



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

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

\$1,500 ♦ 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.

Packages covering multiple newsletters are available, please call Tripp Taylor at (703) 600-2023 for more information.

** RILA reserves the right to edit content. Pieces submitted should be thought leadership-focused or case study and not direct advertisements for your product or service.*

For questions on content, format or deadlines, please contact Ashley Vande Bunte at 703-600-2039 or ashley.vandebunte@rila.org.

Editorial Calendars

RILA Report	
<i>This quarterly newsletter discusses the current happenings within RILA.</i>	
Issue Date	Materials Due*
January 27, 2011	January 20, 2011
April 26, 2011	April 19, 2011
July 21, 2011	July 14, 2011
November 3, 2011	October 27, 2011
RILA Report: Sustainability	
<i>This bi-monthly newsletter brings readers the latest news, resources and best practices in sustainability and environmental compliance.</i>	
Issue Date	Materials Due*
February 10, 2011	February 3, 2011
April 14, 2011	April 7, 2011
June 16, 2011	June 9, 2011
August 18, 2011	August 11, 2011
October 20, 2011	October 13, 2011
December 15, 2011	December 8, 2011
RILA Report: Government	
<i>This weekly newsletter highlights the issues and legislation that affect the retail industry.</i>	
RILA Report: Government is available only to RILA members.	

RILA Report: Privacy & Data	
<i>This quarterly newsletter covers our work in privacy and data security.</i>	
Issue Date	Materials Due*
January 26, 2011	January 19, 2011
April 28, 2011	April 21, 2011
July 27, 2011	July 20, 2011
October 20, 2011	October 13, 2011
RILA Report: Supply Chain	
<i>This bi-monthly newsletter brings readers up-to-date with the latest news, resources and best practices in the global supply chain.</i>	
Issue Date	Materials Due*
February 3, 2011	January 27, 2011
April 7, 2011	March 31, 2011
June 9, 2011	June 2, 2011
August 11, 2011	August 4, 2011
October 13, 2011	October 6, 2011
December 8, 2011	December 1, 2011
RILA Report: State Retail	
This weekly newsletter highlights government issues and legislation on the state-level.	
RILA Report: State Retail is available only to state retail associations.	

RILA Report: Asset Protection	
<i>This bi-monthly newsletter covers emerging trends in asset protection, the challenges facing loss prevention professionals and the tools retailers are using.</i>	
Issue Date	Materials Due*
January 13, 2011	January 6, 2011
March 17, 2011	March 10, 2011
May 12, 2011	May 5, 2011
July 14, 2011	July 7, 2011
September 22, 2011	September 15, 2011
November 10, 2011	November 3, 2011
RILA Report: Human Resources	
<i>This quarterly newsletter covers workforce issues.</i>	
Issue Date	Materials Due*
March 23, 2011	March 16, 2011
June 23, 2011	June 16, 2011
September 15, 2011	September 8, 2011
December 1, 2011	November 22, 2011
RILA Report: Product Safety	
<i>This quarterly newsletter highlights RILA's work in product safety.</i>	
Issue Date	Materials Due*
February 17, 2011	February 20, 2011
May 19, 2011	May 12, 2011
August 25, 2011	August 18, 2011
November 17, 2011	November 10, 2011

***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:

- | | |
|---|--|
| <input type="checkbox"/> Webinar (\$5,000) | <input type="checkbox"/> Banner Ad (\$1,000) |
| <input type="checkbox"/> Featured Guest Article Sponsorship (\$2,500) | <input type="checkbox"/> Button Ad (\$750) |
| <input type="checkbox"/> Case Study Article (\$1,500) | <input type="checkbox"/> Case Study Download (\$250) |

Please fax a signed copy of this agreement to: ATTN: Ashley De Boer, 703-841-1184 or mail to RILA, 1700 N. Moore Street, Suite 2250, Arlington, VA 22209. Agreements may also be emailed to Ashley.deboer@rila.org.

For more information, please contact Tripp Taylor at (703) 600-2023 or tripp.taylor@rila.org.

Signature: _____ Date: _____

Payment Information

- Check AmEx Discover
 MC Visa

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

P. O. Box 630545
Baltimore, MD 21263-0545
Fax: 703-841-1184

Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____