



Return on Performance™ is the official magazine of the **Incentive Marketing Association** and the definitive voice of people performance management. Issued **four times a year**, **ROP** is a reputable resource for the corporate community with strategies and tactics to **leverage people performance** and thereby **drive financial performance**.



Distributed throughout the **United States** and **Canada**, **ROP** will reach the desks of **50,000** C-suite executives (including CEOs, CFOs and COOs) and senior managers. Selected industry verticals include **finance** and **banking**, **construction**, **manufacturing** and **telecommunications**.

The four-time rate for full-page ads is only **\$7,055** US. At less than \$150 per thousand, advertising in ROP offers great **value** and high **visibility** in the publication of a **respected** association.

advertising rates and specifications

net full color rates

Size	1x	2x	3x	4x
Full Page	\$8,225	\$7,820	\$7,440	\$7,055
2/3 Page	\$7,055	\$6,700	\$6,370	\$6,055
1/2 Island	\$6,820	\$6,475	\$6,160	\$5,855
1/2 Page	\$6,230	\$5,925	\$5,630	\$5,345
1/3 Page	\$3,995	\$3,795	\$3,605	\$3,430
1/4 Page	\$3,525	\$3,325	\$3,110	\$2,910
1/6 Page	\$2,345	\$2,230	\$2,125	\$2,015
DPS	\$16,465	\$15,640	\$14,865	\$14,125
IFC & IBC	\$9,405	\$8,935	\$8,490	\$8,100
OBC	\$10,230	\$9,725	\$9,240	\$9,115

*IMA Members enjoy 15% discount on all advertising.

mechanical requirements

Unit	Live Area	Bleed Size
Page	7.5" x 9.75"	8.75" x 11"
2/3 Page Vertical	4.95" x 9.75"	
2/3 Page Horizontal	7.5" x 6.45"	
1/2 Page Island	4.95" x 6.45"	
1/2 Page Vertical	3.68" x 9.75"	
1/2 Page Horizontal	7.5" x 4.8"	
1/3 Page Square	4.95" x 4.95"	
1/3 Page Vertical	2.41" x 9.75"	
1/3 Page Horizontal	7.5" x 3.15"	
1/4 Page Vertical	1.78" x 9.75"	
1/4 Page Horizontal	7.5" x 2.4"	
1/6 Page Vertical	1.15" x 4.8"	
DPS	16" x 9.75"	17.25" x 11"

publication specifications

- 64-page quarterly
- 8.5" x 10.75"
- perfect-bound
- 80lb cover stock
- 60lb text stock

We accept PDF X-1a (2002). Please note all ads must be minimum 300 dpi.

For inserts, polybagging, web opportunities and other creative advertising ideas, call us at 1-866-681-8194.

For advertising opportunities, please contact Direct Publications at 1-866-681-8194 or info@ropmagazine.com

2009 editorial calendar

Q1
Navigating Change
 We look inward and focus on strategies and perspectives that can anchor the bottom line amidst demographic, social and economic change. What strategies are worth investing in? Which will deliver results?

Q2
Global Perspectives
 We look outward to explore how a shrinking globe and a world economy affect your bottom line. What approaches will set you apart from competition from every corner of the globe?

Q3
Employees at a Premium
 With a labor shortage looming, we discuss keeping the employees you have, gaining the employees you need and ensuring all of them are productive.

Q4
Emerging Trends
 We look at the up-and-coming issues of 2009 that will continue to evolve and affect your business in 2010. What can C-suite executives do to stay on top?