

Connect with the buyer — and beyond — in **DRUG STORE NEWS**

Reach Your Market at Marketplace!

More than \$500 billion in annual buying power will be there. Will you?

Representing more than 90% of the industry, with over 250 retail companies representing more than 145,000 retail outlets in attendance, the 2010 NACDS Marketplace (June 5-8) is the most powerful trade event of the year for front-end merchandising. Advertise with *Drug Store News* to capitalize on our exclusive, multimedia portfolio of event-specific products and services to target your customers and prospects during Marketplace.

Drug Store News NACDS Marketplace Issue SPECIAL REPORT: The Marketplace Primer - What every retail pharmacy buyer needs to know about every category.

Original reporting, intelligence and insights from every corner of the store. This valuable year-round reference will attract attention from everyone at the show, plus those who can't go.

Issue Date: June 7/Ad Close: May 12/Materials Due: May 14

Drug Store News Show Dailies The premiere Marketplace Show Daily magazines.

Three on-site issues, an online daily report, plus the digital post-show wrap-up deliver show news, photos and more for extra impact on-site. Your one ad runs in every issue! For added exposure, advertise in the "Online Digital Photo Gallery" of supplier and retail executives where features remain online for weeks after the show.

Issue Dates: June 5,6,7/Ad Close: May 12/Materials Due: May 14



ADVERTISER EXTRA: "Meet the Market" Product Reviews

Advertise in the show issue and/or show daily and receive a 100-word product write-up and photo in the Marketplace digital edition. The digital edition will be e-mailed directly to more than 5,000 headquarter-level executives 10 days before Marketplace, and accessible up to three weeks afterwards via drugstorenews.com (nearly 114,000 unique visitors per month). Each listing will include an e-mail link to key supplier contacts for immediate follow-up and product requests.

The Drug Store News VIP Party

Exclusive visibility. Exceptional access. By invitation only.

Take advantage of this exclusive VIP sponsorship and receive:

- Invitations to the party
- Event signage and product placement
- Special mention in the *Drug Store News* Marketplace Show Daily
- Logo on all promotional materials

Learn more. Sell more.

Visit our marketing site @ www.drugstorenews.com/foradvertisers

**Click or call your
Drug Store News
Sales Manager
for details**

Wayne Bennett
Publisher
212-756-5157
wbennett@drugstorenews.com

Eric Savitch
National Sales Manager
856-489-3336
esavitch@drugstorenews.com

Sharon Ames
Rx Category
212-756-5166
sames@drugstorenews.com

Michael Shaw
NY/New England/Int'l
212-756-5134
mshaw@drugstorenews.com

Catherine Stephany
Central
312-645-5081
cstephan@drugstorenews.com

Mary Fagnano
West
323-860-6308
mfagnano@drugstorenews.com