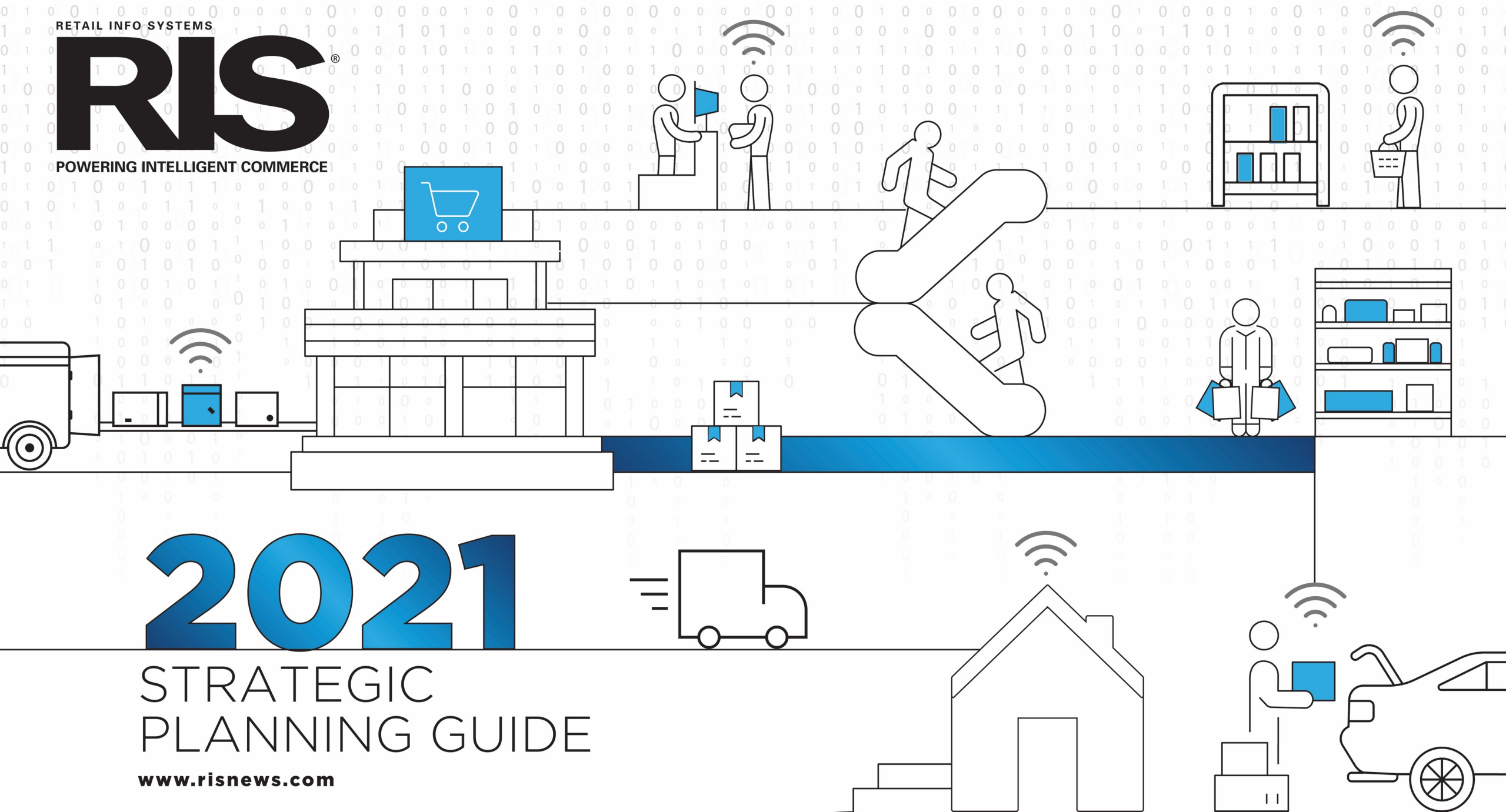


RETAIL INFO SYSTEMS

RIS[®]

POWERING INTELLIGENT COMMERCE



2021

STRATEGIC PLANNING GUIDE

www.risnews.com

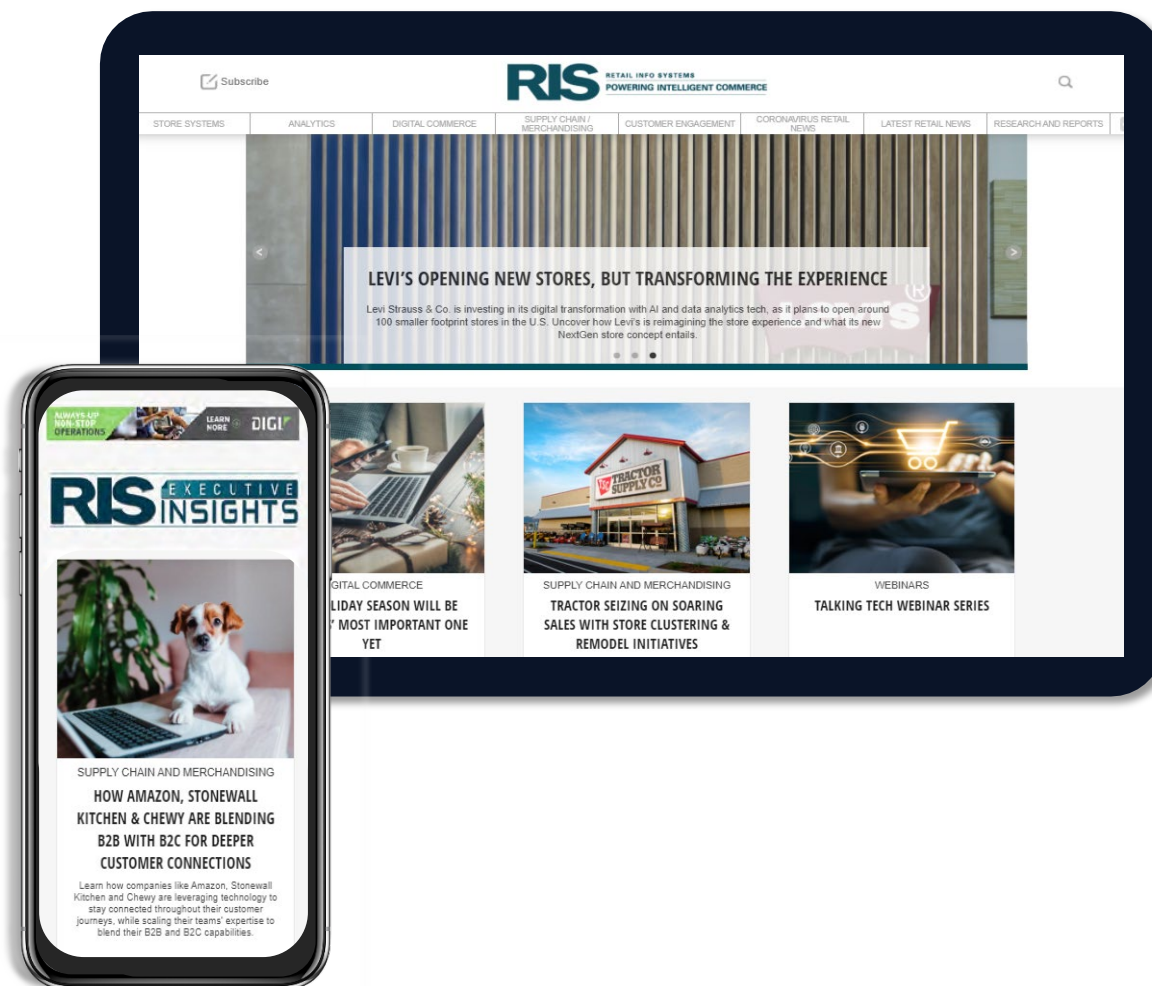
The essential source of technology information for retail executives seeking best-in-class solutions and strategies to make smarter IT and business decisions.

In an industry as fast paced and hyper competitive as retail, business executives have a strong need to understand factors that are disruptive, transformational and engines of innovation. *RIS* is the essential source of information for retail executives, connecting them with relevant content, to engage with their peers and find best-in-class business solutions and strategies to make smarter IT and business decisions.

The diverse *RIS* portfolio provides retail industry executives access to the intelligence they need to adapt to change, stay competitive and maximize profits and productivity.

Animated visual storytelling formats for special reports and studies are changing the game and maximizing retailer engagement.

RIS delivers strong ROI to its customers by developing solutions that connect them with customers and prospects, build brand awareness, generate qualified leads and develop business relationships that drive business forward.



SOLUTIONS THAT ACCELERATE YOUR BUSINESS

No matter your goals, RIS's multi-pronged media network and highly active community offers **seamless solutions to give you the competitive edge.**

We work closely with clients to break through challenges, illuminate your unique value, and build relationships to **accelerate your business.**



FINGER ON THE PULSE OF THE INDUSTRY



To deepen our industry understanding and gather first-hand information about the changing needs across the retail market, *RIS'* Executive Advisory Council and Research Advisory Board is comprised of industry leaders and game changers across the business and technology sectors sharing their real-life insights, intelligence, and influence to help move the entire industry forward.

Kirk Ball
EVP, Chief Technology Officer
Giant Eagle

Frank Bruni
SVP, Food & Beverage
Supply Chain
Target

Tony Costa
SVP, Chief Information Officer
Bumble Bee Foods

Michael Forhez
Global Managing Director,
Consumer Markets
**Oracle Industry
Strategy Group**

Derek Gaskins
CMO
Yesway

Ron Gilson
VP, CIO
Johnsonville

Jon Harding
CIO
Conair

Justin Honaman
Head, Worldwide Business
Development, Consumer Products -
Food & Beverage
AWS

E.J. Kenney
SVP & Global Head of
Consumer Products
SAP

Suzanne Kopcha
VP Consumer Products &
Retail Industry
Siemens Digital Industries Software

Lisa Malleus
Worldwide Director, Digital Capabilities
& Solutions | Global
Colgate-Palmolive Company

Shubham Mehrish
VP Digital
Mars Inc.

Ralph Niebles
VP IT
The Art of Shaving

John Phillips
SVP Customer Supply Chain
& Go-To-Market
PepsiCo

Ben Pivar
SVP, CIO
Carter's

Surabhi Pokhriyal
Global Director eCommerce Acceleration
Johnson & Johnson

Reed Rainey
Chief Operating Officer
Kum & Go

Stephen Sigrist
VP of Customer Service
Newell Rubbermaid

Tara Vaishnav
VP & Chief Architect, Enterprise Technology
Architecture
The Clorox Company

Richard Widdowson
VP, Global Retail & CPG Solutions
SAS

Cheryl Williams
Chief Information Officer
Wakefern Food Co.

Ethelbert Williams
Head of eCommerce
The Boston Beer Company

Guy Yehiav
Zebra Technologies General Manager
Zebra Analytics

A LEAGUE OF OUR OWN



By gathering the collective insights of the industry's most forward-thinking leaders, **RIS' League of Leaders** delivers incredible benefits to its participants and simultaneously drives the entire marketplace towards a more vibrant, robust and successful future.

Membership in the League of Leaders is comprised of an elite group of executives representing all major industry segments.

Debra Zarsk
AAFES
Vice President IT
Operations

Doug Rammel
BAI Suavecito
Founder & President

David Murphy
Barco Uniforms
CEO

Allison Radecki
Beam Suntory
CIO

Larisa Mikhaylov
Bernard Chaus, Inc.
VP of IT

Maya Erwin
Blue Diamond Growers
Vice President Innovation and
R&D

Richard Stroup
Boar's Head
CIO

Sai Koorapati
Callaway Golf
VP/CIO

Kemper Seay
Carter's
CISO

Heather Burley
Chelsea Milling Co.
Business Analyst

Tom Kreszl
Church & Dwight Co., Inc.
Director Sales Analytics
and Business Systems

John Williams
Cigars International
Sr. Director E-commerce
Technology

Dara Meath
Conair Corporation
Divisional CIO/Head
of Digital

Joshua Jewett
Dollar Tree
Former CIO

Navi Grewal
DuPont Global
CIO DuPont Safety
and Construction

David Stiffman
Dylan's Candy Bar
COO

Ekta Chopra
e.l.f. Cosmetics
Vp of Digital

David Lueder
Easy Way Products
EVP, Business Development

Sahal Laher
Estee Lauder Companies
Head of Digital, MarTech &
Analytics Solutions

Wendy Davidson
Glanbia Performance
Nutrition
President- Americas

Taryn Marella
GSK
VP Global Digital
Commerce

Russ Reasner
GT Water Product, Inc.
Vice President Sales/COO

Jeff George
Hain Celestial
SVP, Research &
Development

Ramiro Fernandez
Herr Foods
CFO

Keith Schroeder
High Road Craft Ice Cream,
Inc.
CEO and Founder

Jonathan Grice
HomeTown Pharmacy
President

Dwan White
House of Cheatham
Vice President,
Global Marketing &
Product Development

Cheryl Perkins
Innovationedge LLC
CEO

Eduardo Siman
Intradeco Apparel
IT Director

Ann Kazemzadeh
Kay's Naturals, Inc.
President

Bill Rex
Kellogg Company
Chief Information Officer

Rajeev Kapur
Kimberly Clark
VP, Commercial
Transformation

John Bertrand
Kreg Tool Company
VP & CIO

Hal Dally
L'Oreal USA
VP, IT Division Sys. Officer

Bill Gratke
Lamps Plus, Inc.
VP, Supply Chain,
Planning and Reporting

Murali Sundararajan
LBrands, Inc.
SVP Digital, Stores,
Innovation & PMO

James Dill
Lindt (USA)
VP Sales

Mark Baxendale
lululemon
SVP Merchandise Planning &
Inventory Management

Etienne Delille
Mars Global
CIO, Mars Food & MultiSales

Lee Bogner
Mars, Inc.
Global eCommerce
Lead - Enterprise Architecture and
Strategy

Kenneth Wu
Milk and Eggs
CEO

Ash Mehra
Mondelēz International
Global Data and
Analytics Lead &
North America, CIO

Mauro Biefeni
Mondetta Canada
Head of IT

Jamie Head
Ocean Spray
Chief Digital &
Technology Officer

Dan Ellzey
Pine Belt Oil/ Mini Mart
VP of Operations



Filiz Yavuz
Perry Ellis International
SVP of Business
Process Engineering

Andy Walter
Procter & Gamble
VP, IT & Shared Services (Retired)

Cy Fenton
Ralph Lauren
SVP - Global Infrastructure,
CISO & CPO

Paul Hardy
Rembrandt Enterprises, Inc.
President

Kumar Mishra
Reynolds Consumer Products
VP, Information Tech

Deborah Hannah
Shoe Carnival
VP Marketing

Julia Anderson
Smithfield Foods
Global CIO

Ann Dozier
Southern Glazer's Wine
& Spirit
Sr. VP, Chief Information
Officer

Stephani Stuckey
Stuckey's Corp.
CEO

Sasha Anderson
Target
Director Strategy & Operations

Daniel Mudd
The Clorox Company
Head of Partnerships

Scott Devlin
The Vitamin Shoppe
Vice President Applications

Rachel Heinzinger
Tiesta Tea
Marketing Manager

Dan Klein
Tiesta Tea
CEO

Rob Mills
Tractor Supply Co.
EVP, Chief Tech, Strategy
& Digital Officer

Karen Beebe
vineyard vines
CIO & SVP, Operations
and Ecommerce

Dan Taylor
Yesto Natural Skin Care
SVP Global Sales

[View the Full Membership
Directory Here](#)

**Please note, the entire Executive Council are
members of the League of Leaders

WHAT MATTERS MOST?

EVERY RETAIL CHALLENGE TRIGGERS AN IT RESPONSE



TOP 3 STORE TECH INVESTMENTS

- Location-Based Marketing/Communication
- In-Store Pickup/Return of Web Goods
- Real-Time Store Monitoring



TOP 3 MERCHANDISING INVESTMENTS

- Space Planning
- Enterprise Resource Planning (ERP)
- Item Master Data Management

TOP 3 SUPPLY CHAIN TECH INVESTMENTS



- 1 Real-Time Inventory Visibility
- 2 Returns Management
- 3 Radio Frequency Identification (RFID)

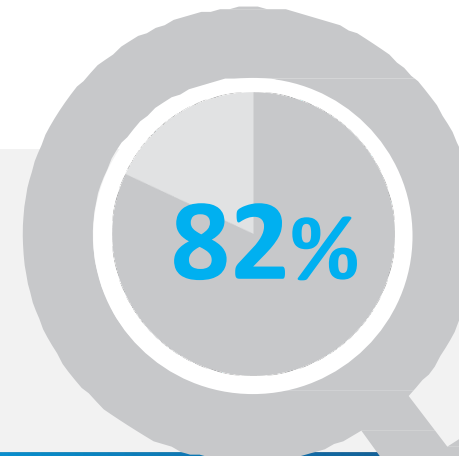


TOP 3 INVESTMENT STRATEGIES IN NEXT 18 MONTHS

- 1 Improved Network and IT Systems Security
- 2 Expanding Unified Commerce Initiatives
- 3 Advanced Mobile Commerce

TOP 3 ANALYTIC INVESTMENTS

- 1 Shopper Tracking
- 2 Inventory Optimization
- 3 Price Optimization



of retailers will increase or maintain current IT spending levels

SOURCE: 2020 RIS RETAIL TECH STUDY

ENGAGE WITH OUR COMMUNITY

A TARGETED AUDIENCE OF KEY RETAIL DECISION MAKERS



114,000+

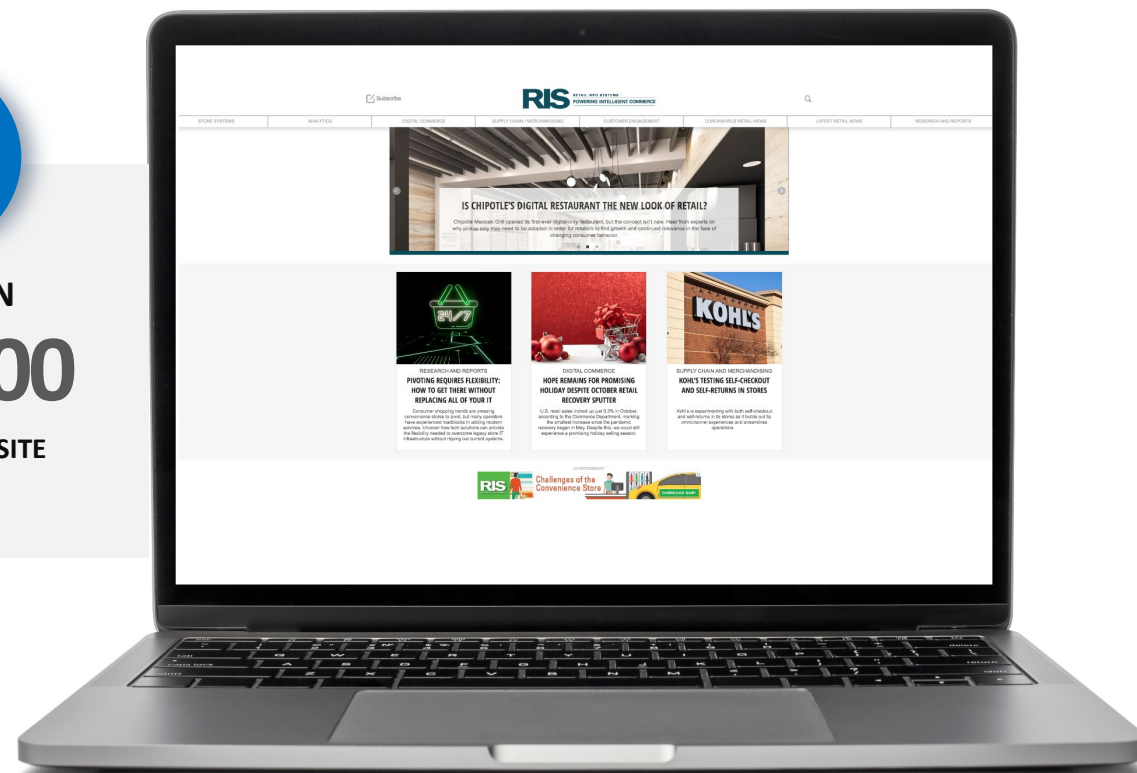
TOTAL E-NEWSLETTER
RETAIL SUBSCRIBERS



MORE THAN
1,000,000
ANNUAL UNIQUE VISITORS



MORE THAN
150,000
MONTHLY WEBSITE
PAGEVIEWS



AUDIENCE

WHO YOU'LL REACH

BUSINESS TYPE

Convenience Store	28%
Supermarket/Grocery	22%
Apparel/Footwear	14%
Drug Store	12%
Specialty	12%
General/Mass Merchandise/Variety	6%
Hardware/Home Center	6%

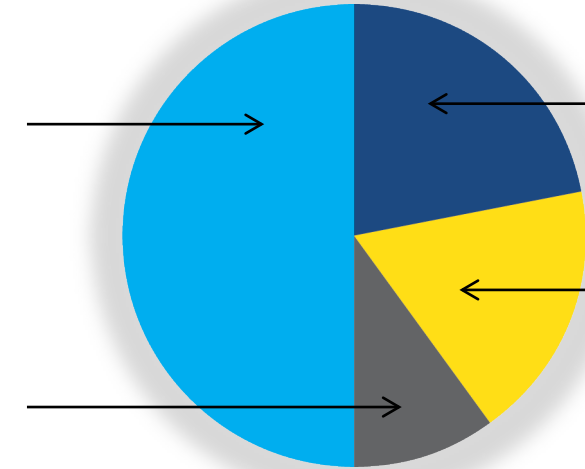
JOB LEVEL/TITLE

50%
Top Level
Executive
(C-Level/
President)

10%
VP Level

22%
Manager Level

18%
Director Level



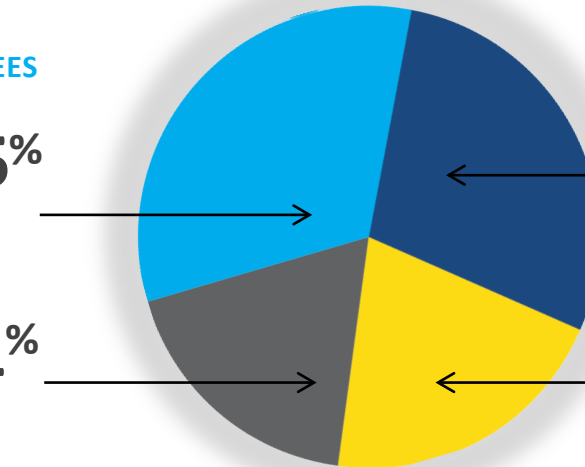
NO. OF EMPLOYEES

32.5%
1-99

18.1%
100-999

28.7%
10,000+

20.7%
1000-9999



AUDIENCE

WHO YOU'LL REACH



45.7%

Brick & Mortar



33.8%

Online



10.3%

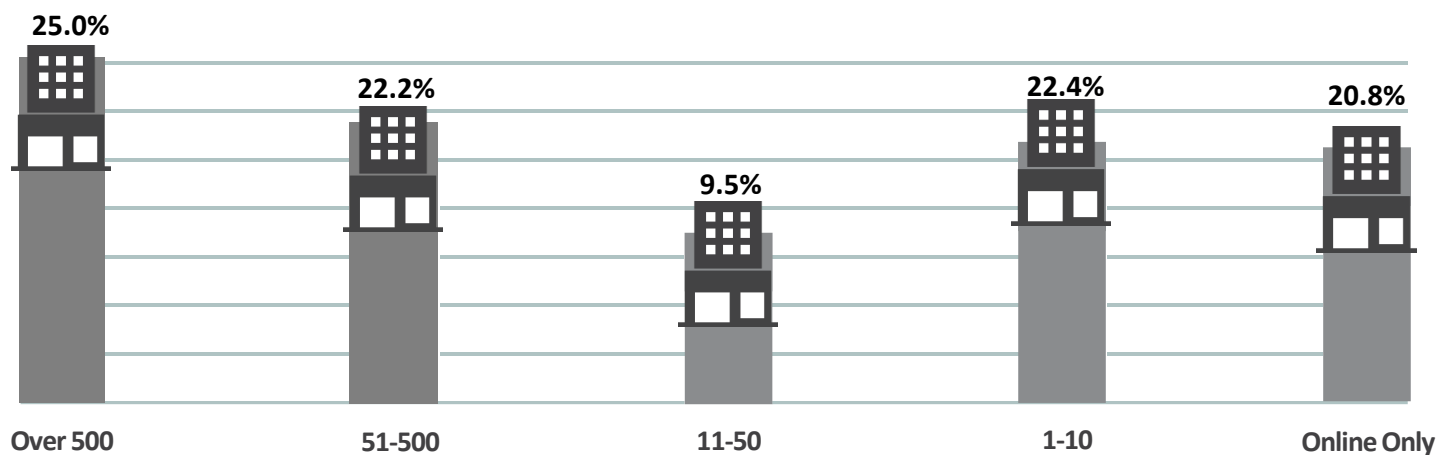
Catalog



10.2%

Call/Contact Center

NO. OF STORES



GEOGRAPHIC BREAKOUT

89.6%

United States

PLUS readers in Canada, Europe, Asia, Africa and Latin America



2021 Editorial Calendar

2021 Editorial Calendar					CUSTOM TOPICS AVAILABLE		
MONTH	FEATURE STORY	SPECIAL REPORTS	BENCHMARK RESEARCH	VIRTUAL FIRESIDE CHATS	ROADMAP	INFOGRAPHICS	TARGETED RESEARCH
JANUARY PROGRAM CLOSE: 12/15/20 MATERIAL DUE: 12/22/20	10 Retailers Ruling Curbside & BOPIS	Tech Showcase	18th Annual Store Experience Study	Robotics & Store Automation	Workforce Management in a Remote-First World	Grocery's New Look	AI-Driven Loyalty and Personalization
FEBRUARY PROGRAM CLOSE: 1/15/21 MATERIAL DUE: 1/22/21	CIO of the Year, RIS Hall of Fame	Top Digital Shopper Trends		Grocery Tech Roundtable	The Many Faces of Digital Signage	Inventory Everywhere! Secrets to Predicting Demand	The Contactless Store
MARCH PROGRAM CLOSE: 2/15/21 MATERIAL DUE: 2/22/21	The Future of the Physical Store	Innovative Marketing Strategies	31st Annual Retail Technology Study	Digital Customer Service	Next-Gen Demand Planning	The Mobile Employee and the Connected Shopper	The Benefits of Enterprise Resource Planning (ERP)
APRIL PROGRAM CLOSE: 3/15/21 MATERIAL DUE: 3/22/21	Top 100 Retailers	AI-Powered Supply Chain		Managed Services: Helping IT Do What They Do Best	Practical Uses for Voice Commerce	Marketing to Today's Shopper	Re-imagining the C-Store
MAY PROGRAM CLOSE: 4/15/21 MATERIAL DUE: 4/22/21	The New Face of Loyalty	Grocery Tech Trends	9th Annual Retail and Consumer Goods Analytics Study	Doing Personalization Right	The Powerhouse POS	Inside the Store of the Future	Predictive and Prescriptive Analytics
JUNE PROGRAM CLOSE: 5/14/21 MATERIAL DUE: 5/21/21	Top Women in Retail Tech	Evolution of How Consumers Shop		Women in Retail Tech Roundtable	RFID: The Roadmap to the Enterprise	Click and Collect	AI-Driven Pricing Management
JULY PROGRAM CLOSE: 6/15/21 MATERIAL DUE: 6/22/21	Back to School: Tips and Predictions	Retail Gets Hyper-Personal		Running the Next-Gen Store	The Art of Fulfillment	Analytics for Digital Commerce Success	Managing Labor in the New Normal
AUGUST PROGRAM CLOSE: 7/15/21 MATERIAL DUE: 7/22/21	Top 10 Digital Retailers in 2021	Checkout Tech & Trends	2nd Annual Supply Chain Tech Study	What You Should Be Doing NOW to Prepare for the Holiday Rush	The New C-Store Experience	The Savvy Shopper	AI-Powered Merchandising
SEPTEMBER PROGRAM CLOSE: 8/16/21 MATERIAL DUE: 8/23/21	2021 Holiday Retail Forecasts and Predictions	Preparing Your Workforce Management for Success		Perfecting Supply Chain and Logistics	The Power of Blockchain	Personalized Loyalty	BOPIS and Returns Management
OCTOBER PROGRAM CLOSE: 9/15/21 MATERIAL DUE: 9/22/21	Influentials: 10 Retail Movers and Shakers	Direct-to-Customer Tips and Trends	5th Annual Grocery Technology Study	Managing Holiday Demand Spikes	Securing the Enterprise	In-Store Analytics	Supply Chain Automation
NOVEMBER PROGRAM CLOSE: 10/15/21 MATERIAL DUE: 10/22/21	Can the Mall Not Just Survive, But Thrive?	Apparel Top 25		Fast, Faster, Fastest Fulfillment	Modern Warehouse Management	Employee Tech Trends	Hybrid Cloud Platforms
DECEMBER PROGRAM CLOSE: 11/15/21 MATERIAL DUE: 11/22/21	10 Retail Startups	NRF Preview Guide	20th Annual Software LeaderBoard	Returns Are Coming: What to do About It	Building a Rock-Solid In-Store Network	The Modern Convenience Store	Automated Decision Making

CO-BRANDED LEAD GENERATION

SPECIAL REPORTS

Innovative, animated formats draw more attention, more retailers and more time with the content.

- Sophisticated presentations maximize sharing, social and repeat views
- Enhanced experience for mobile users

MAIN SPONSORSHIP INCLUDES :

- Clickable logo and 728x90 rotating leaderboard ad at top of page
- Logo with sponsor-provided description
- Active 90-day *RIS* promotion via e-mail, e-newsletter and social
- Full contact information for all leads generated for 90 days

TITLE SPONSORSHIP INCLUDES :

All main sponsorship benefits, PLUS...

- Webinar participation and leads
- Additional branding exposure with webinar promotion
- Premium logo treatment next to *RIS* logo



JANUARY
Tech Showcase

FEBRUARY
Top Digital Shopper Trends

MARCH
Innovative Marketing Strategies

APRIL
AI-Powered Supply Chain

MAY
Grocery Tech Trends

JUNE
Evolution of How Consumers Shop

JULY
Retail Gets Hyper-Personal

AUGUST
Checkout Tech & Trends

SEPTEMBER
Preparing Your Workforce Management for Success

OCTOBER
Direct-to-Customer Tips and Trends

NOVEMBER
Apparel Top 25

DECEMBER
NRF Preview Guide

A FULL YEAR OF LEAD GENERATION

ANIMATED BENCHMARK REPORTS FOR THOUGHT LEADERSHIP AND LEAD GENERATION

Exciting digital storytelling equals more engagement, more sharing and more retailer views

18TH ANNUAL STORE EXPERIENCE STUDY (Jan 2021)

PRODUCED IN CONJUNCTION WITH RIS RESEARCH
PARTNER IHL GROUP

This study provides insight into upgrades and purchasing decisions. POS hardware and software, including peripherals and payment processing, plus an in-depth look into store operations, cross-channel retailing, merchandising, and inventory management.

MAIN SPONSORSHIP: \$9,500 (LIMITED TO 8)
TITLE SPONSORSHIP: \$25,000

31ST ANNUAL RETAIL TECHNOLOGY STUDY (Mar 2021)

The oldest and most respected technology trends study in retailing, retailers use this study to shape their future IT investment plans and strategies.

MAIN SPONSORSHIP: \$9,500 (LIMITED TO 8)
TITLE SPONSORSHIP: \$25,000

MAIN SPONSORSHIP:

- Clickable logo and 728x90 rotating leaderboard ad at top of page
- Logo with sponsor-provided description
- Active 90-day RIS promotion via e-mail, e-newsletter and social
- Full contact information for all leads generated for one year

9TH ANNUAL RETAIL AND CONSUMER GOODS ANALYTICS STUDY (Jun 2021)

The annual RIS/CGT Retail and Consumer Goods Analytics Study takes a deep dive into industry-shaping spend trends, practical strategies, and executable tactics for optimizing advanced analytics with a focus on how they can be leveraged during times of crisis.

MAIN SPONSORSHIP: \$10,500 (LIMITED TO 10)
TITLE SPONSORSHIP: \$30,000

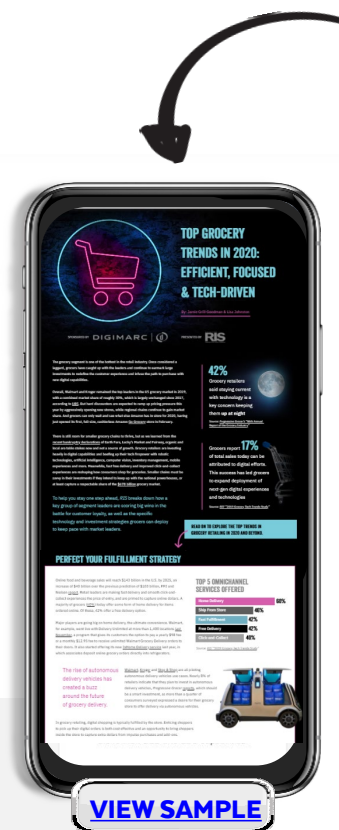
2ND ANNUAL SUPPLY CHAIN TECH STUDY (Aug 2021)

This benchmark research report will examine the current state of the retail supply chain and pinpoint the areas savvy retailers will be investing in both the short- and long-term.

MAIN SPONSORSHIP: \$9,500 (LIMITED TO 10)
TITLE SPONSORSHIP: \$20,000

TITLE SPONSORSHIP

- All main sponsorship benefits, PLUS...
- Webinar participation and leads
- Additional branding exposure with webinar promotion
- Premium logo treatment next to RIS logo



9th ANNUAL GROCERY TECHNOLOGY STUDY (Jun 2021)

BONUS DISTRIBUTION IN PROGRESSIVE GROCER
Benchmark study that examines the rapidly changing landscape of grocery stores, supermarkets and food retailers. Grocers are investing more heavily in technology than any other retail segment. This study benchmarks where these tech investments are going and why.

MAIN SPONSORSHIP: \$9,500 (LIMITED TO 10)
TITLE SPONSORSHIP: \$25,000

20TH ANNUAL SOFTWARE LEADERBOARD (Dec 2021)

BONUS DISTRIBUTION AT NRF BIG SHOW
For more than 20 years, this “reputation barometer” has been developed from the detailed feedback of end-users to offer a “voice of the user” perspective.

ADDED OPPORTUNITY: “Custom Profile” of only your company’s results.

PRICE: CUSTOM PROFILE
4-PAGE \$10,000; 2-PAGE: \$5,000



RIS WEBINARS

Webinars are an engaging way to communicate with retailers and share relevant, timely information and showcase case studies, success stories and market analysis. Work with *RIS* to create a customized webinar that can include a panel of influential retailers, industry analysts and senior *RIS* editors. Webinars are an outstanding showcase for thought leadership content and registration for both online and on-demand events ensures quality lead generation. Webinars require 8 weeks lead time.

SPONSORSHIP INCLUDES:

- 60 minute live webinar produced and hosted by *RIS*' online event producer
- Promotion through all *RIS* channels
- Access to full contact information for all individual registrations from www.RISNews.com live event and on-demand for three months
- Three months of promotion: one month pre-promotion and two months post-production

PRICE: \$15,000

SPONSORED BLOG

Promote your thought leadership and help the industry find new solutions. Share your informative point of view with retail technology professionals. *RIS* will help you promote your unique message.

SPONSORSHIP INCLUDES:

- One newsletter promotion per month
- Option to add display ads on article page

PRICE: \$3,500 PER MONTH

COMMUNITY GATHERING

Connect directly to your audience through a community gathering. The platform allows for community interaction during a presentation. The structure of the content is very different from a webinar to allow for the Q&A and audience networking capabilities. Typically features a panel of industry experts (sponsor expert, industry analyst, consultant, retailer client) moderated by an *RIS* editorial director, to deliver relevant case studies, success stories and market analysis that retailers seek out and apply to their businesses.

- Promotion through all *RIS* channels
- Live event will air on selected date and will run for three months past the event date as "On Demand"
- Final list of registrants provided post event

PRICE: \$17,000 FOR 45 MINUTES

PODCAST

Collaborate with *RIS* in the form of a podcast to reach your potential listeners on all major streaming platforms. Together with the *RIS* Editorial and Online Event Team, develop a theme for a series of podcasts. Each podcast recording is approximately 12 minutes in length. The recommended frequency for podcast episodes is 2 times per month.

PRICE: \$9,000 for a minimum of 6

CUSTOMIZABLE THOUGHT LEADERSHIP WITH LEADS

CRITICAL CONTENT THAT SUPPORTS YOUR MESSAGE

INFOGRAPHICS

Each month *RIS* will analyze a major industry trend or issue with an easy to read, simple to understand infographic. Infographics have high reader engagement and are a very powerful marketing tool.

EXCLUSIVE SPONSORSHIP INCLUDES:

- Collaborative input into content direction
- Opportunity to be cited as source in the Infographic
- Logo
- Q&A with your company on second page
- Access to lead reports of all downloads for 90 days via Lead Portal
- Active 90-day *RIS* promotion via e-mail, e-newsletter and social

PRICE: \$10,000

ROADMAP REPORTS

The *RIS* Roadmap Report Series helps retailers understand the steps they need to take to maximize the benefits of a technology implementation. The series offers tactical advice, best practices, pitfalls to avoid and resources to turn to for help.

EXCLUSIVE SPONSORSHIP INCLUDES:

- Collaborative input into content direction
- 728x90 leaderboard and 300x250 banner ad within the article
- Logo and company description with link at bottom of article
- Active 90-day *RIS* promotion via e-mail, e-newsletter and social
- Lead reports of all downloads for 90 days

PRICE: \$15,000

OPTIONAL: FOR ADDITIONAL FEE, EMBED A SPONSOR VIDEO INTERVIEW



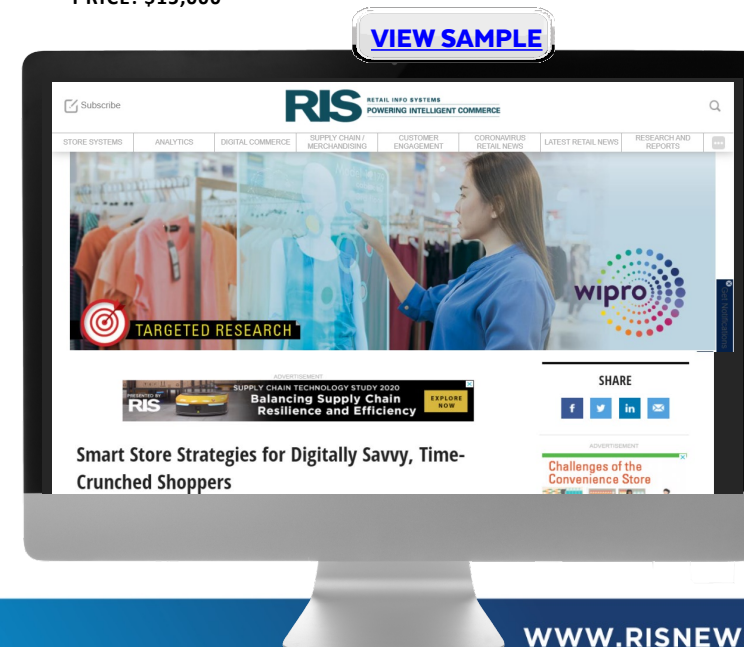
TARGETED RESEARCH

Collaborate on the development of a Targeted Research Report. Each month *RIS* surveys select retailers to garner key insights into how retailers are addressing specific industry topics. Contact your Account Executive for further details.

EXCLUSIVE SPONSORSHIP INCLUDES:

- Collaboration with *RIS* on topic & survey questions
- Analysis provided by senior *RIS* editors
- 250-word sponsor message and logo recognition
- Active 90-day *RIS* promotion via e-mail, e-newsletter and social
- Weekly lead report

PRICE: \$15,000



SHARE YOUR EXPERTISE

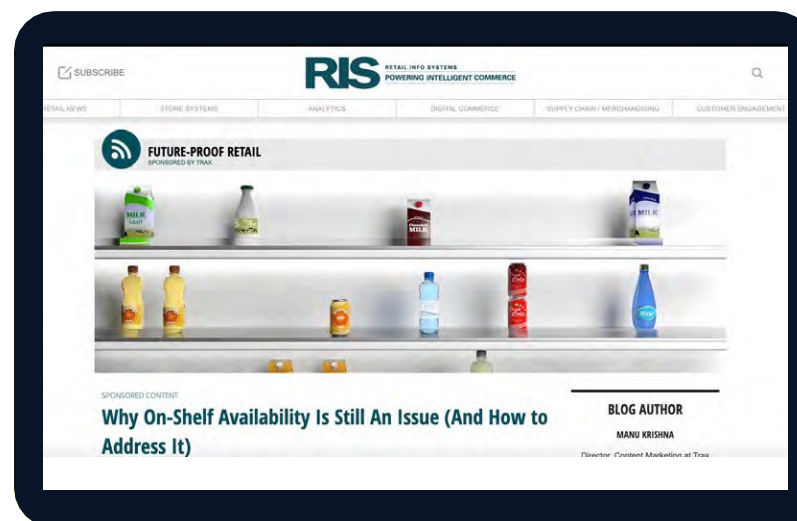
CONTENT SYNDICATION ACTIVATION ACROSS THE *RIS* NETWORK

Do you have a great story to tell retail technology executives, but lack the content asset?

Let the *RIS* team collaborate with you in the development of a white paper, e-book or video to spread your message.

Reach and influence customers and prospects with this impactful campaign that delivers brand awareness and generates targeted and actionable leads.

The *RIS* thought leadership content program ensures that your white paper, video or other retail technology content asset reaches a defined, targeted audience of retail technology influencers — on the *RIS* site and across the web. The three- month campaign provides you with brand awareness and qualified leads.



THE PROGRAM INCLUDES:

- A custom landing page on the *RIS* website for your downloadable PDF or viewable video asset — plus exclusive ownership of the Banner and Leaderboard ad units on the page
- Native advertising campaign including home page and relevant category page promotion
- Three e-mail newsletter promotions — one per month — each deployed to 30,000 retailers
- One exclusive targeted e-mail promotion-deployed to 50,000 retailers
- Exit intent ad promotion on the *RIS* site — estimated impressions per campaign 5,000
- Remarketing effort targeting retail executives across the Web – up to 250,000 retail executive targeted impressions. Text ad; banner ad submission is optional
- Three months of detailed retail downloads delivered to you via the *RIS* lead portal

PRICE: \$15,000

BILLBOARD TO THE INDUSTRY

WEB ADVERTISING

Generate **maximum brand exposure** through ROS, targeted, and high impact ads surrounding *RISnews.com*'s trusted editorial content.



LEADERBOARD AND BANNER

Limited inventory ensures greater monthly impressions and a better opportunity for ad to be seen as there is much less clutter on the site.

• *Maximum of 4 ads per ad unit in rotation*

PRICING: \$2,500 PER MONTH NET

ENHANCEMENT TO ADVERTISING UNITS INCLUDE VIDEO ADS

Video advertising can be supported in *RIS*' 728 x 90 Leaderboard, 300 x 250 Banner, and Welcome Ad positions for an additional fee.

PRICING: \$1,000 NET ADDITIONAL

BANNER ADVERTISING

- 728 x 90 Top Leaderboard (1 available)
- 300 x 250 Banner (1 available)

PRICING: \$1,000 NET ADDITIONAL

2021 RATES (net)

Leaderboard*	\$2,500/month
Banner Ad*	\$2,500/month
Prestitial Ad	\$2,500/week
Native Web Advertising	\$3,500/month

**Rich Media Enhancements add \$1500 per unit*

LEADERBOARD

	DESKTOP	TABLET	SMART PHONE
SIZE	728 X 90 PIXELS	728 X 90 PIXELS	320 X 50 PIXELS
MAX FILE SIZE	50K FOR IMAGES 100K FOR FLASH FILES	50K FOR IMAGES 100K FOR FLASH FILES	50K FOR IMAGES 100K FOR FLASH FILES
SUPPORTED FILE TYPES	GIF, ANIMATED GIF, JPG, FLASH	GIF, ANIMATED GIF, JPG, FLASH	GIF, ANIMATED GIF, JPG, FLASH

BANNER AD

	DESKTOP	TABLET	SMART PHONE
SIZE	300 X 250 PIXELS	300 X 250 PIXELS	320 X 50 PIXELS
MAX FILE SIZE	50K FOR IMAGES 100K FOR FLASH FILES	50K FOR IMAGES 100K FOR FLASH FILES	50K FOR IMAGES 100K FOR FLASH FILES
SUPPORTED FILE TYPES	GIF, ANIMATED GIF, JPG, FLASH	GIF, ANIMATED GIF, JPG, FLASH	GIF, ANIMATED GIF, JPG, FLASH

REMARKETING

RIS remarketing helps you identify, follow and serve targeted ads to your best prospects on brand-safe sites across the web. We will connect your company with the retail executives who visit the *RIS* website by displaying your ads to them as they browse the web or search on Google. These turnkey campaigns require a supplied text ad, and optional 300 x 250 and 728 x 90 banners. Each flight delivers up to 250,000 impressions and 150 to 250 clicks in a 7-day period.

PRICE: \$4,000 PER 250,000 IMPRESSIONS

REACH & INFLUENCE

RIS EXECUTIVE INSIGHTS E-NEWSLETTER

RIS delivers its e-Newsletter to more than **80,000** retail executives three times per week, providing insights into the latest trends, case studies, best practices, and news shaping the retail industry.

ADVERTISING OPTIONS

2021 RATES (NET)

	PER WEEK
Leaderboard	\$2,000
Banner Ad	\$2,000
Native Ad	\$2,000

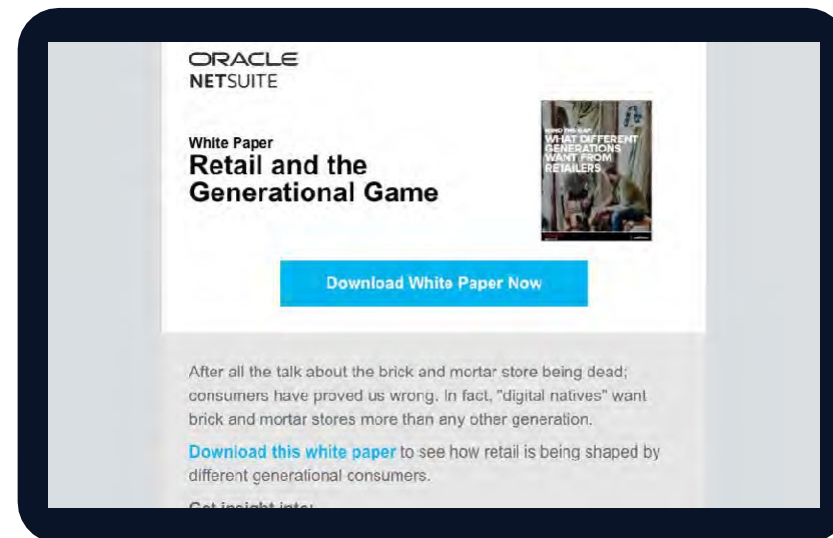
POSITIONS OFFERED AS 1WEEK, 1MONTH & 3MONTH PACKAGES

LEADERBOARD

SIZE	728x90 PIXELS
LOCATION	TOP OF E-NEWSLETTER
MAX FILE SIZE	25K FOR IMAGES
SUPPORTED FILE TYPES	GIF OR JPG ONLY (NO ANIMATION)

BANNER ADS

SIZE	300 X 250 PIXELS
LOCATION	MIDDLE OF E-NEWSLETTER
MAX FILE SIZE	25K FOR IMAGES
SUPPORTED FILE TYPES	GIF OR JPG ONLY (NO ANIMATION)



E-MAIL PROGRAM

RIS's email program provides you with a direct connection to retail executives.

It is a great solution for exclusive marketing opportunities, special invites and content delivery. Use this high impact vehicle to promote product launches, event participation, whitepapers, multiple solution offerings, even audio or video! In addition, inventory is limited on a monthly basis to ensure maximum open and click through rates from our readers.

PRICING: \$7500

IMMERSE. INSPIRE. ENGAGE.

INTERACTIVE MARKETING CONTENT CORAL

Stand out from the crowd with **CORAL**- a cutting edge graphic display that creates an interactive digital content experience.

Vibrant visual stories, animations, and embedded media enables users to deeply engage with digital content through self-guided exploration.

- Dedicated URL hosted on the *RIS* website
- Promotional targeted email sent to retail decision makers
- Promoted via RIS browser alert
- Monthly engagement report
- Option to embed link on your company's site and social

INTERACTIVE CONTENT LEADS TO:

80%

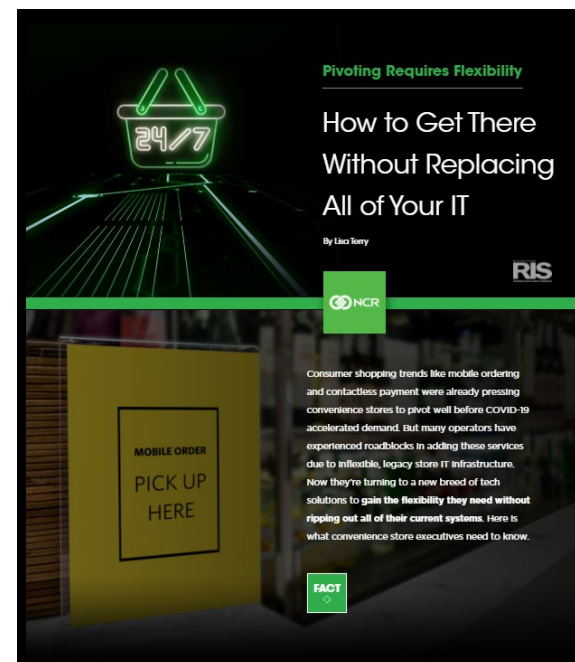
increase
in dwell times

10x

increase
in CTR

22%

increase in
conversions



[VIEW SAMPLE](#)



PRODUCTS INCLUDE:

STORYSCAPE (Level I)
Native digital article brought to life with video, animation and interactive hotspots

STORYSCAPE (Level II)
Designed for maximum engagement with multi-layered interactive content panels, micro-infographics, animated charts, and more

ANIMATED INFOGRAPHIC
Highly visual, data-driven, quick scan content with full animation and interactive elements

PRODUCT SPOTLIGHT
Animated page illuminating features and product benefits with call to action

INTERACTIVE CONTENT HUB
Branded, experiential microsite featuring multiple pages, interactive menu, and serialized to add new content throughout campaign

BUILD CONNECTIONS THAT COUNT

One-of-a-kind experiences **connecting you directly to qualified industry leaders, decision makers, and buyers.** Build relationships, generate solid leads, and enhance your market presence through sponsorship of RIS' live events.



LEAGUE OF LEADERS

RIS' League of Leaders is an elite task force of industry executives committed to identifying best practices and deepening the understanding of business and technology efforts across the enterprise to address pace of change. This exclusive group will LEARN through sharing, ACT through collaboration, and LEAD through collective support.



ANALYTICS UNITE SUMMIT

The Analytics Unite Summit's global event brings together the industry's top executives to learn from expert keynote speakers, panels and presentations, share insights through interactive workshops, and connect with providers and peers through engaging exhibit booths and networking opportunities.

AMPLIFY WITH OUR ENSEMBLE

To generate maximum brand awareness seamlessly with a custom integrated campaign leveraging the trusted authority of *RIS* and the extensive reach of EnsembleIQ's family of powerhouse brands.

EnsembleIQ is the premier business intelligence resource that believes in **Solving Big Problems and Inspiring Bold Ideas.**

Our brands work in harmony to inform, connect, and provide predictive analysis for retailers, consumer goods manufacturers, technology vendors, marketing agencies, and service providers.

EnsembleIQ's integrated suite of solutions-based resources gives you all the insights, tools, and access to achieve a strategic market advantage giving you insights, positioning focus and access.

EnsembleIQ
SMARTER TO MARKET

CANADIAN GROCER



ConvenienceStore
NEWS

ConvenienceStore
NEWS



HARDWARE • BUILDING SUPPLY
HBSDEALER

HOSPITALITY
TECHNOLOGY
HT

The Medical Post

Path_{to}Purchase**IQ**



pharmacy
PRACTICE • BUSINESS

Profession**Santé**

Progressive
GROCER



Retail Leader



STOREBRANDS

RETAIL INFO SYSTEMS

RIS[®]

POWERING INTELLIGENT COMMERCE



YOUR BUSINESS IS OUR BUSINESS

At *RIS*, we **understand the business of consumer goods** and are **committed to partnering with you** to ensure your marketing drives maximum results.

- Amplify your brand
- Influence your target audience
- Reach your business goals faster

Connect With Us Today!

BRAND DIRECTOR

Albert Guffanti

aguffanti@ensembleiq.com

973.459.2824

SALES DIRECTOR

Beth Langeslay

blangeslay@ensembleiq.com

224.229.0590

PRODUCTION MANAGER

Betty Dong

bdong@ensembleiq.com

212.756.5134

EDITOR IN CHIEF

Tim Denman

tdenman@ensembleiq.com

973.607.1371

SENIOR EDITOR

Jamie Grill-Goodman

jgoodman@ensembleiq.com

973.607.1372

MANAGING EDITOR

Lisa Johnston

ljohnston@ensembleiq.com

845.558.8396