

# return on performance

## Reach C-suite executives, VPs and Directors at Fortune 1000 companies

*Return on Performance*<sup>™</sup> (ROP) is the official magazine of the Incentive Marketing Association (IMA) 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.

In each issue, *ROP* provides valuable information on solving business challenges by addressing people-centric leadership topics in sales, marketing, HR and operations.

## Who We Are

The IMA leads incentive professionals and the corporate community as the **premier educator and information source** in the incentive marketplace. The 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 **several thousand** C-suite executives, **including CEOs, CFOs, COOs and Vice Presidents of Sales, Marketing and Human Resources**, with additional digital distribution.

*Return on Performance* reaches professionals from a range of industries, including finance and banking, manufacturing, healthcare, insurance, travel, retail, and many more.

In addition to print, *Return on Performance*<sup>™</sup> 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](http://www.incentivemarketing.org)

 naylor  
Print, Online and Event  
Solutions for Associations

 rop<sup>™</sup>



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## Return on Performance readers have the power to make and influence purchases.

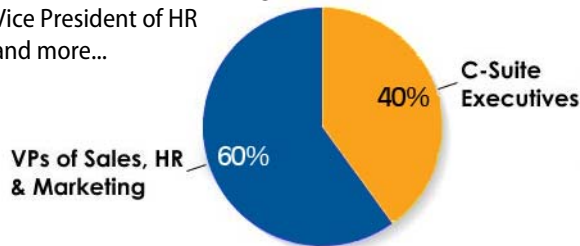
Readers work for companies that generate between **\$1 billion** and **\$9.9 billion** and **employ thousands of workers.**

### Who reads ROP?

Our readers have decision-making authority for their organizations.

Recipient job titles include:

- > Chief Executive Officer
- > Chief Operating Officer
- > Vice President of Sales
- > Vice President of Marketing
- > Vice President of HR
- > and more...



Readers work for **Fortune 1000** and **Global 500** organizations, including some of the most recognized companies in North America:

3M Company	Dollar General	Sprint Nextel
Abercrombie & Fitch	FedEx	Staples
American Eagle Outfitters	Ford Motor Company	Starbucks
American Express	The Gap	Sun Life Financial
AT&T	General Electric	Sysco
Autozone	Johnson & Johnson	Target
Bank of America	JP Morgan Chase & Co.	Time Warner Cable
Bank of Nova Scotia	Kraft Foods	TJX Companies
Best Buy	Limited Brands	Toronto-Dominion Bank
Boeing Company	Lowe's	Toys R Us
Bombardier	Macy's	Tyson Foods
Brinker International	Magna International	United Parcel Service
Caterpillar	Manulife Financial	Verizon Communications
Chevron USA	McDonald's Corporation	Walgreen
Citigroup	Metlife	Wal-Mart Stores
CocaCola Enterprises	MGM Mirage	Walt Disney Company
Costco Wholesale	Motorola	Wells Fargo Financial
Cracker Barrel	Omnicom Group	Wendy's/Arby's Group
CVS Caremark	PepsiCo	Whirlpool
Darden Restaurants	Publix Super Markets	Whole Foods Market
Dell	Rite Aid	Winn Dixie Stores
Delta Airlines	Royal Bank of Canada	
Dole Food Company	Sears Holdings	

### U.S. & Canadian Distribution

With the Incentive Marketing Association, you can target a national audience or pinpoint a specific region.

Readers and members are located in every region of the U.S. and Canada, including:

- > Northeast: 17.5%
- > East: 10%
- > Southeast: 13.5%
- > Central: 14%
- > Southwest: 16%
- > West: 12.5%
- > Canada: 16.5%

### Fully Interactive Digital Version

Distributed to 6,000 unique recipients, who can virtually flip through pages, forward articles of interest to colleagues and click on ads to be directed to the advertiser's website.

### In Print and Online

Year-long branding opportunities with *Return on Performance* targeting major industries, including:

- > Healthcare
- > Finance and Banking
- > Insurance
- > Travel
- > Manufacturing
- > Retail
- > Telecommunications
- > Transportation
- > Pharmaceuticals
- > and many more...

**For more details, contact your Naylor Account Executive today!**



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## 2011 Editorial Calendar

### Issue

### Features

### Ships

First Quarter

#### Purpose-Driven Organizations

As leaders re-evaluate their roles in the new economy, many are turning to purpose statements to realign and reignite their workforce. We'll explore the many facets of purpose-driven organizations and what we might learn from them.

March 2011

Second Quarter

#### Creating a Talent Advantage

Addressing the retention problems with engaged employees. The footprint of the average worker has grown by one-third, eliminating the opportunity to reach out and offer discretionary effort. Employees are doing the work of three people and don't have time for reflection or to explore and become enriched. This reduces the ability to grow or thrive, and poses a significant challenge for developing leaders as well.

May 2011

Third Quarter

#### Innovation at a Premium

Many experts agree that creativity and innovation are the new harbingers of success. We'll examine the many ways companies are focusing on innovation and using it as a strategic advantage.

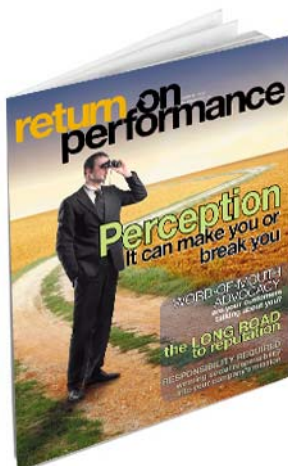
September 2011

Fourth Quarter

#### Global Game Changers

As the world gets flatter, leaders can't ignore trends and issues from the other side of the globe. What are the unstoppable trends that you need to know about to protect and grow your business?

December 2011



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## 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
1/2 Page	\$2,759.50	\$2,619.50	\$2,479.50	\$2,349.50
1/3 Page	\$2,289.50	\$2,179.50	\$2,059.50	\$1,949.50
1/4 Page	\$1,949.50	\$1,849.50	\$1,749.50	\$1,659.50

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$2,999.50	\$2,849.50	\$2,699.50	\$2,549.50
1/2-Page Island	\$2,229.50	\$2,119.50	\$2,009.50	\$1,899.50
1/2 Page	\$1,909.50	\$1,809.50	\$1,719.50	\$1,619.50
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

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).



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## Digital Edition – [www.returnonperformance.com](http://www.returnonperformance.com)

In addition to print, *Return on Performance* is 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](http://www.returnonperformance.com). A full archive of past issues is available, ensuring longevity for your online presence.*

### With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

## Ad Positions



### eSponsorship | \$3,009.50 (includes bonus eSkyscraper!)

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

### 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. Additional fees apply where noted.

### eToolbar | \$1,509.50

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

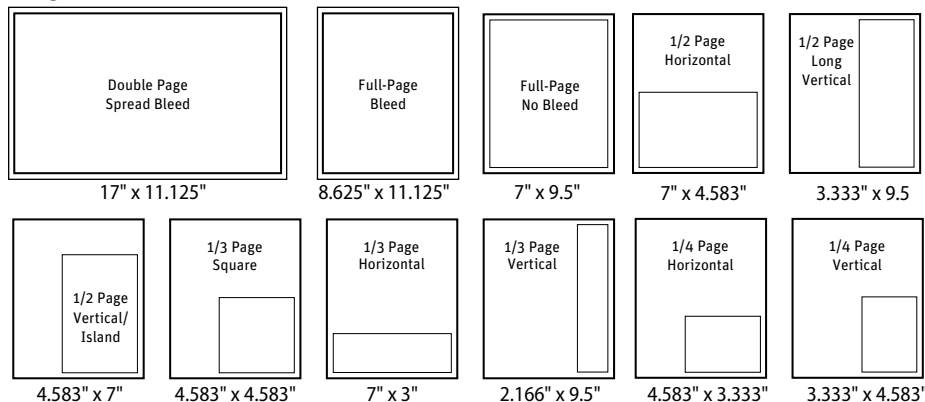
### eSkyscraper | Included in eSponsorship rate

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

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## Print Advertising Specifications

**Magazine Trim Size:** 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

### Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

## Digital Edition Specifications

For more information, visit <http://www.naylor.com/clientSupport-onlineGuidelines.asp>

### eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF\*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

### eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

### eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

### \*Flash Guidelines

- Publish or export your .SWF file for Flash Player 9 and ActionScript 3.0.
- All fonts, images and support animation files should be embedded within the animation.
- Files should be compressed best as possible.
- Set the frames per second (FPS) to 24.

### Creating a proper button using ActionScript 3.0:

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, and select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.

NOTE: DO NOT TYPE THE COMPANY URL but the word "URL". The purpose of setting up your Flash creative like this is so that we can control the URL. Please contact your Naylor account executive to supply your intended URL.

### Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the Nxtbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

- Bitmaps should have "smoothing enabled" for best pixel quality.
- Do not add buttons, button actions, weblinks or URL actions.
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.

4. Then convert your shape to a 'Symbol' and track it as a button.
5. From properties set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button selected, go to the 'Actions' Panel and add the following code:

```
on (press) {
    getURL(url, "_blank");
}
```

