



Reach a Targeted Community of Retailers and Designers

VMSD.com is the most preferred business-to-business web site among retailers and designers. Executives and buyers in the retail community search the site daily for timely information and products. Retail designers and visual merchandisers look to the site for ideas and inspiration – 76% of users visit the site to view retail projects.*

Secure a profitable online presence using VMSD.com's targeted advertising programs, designed to enhance your integrated marketing strategies.

*2009 VMSD User Survey



Web Display Advertising

Exclusive Channel Sponsorship

Exclusive Channel Sponsorship allows the most comprehensive advertising opportunity on VMSD.com. Sponsorship features exclusive advertising on pages in the sponsored channel, plus a run-of-site banner for site-wide exposure.

Included with each sponsorship:

- Large leaderboard banner (728x90 pixels) appearing at the top of all sponsored channels. Sponsor may rotate up to five different animated banners at any time in this position.
- Additional standard banner (468x60 pixels) in sponsored channel.
- Sponsor logo (180x150 pixels) and up to 10 text links OR a full medium rectangle banner (300x250 pixels) in the channel sponsor position.
- One standard banner (468x60 pixels) additionally placed as a VMSD.com run-of-site banner.

\$16,800/year

\$1,450/month

Banner Ads

Your ad rotates through all available pages, including the home page, Design Galleries, Hot Topics, Careers, Search and other prominent, high-traffic areas.

Standard Banner	468 x 60 pixels	\$400/month
Wide Skyscrapers	160 x 600 pixels	\$1,000/month
Leaderboard Banners	728 x 90 pixels	\$1,250/month
Medium Rectangle	300 x 250 pixels	\$1,400/month

Sponsored Links

Place your link and one line of descriptive text at the bottom of pages throughout vmsd.com.

\$1,200/six months

E-mail Advertising

Announcement List

Send an exclusive full-color HTML e-mail to thousands of VMSD.com members who have directly requested product, tradeshow and other information related to design.

\$1,250/per use

NEW! Market Showroom Product E-Newsletter

Reach thousands of VMSD.com members with this new format featuring promotional product announcements. Multiple products are presented in each e-newsletter and will be distributed throughout the year. Great for pre-show marketing, product launches and re-introducing a brand for top-of-mind awareness.

	1x	6x	12x	24x	36x	48x	60x
Primary	\$595	\$560	\$525	\$490	\$455	\$420	\$395
Secondary	\$395	\$370	\$345	\$320	\$295	\$270	\$250

Business-to-business web sites are popular search vehicles. More than 2/3 of executives spend about 2.5 hours, per week, seeking products and information within them.

Source: American Business Media, prepared by Harris Interactive Inc.



VMSD realizes that the one-size-fits-all media days are over. We will create a custom program for you to reach your target market and achieve your marketing goals. Contact your account manager today to get the conversation started.

VMSD Retail Pulse E-Newsletter sponsorship

Reach VMSD.com members directly by sponsoring VMSD's Retail Pulse, our popular and informative weekly e-newsletter that recaps the week's retail news headlines.

1 Primary Sponsor / Skyscraper / 120 x 600 pixels

1x	6x	12x	24x	36x	48x
\$1,250	\$1,150	\$950	\$850	\$750	\$650

2 Secondary Sponsor / Standard Banner / 468 x 60 pixels

1x	6x	12x	24x	36x	48x
\$625	\$575	\$525	\$475	\$425	\$375

3 Standard Banner / 468 x 60 pixels

1x	6x	12x	24x	36x	48x
\$350	\$325	\$300	\$275	\$250	\$225

4 Headlines Section Sponsor / Square Button / 125 x 125 pixels

1x	6x	12x	24x	36x	48x
\$600	\$550	\$500	\$450	\$400	\$350

vmsd. Retail Pulse


IN THIS EDITION OF RETAIL PULSE:

- Retail Spotlight: REI
- Noteworthy New Products
- The VMSD Blog
- Job of the Week
- Weekly News
- Upcoming Events
- Recap
- Next Up in
- Stand Us Your Shots
- VMSD Magazine
- Industry News

DATE: May 1, 2009

RETAIL SPOTLIGHT

REI, Round Rock, Texas




Reaching for a Higher Level: The retailer of performance gear, clothing and footwear has developed a two-story prototype store that extends its brand and expands its well-known commitment to sustainability even further. [\[read more \]](#)

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THE VMSD BLOG | [see all](#)

A Visual High

By Anne DiNardo, Managing Editor, VMSD



The annual judging for VMSD's International Visual Competition reinforces the value of creative thinking. [\[read more \]](#)


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WEEKLY NEWS RECAP

- **CONSUMER ELECTRONICS**
[Apple Reports Second Quarter Results](#)
 Calls it best non-holiday earnings in company history
- **HOME FURNISHINGS**
[Ashley Furniture to revamp brand, stores](#)
 New image to debut by third quarter 2009
[JKFA Names Ohlsson President](#)
 Executive has been with company for more than 15 years.
- **INDUSTRY TRENDS**
[LEED 2009 Includes Regional Credit System](#)
 USGBC takes first step toward addressing regional environmental issues

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Bookstore



New Marketing Opportunities

Webinars

VMSD now offers webinars customized to your needs. From single-sponsor webinars with content you provide, to highly visible placements in content programmed by our staff, these webinars are designed to keep your prospects up-to-date with the latest technologies, trends, materials and other innovations in the industry. A variety of sponsorships are available. Contact your account manager for details.

Podcasts

Our Digital Audio Q&As create a professional interview about your products and services. A simple 30-minute phone conversation can be transformed into an engaging interview targeting your key audience. An editor with an industry background conducts the conversation and edits it to express your point clearly and concisely. The Q&A will be promoted through the VMSD Retail Pulse, posted on vmsd.com for one year and made available for use on your own site.

\$2,995 podcast (audio only)

\$4,995 podcast with images

Online User Profile

The proof is in the numbers. VMSSD.com attracts an active group of high-caliber industry professionals—with buying power.

Who they are

58% of VMSSD.com visitors are upper-level decision makers: president, owner, principal, director, manager, purchasing

42% of VMSSD.com visitors are involved in store planning, visual merchandising, store design, construction and marketing and branding

Where they work

75% work at the headquarters/main office of the organization

25% are sole proprietors or work at the division, regional and store levels

How they use it

Top five reasons industry professionals look to VMSSD.com:

- 76%** View new retail projects
- 71%** Read News of the Day
- 42%** Research new product information
- 40%** Search for products and vendors
- 26%** Search the Retail Designers List

Why they visit

Top five reasons respondents visit an industry web site:

- 79%** Read industry news
- 77%** Research store design projects
- 63%** Research new products
- 48%** Source new manufacturers and distributors
- 47%** Research shows and conferences

What they buy

93% approve or specify purchasing

... and, what they intend to purchase in the next 12 months:

Architectural/Building Components	35.2%
Audio/Visual Systems	25.8%
Ceilings	23.9%
Construction/Installation Services	24.5%
Customer Amenities	14.5%
Decoratives and Props	42.1%
Design Services	17.6%
Digital Signage	25.2%
Event Attendance	14.5%
Fixtures: Custom	39.6%
Fixtures: Specialty	35.2%
Fixtures: Stock	35.2%
Flooring	42.1%
Furniture	34.6%
Hardware/Components	30.2%
Lighting	49.7%
Mannequins and Forms	27%
Materials	34.6%
Packaging	26.4%
Safety and Security	14.5%
Signage/Graphics	51.6%
Software	9.4%
Wallcoverings	32.7%