MEDIA KIT

2017

LOYALTY360
The association for customer loyalty

LOYALTY
MANAGEMENT™

QUARTER ONE, 2017

Deadline: January 27, 2017
Publication Date: March 20, 2017

Customer Retention Issue
Bonus: Distribution at Loyalty Expo 2017

- Loyalty Programs: how to, next generation, best practices, best-in-class examples
- Channel Programs / initiatives: next generation, best practices, best-in-class examples
- Advocacy: building it, identify advocates, nurturing and exploiting

QUARTER TWO

Deadline: March 31, 2017
Publication Date: May 2, 2017

Annual Best Practices Issue
Best practices and what makes them the best

Bonus: Distribution at Loyalty Expo 2017

- Best practices in creating winning loyalty programs
- Best practices in delivering a superior overall customer experience
- Best practices in multi-channel loyalty strategies
- Best practices in turning employees into brand ambassadors

QUARTER THREE

Deadline: July 14, 2017
Publication Date: September 18, 2017

Customer Experience & Engagement Issue: B2B & B2C
Bonus: Distribution at Engagement & Experience Expo

- Using customer experience to build deeper, more meaningful customer relationships
- Omni channel customer engagement
- The role of VoC in customer experience
- Customer service

QUARTER FOUR

Deadline: October 13, 2017
Publication Date: December 18, 2017

Annual Trends Issue
Reflecting on what we saw in 2017 and where we're going in 2018

- Trends in measuring effectiveness of strategies
- Trends in omni-channel/multi-channel integration
- Trends in technology in engagement, experience, loyalty & advocacy

PRINT SUBMISSION GUIDELINES

CONTRIBUTORS' SUBMISSION GUIDELINES

CONTENT

- Submissions should be unbiased, non-promotional, and vendor neutral.

- Styles accepted include editorial, op-ed, best practices, case studies, or white papers.

- Sidebars or calls outs should be noted.

- A tone that is advertorial in nature or suggestive of a press release should be avoided. Please email Steven Taggart (StevenTaggart@loyalty360.org) for details on sharing a press release.

CONTRIBUTOR INFO

All submissions should be accompanied by a short bio and headshot for the Contributor's page.

- **Headshot:** print ready photograph 300 dpi or greater (pdf, jpeg, or tif).

- **Bio:** one-two sentences, approximately 30 words.

TIMING

Deadlines are tight. Please be sure to submit your complete FINAL article with contributor bio and headshot by the due date. If you miss the deadline, we will hold your article for a future issue.

LENGTH

Contributions for the opinion editorials should not exceed 600 words. For other features word lengths will vary, but generally do not exceed 1,200.

NOTE: For lengthier submissions, contact Steve Taggart, StevenTaggart@loyalty360.org for special consideration.

IMAGES & GRAPHIC ELEMENTS

Any photos, graphs, charts etc. to be included with your piece need to be delivered as a separate file and should be print quality. 300 dpi or greater (pdf, jpeg or tif) at 100% reproduction size.
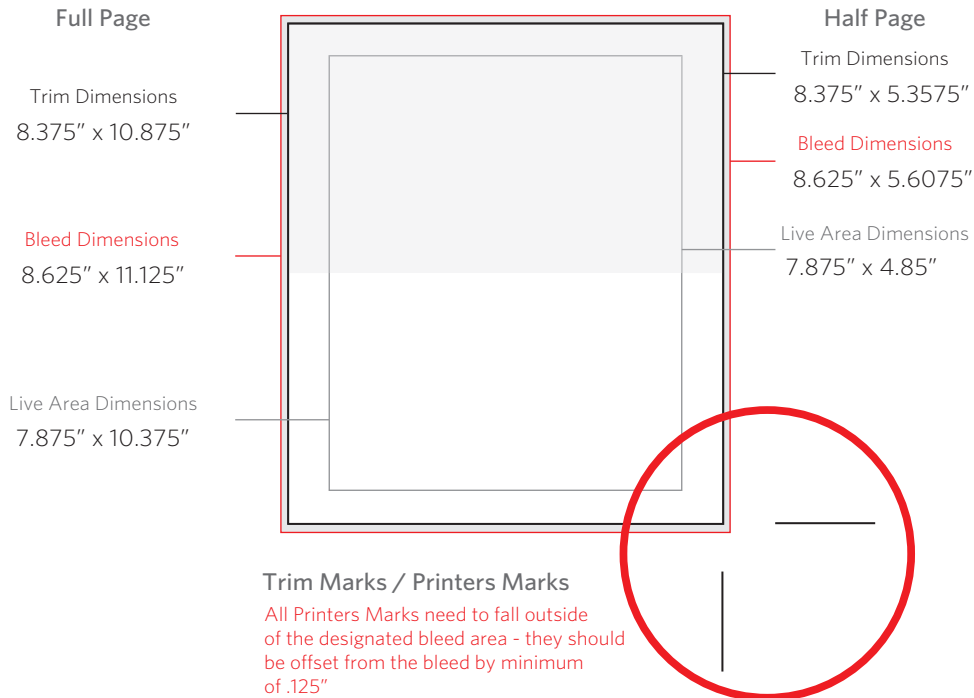
- Include drawings, figures, tables, and screen shots, whenever it seems useful or otherwise appropriate.

- Give any graphic element an informative caption.

- Refer to each graphic element at an appropriate place in the running text.

NOTE: We will always do our best to include supplied images. However, we reserve the right to substitute or alter the image to accommodate style, size, and content as it relates to the overall look and feel of the publication.

PRINT SPECS

MECHANICAL SPECIFICATIONS

- Single-page PRESS QUALITY PDFs, including crop marks and bleed, fonts embedded

- All colors & images in CMYK

- All images high resolution CMYK files. (300 dpi at actual size)

- **Details:** Set margins to .25" on all sides (no type within the margins); bleeds must extend .125" beyond the trim. Crops must extend .25" **beyond** the trim area.

SIZE	LIVE AREA (width x height)	TRIM AREA (width x height)
full page	7.875" x 10.375"	8.375" x 10.875"
1/2 page	7.875" x 4.85"	8.375" x 5.3575"
1/3 page (vertical)	2.35" x 9.625"	Inset - No Bleeds
1/4 page	3.6042" x 4.7225"	Inset - No Bleeds
1/4 page (horizontal)	7.375" x 2.2938"	Inset - No Bleeds

Full Page

Trim Dimensions
8.375″ x 10.875″

Bleed Dimensions
8.625″ x 11.125″

Live Area Dimensions
7.875″ x 10.375″

Half Page

Trim Dimensions
8.375″ x 5.3575″

Bleed Dimensions
8.625″ x 5.6075″

Live Area Dimensions
7.875″ x 4.85″

Trim Marks / Printers Marks

All Printers Marks need to fall outside of the designated bleed area - they should be offset from the bleed by minimum of .125″

LOYALTY
MANAGEMENT™

CONTRIBUTORS' SUBMISSION GUIDELINES

LOYALTY MANAGEMENT ONLINE

Deadline: See editorial calendar for issue specific submission deadlines.

Each month features exclusive online content focused on the latest marketplace trends, technologies, case studies, and best practice research.

CONTENT

As a Voice of the Customer publication, topics and focus for each issue are determined as we receive your feedback. Each issue we look for the latest trends, technology, newest ideas and case studies. We encourage you to share your ideas, learnings and experiences including trends, best practices, technology—new and used, what's working and, yes, what's not! See the editorial calendar for topic suggestions.

TIMING

Deadlines are tight. Please be sure to submit your complete FINAL article with contributor bio (30 words or less) and headshot or advertisement by the due date. If you miss a deadline, we will hold your article/ad for a future issue.

These online exclusive articles also receive featured placement and promotion in Loyalty360's weekly newsletter and through social media channels.

JANUARY

Deadline: Monday, December 26, 2016
Online Publication Date: Monday, January 2, 2017

Trends B2B & B2C

• Branding / universal messaging
• Content Marketing: definition, best practices, uses, digital

FEBRUARY

Deadline: Monday, January 30, 2017
Online Publication Date: Wednesday, February 1, 2017

Customer Lifecycle Issue

• Journey mapping   • Incorporating data
• Lifecycle stages   • Omnichannel

MARCH

Deadline: Monday, February 27, 2017
Online Publication Date: Wednesday, March 1, 2017

Data Issue

• CRM   • Segmentation
• Data Analytics

APRIL

Deadline: Monday, March 27, 2017
Online Publication Date: Monday, April 3, 2017

Customer Loyalty Issue

• Customer Loyalty   • Customer Retention
• Building advocacy   • B2B & B2C

MAY

Deadline: Wednesday, April 26, 2017
Online Publication Date: Monday, May 1, 2017

Customer Retention: What's Next

• Taking retention to the next level
• Partnerships
• Promotions
• Effective use of data and segementation
• Valuing the customer

JUNE

Deadline: Monday, May 29, 2017
Online Publication Date: Thursday, June 1, 2017

B2B Issue: Customer Retention

• How the relationship changes over time
• VoC
• Community development & management
• Best practices to develop and share content

JULY

Deadline: Monday, June 26, 2017
Online Publication Date: Monday, July 3, 2017

The Employee Issue

• Employee engagement
• Role of Employee in successful customer loyalty
• Role of Employee in successful customer experience

AUGUST

Deadline: Friday, July 28, 2017
Online Publication Date: Tuesday, August 1, 2017

Technology Issue

• Beacons / Cloud / Mobile / Security / Social……

SEPTEMBER

Deadline: Monday, August 28, 2017
Online Publication Date: Friday, September 1, 2017

Customer Experience Issue (B2B & B2C)

• Customer service   • VoC
• Omnichannel   • Customer insights

OCTOBER

Deadline: Wednesday, September 25, 2017
Online Publication Date: Monday, October 2, 2017

Customer Engagement Issue

• Consumer trends
• Trends in strategies and practices
• Data collection and management

NOVEMBER

Deadline: Monday, October 30, 2017
Online Publication Date: Wednesday, November 1, 2017

Research Issue

• Consumer insights   • Employee insights
• B2b insights   • Market insights

DECEMBER

Deadline: Friday, November 27, 2017
Online Publication Date: Friday, December 1, 2017

Best Practices

• Corporate social responsibility   • Omnichannel
• Technology   • Engagement, experience & loyalty

EMAIL ADVERTISING RATES

SIZE	LIVE AREA (width x height)	1 Week
Top Placement	575 x 60	$1000
Bottom Placement	575 x 60	$500

Mechanical Specifications
72 dpi resolution - JPEG | GIF | PNG | Animated GIF

WEB ADVERTISING RATES

SIZE	LIVE AREA (width x height)	1 month
Large Premium-placement Banner Advertisement	250 x 250	$1200
Small Premium-placement Banner Advertisement	250 x 200	$750
Large Featured Rotating Banner Advertisement	1400 x 400	$2500
Website Pop-up Advertisement	645 x 485	Contact us for pricing.

Mechanical Specifications
72 dpi resolution - JPEG | GIF | PNG | Animated GIF

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