

return on performance

Reach C-suite executives at Fortune 1,000 companies

Return on Performance™ is the official magazine of the Incentive Marketing Association and the definitive voice of the **\$46+ billion** incentive marketing industry.

Issued four times a year, *ROP* is a reputable resource for the corporate community and features the latest best practice strategies and research to engage, align and motivate employees, business partners and customers to yield measurable corporate results.

Who We Are

The Incentive Marketing Association leads incentive professionals and the corporate community as the **premier educator and information source** in the incentive marketplace. IMA provides the latest information, research and education on using incentive programs to motivate employees and customers.

IMA is the **only organization** in the field **representing every segment** of the incentive marketplace.

Reader Profile

Distributed **throughout the United States and Canada**, *ROP* will reach the desks of **10,000** C-suite executives, including **CEOs, CFOs, COOs and senior managers**, with digital distribution to **more than 20,000**.

Return on Performance reaches professionals from a range of industries, including finance and banking, construction, manufacturing and telecommunications.

In addition to print, *Return on Performance*™ is also available in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

To learn more about IMA, visit:
www.incentivemarketing.org

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Return on Performance – print edition

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

| | 1x | 2x | 3x | 4x |
|--|------------|------------|------------|------------|
| Double Page Spread | \$5,249.50 | \$4,989.50 | \$4,719.50 | \$4,459.50 |
| Outside Back Cover | \$4,649.50 | \$4,459.50 | \$4,259.50 | \$4,069.50 |
| Inside Front or Inside Back Cover | \$4,349.50 | \$4,159.50 | \$3,959.50 | \$3,769.50 |
| Full Page | \$3,849.50 | \$3,659.50 | \$3,459.50 | \$3,269.50 |
| 1/2-Page Island | \$3,079.50 | \$2,929.50 | \$2,769.50 | \$2,619.50 |
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| | 1x | 2x | 3x | 4x |
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| 1/3 Page | \$1,439.50 | \$1,369.50 | \$1,299.50 | \$1,219.50 |
| 1/4 Page | \$1,099.50 | \$1,039.5 | \$989.50 | \$929.50 |

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Return on Performance – digital edition

Digital Edition – www.returnonperformance.com

In addition to print, *Return on Performance* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



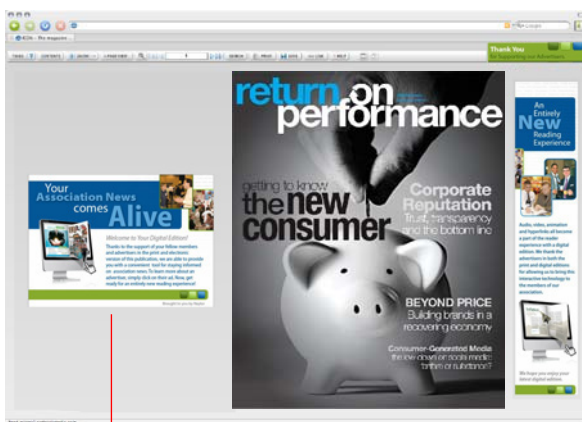
Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Readers receive each issue via e-mail, and each new issue is posted online at www.returnonperformance.com. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- View each page as it appears in print
- View a list of articles for one-click access
- Navigate and turn pages with one click
- Read the issue online or download it for later
- Bookmark and insert notes
- Perform a keyword search of the entire magazine
- E-mail articles of interest to colleagues
- Click on ads to go directly to the advertiser's website



eSponsorship* | \$3,509.50

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eLink | *Included in Display Ad Rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

Ad "Jolt" Upgrade | \$450.00

Transform your static, passive advertisement into an attention-grabbing, animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.