The major contribution of this paper is the development of a normative model designed to assist retailers in responding more profitably to the thousands of competing trade promotions received annually. The central premise of the model is that a retailer weighs the incremental revenue generated from trade promotion incentives and from complying with retail promotion requirements against the additional holding costs associated with ordering beyond the typical cycle order quantity. We extend previous work to explicitly model the holding cost multiplier term. This parameter has in the past represented retailer judgements of risk. By linking this parameter to the mean or the mean and standard deviation of trade deal arrival time, we make it easier to incorporate retailer judgement. In our discussions with store managers, we found that all expressed confidence in their ability to predict the mean and variance of trade deal arrival times. This has tremendous practical implications, because unlike previous modeling of the holding cost multiplier term where retailer judgement was uncertain, we have an easy to estimate quantity which the retailers understand well.