



STOREROTICA, INC.

2431 Estancia Blvd. ▲ Building B ▲ Clearwater, Florida 33761
(727) 723-8827 ▲ Fax: (727) 712-8282 ▲ lacy@storerotica.com

Ad Content Policies

Dear (**VALUED & VERY IMPORTANT**) Advertiser:

STOREROTICA Magazine is mailed to the owners and operators of not only adult retail stores, but also to the owners and operators of any and all retail stores that sell erotic products. That means **STOREROTICA Magazine** is also mailed to lingerie boutiques, “soft” adult product stores, and even smokeshops and adult nightclubs.

STOREROTICA Magazine has led the charge to convince adult retail stores that they should also be carrying intimate apparel and to convince lingerie boutiques that they should also be carrying some adult products. The end result is more retail outlets for companies such as yours to sell their products to.

To, in essence, double the market of buyers who will see your advertised product, we have to make sure that both the editorial content and the advertising content in the magazine are viewed in a positive way by all of our readers. To reach this goal, we have implemented some guidelines on display ads that are submitted to **STOREROTICA Magazine**:

- No exposed genitalia or nipples
- No “spread” shots or “pop” shots
- No bodily fluids
- No obscene text
- *Rule of thumb*: should be tasteful, upscale presentation

Trust us, we have no problem with any of the above, and those images either in print or on video are an integral part of many of your products; we just think that the place for those more graphic images is in your products and not in display ads that are reaching a continually broadening audience of buyers for your products. We are leading the charge to get exposure (*pardon the pun*) for your adult products into new areas of potential buyers such as lingerie boutiques, adult nightclubs, smokeshops, etc. and those new readers need to be approached in a bit more subtle of a way.

As an advertiser, you are **EXTREMELY** important to us, so if you have any questions regarding these advertising policies, please do not hesitate to call me at (727) 723-8827.

Sincerely,
Lacy Empkey
Marketing Director