

Solutions Showcase

As added value for our advertisers and to provide a secondary approach to the loyal readers of *Loss Prevention*, we publish a special Solutions Showcase section in each issue. This section features case studies, success stories, technology discussions, or other applicable editorial developed in partnership with advertisers.

Showcase Specifications

The articles in the Solutions Showcase are published under the following specifications:

- Minimum 3X annual contract advertisers receive one page article (600 words).
- Full-page 6X contracts receive two-page article (maximum 1200 words).
- One showcase article per calendar year.
- Advertiser-submitted copy will be edited by *Loss Prevention* for content, style, and length.
- Articles should include appropriate product and/or retail-related photography supplied by advertiser as high-resolution digital files (300 dpi).
- Electronic PDF versions of articles will be provided to advertisers for email or web marketing.
- Articles will be published on the Showcase page of the magazine web site.
- Submission of text and photograph coincides with the space reservation deadline for the specific issue as shown on the editorial calendar. Submissions should be sent to showcase@LossPreventionMagazine.com.
- *Loss Prevention* reserves the right to reject articles submitted by advertisers at the publisher's discretion.

Reprints

Reprints of Solutions Showcase articles are available at the following rates (plus shipping). To order reprints, contact the publisher at 704-365-5226.

Quantity	100	500	1,000	2,000	5,000
Four color					
Two-page article	\$850	\$950	\$1,000	\$1,100	\$1,500
One-page article	\$700	\$800	\$850	\$900	\$1,200
Black only					
Two-page article	\$550	\$600	\$650	\$700	\$900
One-page article	\$400	\$450	\$500	\$550	\$700

