)

**\$1,000 Banner Ad** - Includes your company logo, link and 30 words or less of text. (Banner ad size is 436x60 pixels.)

**\$1,000 Case Study Article** - Synopsis of your case study—500 words. Company logo and link to case study included.

**\$2,500 Featured Guest Article Sponsorship**—750 words. Company logo and link are included.

**\$5,000 Webinar**

Reach busy retail executives with a RILA-hosted webinar. Retail executives are interested in a variety of topics, including asset protection, technology architecture and applications, supply chain issues, data security, telecommunications, store execution and lots more.

For questions on content, format or deadlines, please contact Bridget Anderson at 703-600-2038 or [bridget.anderson@rila.org](mailto:bridget.anderson@rila.org).

## Editorial Calendars

### RILA Report

*This quarterly newsletter discusses the current happenings within RILA.*

Issue Date	Materials Due*
February 16, 2009	February 9, 2009
May 18, 2009	May 11, 2009
August 17, 2009	August 11, 2009
November 23, 2009	November 17, 2009

### RILA Report: Sustainability

*This bi-monthly newsletter brings readers the latest news, resources and best practices in sustainability and environmental compliance.*

Issue Date	Materials Due*
January 29, 2009	January 22, 2009
March 25, 2009	March 18, 2009
May 28, 2009	May 21, 2009
July 29, 2009	July 22, 2009
September 28, 2009	September 21, 2009
November 30, 2009	November 20, 2009

### RILA Report: Tax

*This weekly newsletter highlights the tax issues and legislation that affect the retail industry.*

RILA Report: Tax is available only to RILA members and is currently sponsored by Deloitte.

### RILA Report: Technology

*This quarterly newsletter covers our work in privacy and data security, as well as other technology issues.*

Issue Date	Materials Due*
March 16, 2009	March 9, 2009
June 15, 2009	June 9, 2009
September 14, 2009	September 9, 2009
December 8, 2009	December 2, 2009

### RILA Report: Supply Chain

*This bi-monthly newsletter brings readers up-to-date with the latest news, resources and best practices in the global supply chain.*

Issue Date	Materials Due*
February 5, 2009	February 21, 2009
April 6, 2009	March 31, 2009
June 8, 2009	June 6, 2009
August 5, 2009	July 30, 2009
October 6, 2009	September 30, 2009
December 7, 2009	December 1, 2009

### RILA Report: Government

*This weekly newsletter highlights the issues and legislation that affect the retail industry.*

RILA Report: Government is available only to RILA members.

### RILA Report: Asset Protection

*This bi-monthly newsletter covers emerging trends in asset protection, the challenges facing loss prevention professionals and the tools retailers are using.*

Issue Date	Materials Due*
January 3, 2009	December 21, 2007
February 7, 2009	February 4, 2009
April 6, 2009	March 23, 2009
June 5, 2009	May 22, 2009
August 4, 2009	July 23, 2009
October 2, 2009	September 23, 2009
December 4, 2009	November 23, 2009

### RILA Report: Human Resources

*This quarterly newsletter covers workforce issues.*

Issue Date	Materials Due*
March 20, 2009	March 16, 2009
June 22, 2009	June 16, 2009
September 21, 2009	September 15, 2009
December 14, 2009	December 8, 2009

*\*Materials include guest articles & sponsor ads*

# Advertising Agreement

**Yes! We would like to sponsor one of RILA's newsletters.**

**About Us**

Company Name: \_\_\_\_\_ Primary Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Sponsorship**

Using the editorial calendar provided on the previous page, please indicate which RILA Report issue(s) your company would like to sponsor: \_\_\_\_\_

Please check the appropriate sponsorship box below:

Webinar (\$5,000)	Banner Ad (\$1,000)
Featured Guest Article Sponsorship (\$2,500)	Button Ad (\$750)
Case Study Article (\$1,000)	Case Study Download (\$250)

Please fax a signed copy of this agreement to: ATTN: Bridget Anderson, 703-841-1184 or mail to RILA, 1700 N. Moore Street, Suite 2250, Arlington, VA 22209. Agreements may also be emailed to [bridget.anderson@rila.org](mailto:bridget.anderson@rila.org).

For more information, please contact Bridget Anderson at (703) 600-2038 or [bridget.anderson@rila.org](mailto:bridget.anderson@rila.org).

**Payment Information**

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Make checks payable to **Retail Industry Leaders Association** and mail to the following address:

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