



Internet Retailer Magazine: This award-winning monthly magazine is the leading source of news and analysis of the strategies, business practices, financial results and growth trends of the web-based retailing industry. Reported and written by the magazine's in-house staff of professional business journalists, the magazine is distributed each month to 37,000 executives of retail chains, catalog and other direct marketing firms, web-only merchants and consumer branded manufacturers who use the web to sell directly to consumers.

Subscription Pricing: Subscriptions are free to qualified subscribers and applications for subscriptions can be submitted online at <http://www.internetretailer.com/signupIR.asp>.

Commission for Affiliate Orders: Internet Retailer's affiliate program pays affiliates \$1 for every "qualified" subscriber who submits a completed web application. A qualified subscriber is one who selects from the industry category (Question 2 on the form) one of the following: A. Retail Chain or Store, B. Catalog/Direct Merchant, C. Virtual Merchant or D. Manufacturer. Seventy-one percent of the magazine's subscriber base fall into these four demographic categories.

Top 400 Guide: Published annual, the 224-page Top 400 Guide profiles and ranks the 400 largest retail web sites based on their annual sales and provides on each key operating and financial statistics, executive contacts, marketing strategies, vendor relationships and growth rates. It is the only such published database of its kind.

Top 400 Guide Pricing: A single copy of the Top 400 Guide sells on the web for \$49 (plus \$5.95 for shipping and handling) with unit price discounts for multiple copy orders. Orders for the Guide are submitted online at <https://www.internetretailer.com/top400/top400order.html>

Commissions for Affiliate Orders: Internet Retailer pays affiliates a 10% commission of the directory price excluding shipping and handling fees for every order submitted on the web site and paid with a credit card. The commission on a single such order is \$4.95. Orders paid through checks are not subject to commission.

Guide to E-Retailing Resources: This 244-page directory profiles 380 companies that provide solutions and services to the e-retailing industry and classifies them in one of 17 solution categories. Each vendor profile contains information of each vendor's target market; a description of its solution or service, including its price range and principal features; management contact information; and largest retailing clients.

Resource Guide Pricing: A single copy of the Guide to E-Retailing Resources sells on the web for \$39 (plus \$5.95 for shipping and handling) with unit price discounts for multiple copy orders. Orders for the Guide are submitted online at <https://www.internetretailer.com/eRetailing/Order.html>



Commissions for Affiliate Orders: Internet Retailer pays affiliates a 10% commission of the directory price excluding shipping and handling fees for every order submitted on the web site and paid with a credit card. The commission on a single such order is \$3.95. Orders paid through checks are not subject to commission.

Internet Retailer 2005 Conference Proceedings CD: This CD contains the complete PowerPoint presentations of each of the 50 expert speakers who made presentations to the Internet Retailer 2005 Conference & Exhibition, which was held in Chicago June 7-8, 2005 and attended by 1,140 e-retail industry executives. The CD contains 804 slides in all but does not include an audio record of the speeches. Microsoft PowerPoint software is required for viewing.

Proceedings CD Pricing: A single copy of the Internet Retailer 2005 Conference Proceedings CD sells on the web for \$89 and is subject to a limit of one copy per order. Orders for the IR2005 Proceedings CD are submitted online at <https://www.internetretailer.com/IR2005-CD/order.html>

Commissions for Affiliate Orders: Internet Retailer pays affiliates a 10% commission of the CD for every order submitted on the web site and paid with a credit card. The commission on a single such order is \$8.90. Orders paid through checks are not subject to commission.

Internet Retailer 2006 Conference & Exhibition: This annual conference is the largest trade show in the e-retailing industry and is expected to draw more than 2,000 attendees to the three-day event in Chicago on June 5-7, 2006. The conference will feature 75 expert speakers and exhibits from more than 150 e-retailing solution providers.

Conference Pricing: Prices for IR2006 Conference registration range from \$595 to \$895. Prices for a related marketing workshop for e-retailers range from \$295 to \$395, and the cost of purchasing an Exhibit Hall Only pass is \$195. The web site for promoting the conference and accepting online registrations is currently under development and is expected to come on line by mid-December.

Commissions for Affiliate Orders: Internet Retailer pays affiliates a commission of 5% of conference registration fee for every conference registration order that is received on the web site from an affiliate and paid with a credit card. Orders paid through checks are not commissionable. Registration orders for the IR2006 Conference & Exhibition will be accepted on line beginning December 15, 2006, when the web pages for the conference will be made live. At that time, affiliates will be sent the link to the web registration pages.

