

Convention Guides and Show Bulletins

The VRN Spring and Fall Conventions feature a combined Guide. Distributed to every convention attendee, it is the one source used to locate booths and obtain information on all other on-site functions, as well as providing meeting attendees with the most current industry news. Advertise with a 1/2 page ad or larger for 3 consecutive issues of Value Retail News, including the convention issue, and qualify for preferred advertiser discounts.

Convention Guides

VRN Spring and Fall Conventions

Show Bulletins (Other Meetings)

ICSC Spring Show (Las Vegas)

STANDARD RATES

Size	
Full Page B&W	\$1,775
1/2 Page B&W	885
1/4 Page B&W	425
Premium positions - Call for availability	\$500

SPECIAL RATES (for qualified advertisers)

Size	
Full Page B&W	\$845
1/2 Page B&W	445
1/4 Page B&W	215
1/4 Page B&W	* Free

COLOR RATES

4-Color process	\$1,105
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CLOSING DATES

VRN Spring Deal Making Guide

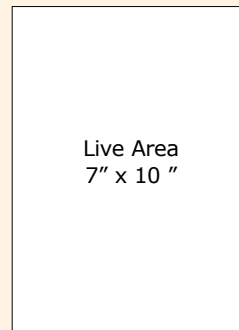
Ad reservations due: 1/24/11
Ad materials due: 2/3/11

VRN Fall Outlet Leasing & Marketing Convention Guide

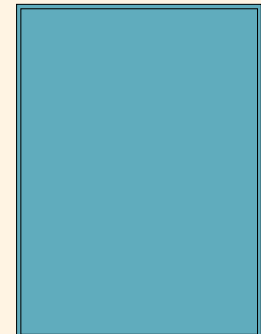
Ad reservations due: 8/8/11
Ad materials due: 8/22/11

VRN ICSC RECon Show Bulletin

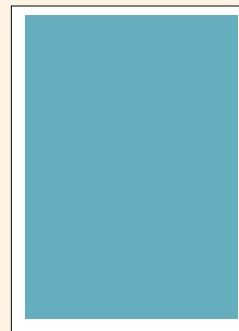
Ad reservations due: 4/7/11
Ad materials due: 4/15/11



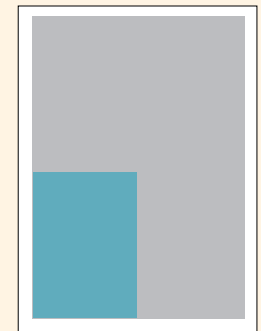
Magazine trim size
8-1/2" x 11"



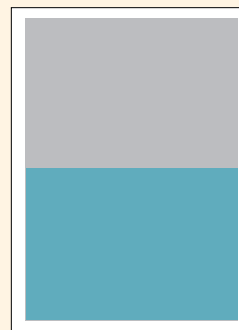
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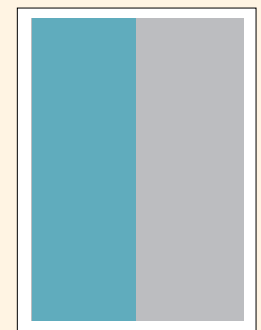
Full Page
7" x 10"



1/4 Vertical
3-1/2"x 5"



1/2 Horizontal
7-1/2" x 5"



1/2 Vertical
3-1/2"x 10"