

TotalRetail specs

E-Newsletter Ads That Drive Results

LEADERBOARD SPECS 728x90 DISPLAY CREATIVE (IMAGE-BASED)

DISPLAY AND TEXT CREATIVE ACCEPTED

- All e-newsletter display advertising units must be GIF or JPEG files
- Maximum file size: 45k
- Resolution: 72 dpi
- Looping Restrictions: Maximum of 4 frames and 3 loops
- No Flash/Rich Media
- Third-party ad server redirects and 1x1 gifs allowed
- Materials due two (2) full days prior to e-newsletter insertion
- All ad placements include a small "advertisement" label

HELPFUL HINT: Make sure you remember to include "ALT" text (up to 65 characters), which is displayed if images are blocked and helps meet American Disabilities Act (ADA) guidelines.

FEATURED RESOURCE SPECS

- Title - Should be name of the asset
- Product summary - 50 - 75 words
- Image - 250x250 Pixels
- Height Maximum (.jpg or .gif)
- Landing page URL - should redirect back to short form/landing page

DELIVERABLES REQUIRED: Asset title, Product summary, Image/logo, Landing page URL

728x90

TotalRetailreport
June 17, 2015

M.Fredric Gains Inventory Control Through New POS System, Part 1
M.Fredric is a California-based apparel retailer that sells its products via nine brick-and-mortar stores and an e-commerce website. Like many omnichannel brands, managing inventory levels in real time to prevent out-of-stocks and overstocks was a challenge for M.Fredric. In addition, a lack of real-time sales data meant buying decisions were delayed, a serious inhibitor for...

Cloud in Retail: Driving Personalization and Enhanced Consumer Experience
Cloud, cloud, cloud... it's not just buzz, it's being used everywhere. And one of the industries with visible impacts from cloud adoption is retail. But how great is cloud for retail really? An Accenture study projects that the cloud market will triple this year in retail, comprising a \$19.1 billion business. Why are people...

Free Whitepaper for Business Common Sense Readers: Campaign Management in the Cloud: World-Class Marketing That Every Marketer Can Afford
This white paper explores the benefits of employing a cross-channel campaign management solution to run marketing programs, along with the unique advantages of selecting a cloud-based platform. ClickSquared is a global provider of cross-channel marketing software and services—uniquely delivered in the cloud...
click²
more »

728x90

Amazon's Uber-Like Delivery Service Could Be Coming Soon
FORBES
Amazon.com is considering a crowdsourced delivery solution that uses individuals to deliver packages and getting retailers to use them, all powered by a mobile app. The initiative, referenced internally as On My Way, could allow Amazon to gain control over shipping costs that grew 91 percent last year, according to The Wall Street Journal. more »

New Bill Would Require Online Sellers to Collect Sales Tax
Ecommerce Bytes
The Marketplace Fairness Act failed to secure Congressional approval last year, but was reintroduced in the Senate in March. This week, a different version surfaced in the House. Join Rep. Jason Chaffetz introduced the Remote Transactions Parity Act of 2015 on Monday. Retail groups including the National Retail Federation (NRF) and Retail Industry Leaders Association... more »

Today's Featured Resources

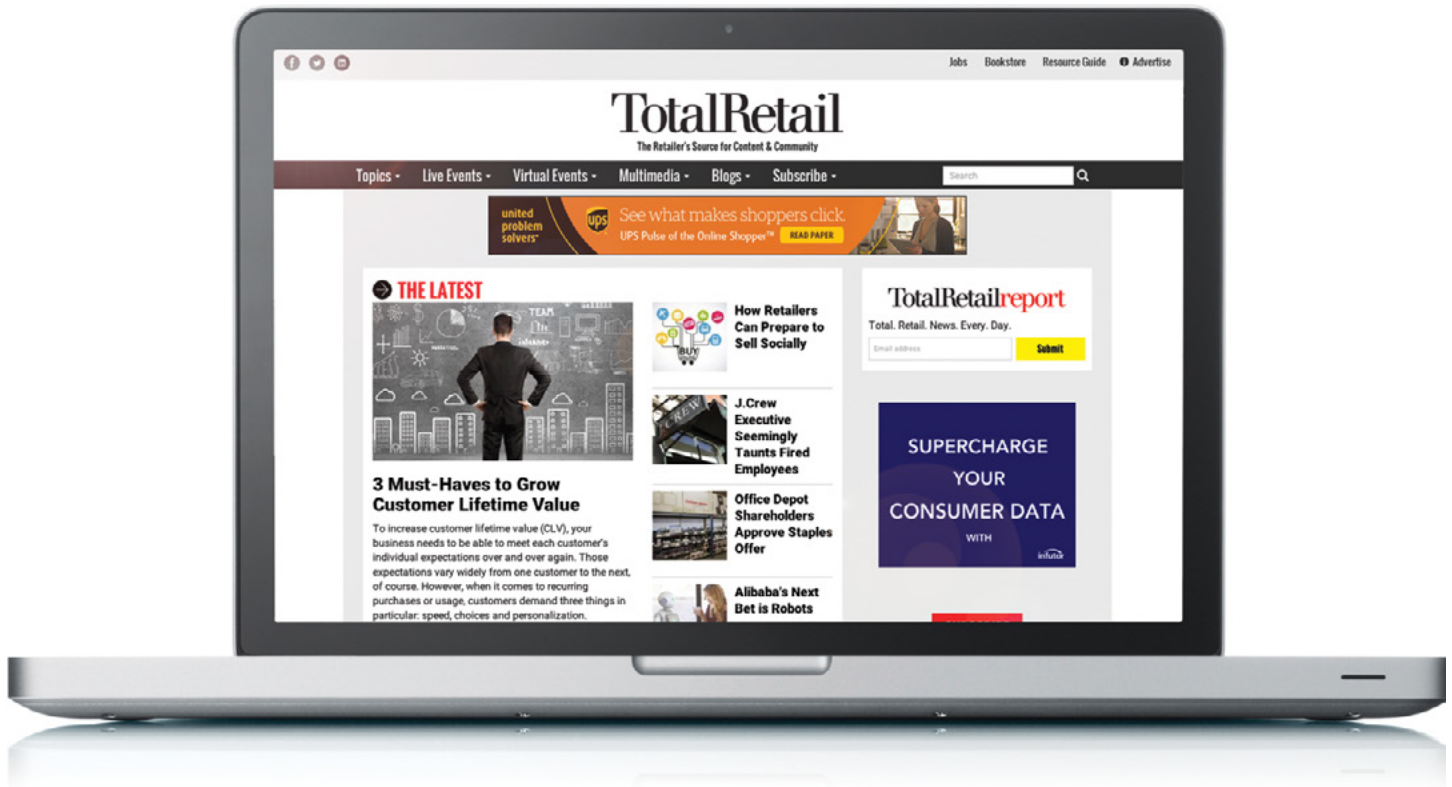
IBM Nonprofit Online Resource Center
Discover how your fundraising efforts can become more targeted - netting higher returns, while reducing your marketing and operations costs. Visit the resource center now. more »

Free Guide: Year-End Fundraising Essentials
After building a strong relationship with your supporters this year through email outreach and social media, it's time to make it official - and ask for a donation! To learn how to set the stage for a pleasant and memorable donation experience, make it easy for donors to give and show how grateful you are for their support. more »

Fundraiser's Guide to Irresistible Communications
This easy-to-read and entertaining book will help you skip years of learning curve and start writing, designing, and thinking like a seasoned fundraising pro on the very next project you tackle.
Jeff Brooks, one of America's top fundraising writers, takes you... more »

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Flexible Ad Format Designed to Maximize Results

ACCEPTED CREATIVE

GIF or JPEG

- Maximum file size: 50k
- Resolution: 72 dpi
- Frames and Looping Restrictions:
Maximum 4 frames with 3 loops
- Recommended animation length: 30 seconds

Flash (.SWF/Flash 7.3 up) and other Rich Media) (Accela EyeBlaster, PointRoll, etc.)

- Flash must include proper clickTAG that opens target URL in new browser window

- Animation Length: 15 seconds or 30 seconds
- Maximum file size: 100k
- Audio: User-initiated with pause/stop/play controls
- Audio: Sound On/Off controls must be present
- Video: .FLV (maximum file size 1.2 MB)
- Video may auto-play or display via a user-initiated sub-load
- Maximum Frame Rate
Flash: 20 fps
Video: 30 fps

ALL MAJOR THIRD-PARTY AD SERVING ACCEPTED

- Whenever possible, Total Retail follows guidelines set by the Interactive Advertising Bureau (IAB). For more information, visit www.iab.net.
- Please submit all DoubleClick Site Directory RFPs to: jdipasquale@napco.com
- For more information, please contact your advertising sales representative.

TotalRetail specs

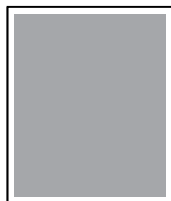
Magazine Display Advertising Dimensions

Page Trim Size: 9" x 10.875"



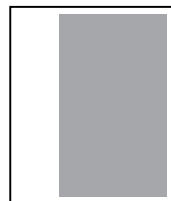
Spread

Live: 17.25" x 10.125"
Trim: 18" x 10.875"
Bleed: 18.25" x 11.125"



Full Page

Live: 8.25" x 10.125"
Trim: 9" x 10.875"
Bleed: 9.25" x 11.125"



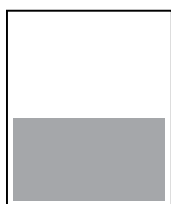
2/3 Page

Live: 5.25" x 9.5"



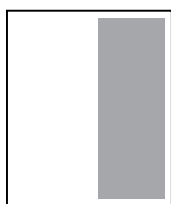
1/2 Island

Live: 5.25" x 7"



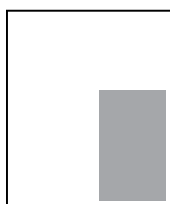
1/2 Horizontal

Live: 8" x 4.5"



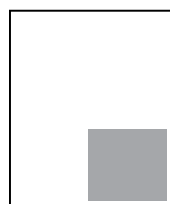
1/2 Vertical

Live: 3.875" x 9.5"



1/3 Vertical

Live: 2.5" x 9.5"



1/3 Square

Live: 5.25" x 4.5"



1/4 Vertical

Live: 3.875" x 4.5"

General Specifications

General Rate Policy

Rates are effective as of November 1, 2013. All business under current contracts will be protected for the duration of the contract.

Commissions and Terms of Payment

Terms are net 30 days. Any account not paid within 30 days will be subject to a service charge of 1 1/2% per month. Agency commission: 15%; allowed only on invoices paid within 30 days. Payment for any advertising shall be due and payable at publisher's office: 1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19130-4094.

Short Rate, Rebate and Rate Protection

Advertisers not using the number of insertions on which their rates are based, within 12 months, shall be short rated for the difference in amount. Advertisers using more insertions than contracted for will receive appropriate rebates.

Cancellations

Cancellations not accepted after space reservation closing date.

Position Policy

The publisher guarantees no position request unless contracted for at premium rate and assumes no responsibility if position given differs from request.

Mailed the 15th day of month of issue.

General Regulations and Policies

All copy subject to approval. The publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisements which, in the publisher's opinion, give the illusion of editorial material will carry the word "Advertisement."

In consideration of *Total Retail's* acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless *Total Retail* and its officers, employees and agents against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing or publishing of its advertisement including, without limitation, reasonable attorney's fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism and copyright and trademark infringement.

All insertion agreements (insertion orders) shall be governed by the laws of the Commonwealth of Pennsylvania. Claims arising in connection with said agreement, or its performance by either party, may be decided by and in the state and federal courts sitting in the Commonwealth of Pennsylvania. The advertiser and the advertising agency are jointly and severally liable for payment. The advertiser agrees to submit to the personal jurisdiction of such courts as an inducement and consideration for the publisher's acceptance of the order.

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Magazine Mechanical Specifications

Printing: Web offset, SWOP standards

Binding: Saddle Stitch

Trim: 9" x 10.875" | **Bleed:** 9.25" x 11.125"

Spread Trim: 8" x 10.875" | **Spread Bleed:** 18.25" x 11.125"

Keep live matter 3/8" inside trim, including gutter trim for spread ad (approximate total live area: 8.25" x 10.125")

Digital Specifications/PDF File Requirements

PDF/X1-a is the required file format for **Total Retail**. Sending your ad as a PDF/X1-a protects the integrity of your ad file and ensures that it will print properly. **Total Retail** is now using a web based ad portal called **SendMyAd** for display ad submission. It is easy to use and can be accessed using a standard web browser on any computer, anywhere in the world. Just use one of the following browsers: Firefox 3.0 (or higher), Safari 3.0 (or higher), or Internet Explorer7 (or higher). You will also need Adobe Flash Player 9 (or higher).

With **SendMyAd** your display ad materials can be uploaded, preflighted, approved and delivered to us all within minutes. Advertisers can access the portal by logging on to <https://napco.sendmyad.com> to setup your account. Upon logging in you will be asked to set up a username and password. This account can be used for any publication using the **SendMyAd** portal. Please send all display print ad materials to the **SendMyAd** portal, NOT to the publication production manager. Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your display print ad. Do not send classified ads to the portal.

Please upload your ad to the **SendMyAd** portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher. If you need assistance please do not hesitate to call the Production Manager at the number below. Please Note:

- Scanned images for both display and marketplace ads must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be .1250" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the production manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/systemList.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>.

Call the Production Manager at the number below if you have questions.

Please Note: Advertisers or Ad Agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Total Retail in any and all production disputes. Send contract proofs (pre-paid) and insertion orders to:

Total Retail

NAPCO Media

1500 Spring Garden Street, Suite 1200
Philadelphia, PA 19130-4094

Attn: Vicki Manucci/Production Manager

Tel: 215-238-5432 • Fax: 215-238-5297

Insert Specifications

- Publication Trim: 9" x 10.875"
- Minimum insert size: 3.9375" wide x 3.6875" high
- Maximum insert size: 9.25" x 11.125" high, which will trim to 9" x 10.875" in the book.

NOTE: Insert spine dimension must be larger than the dimension of the width. (All inserts jog to head and require an 1/8" head trim & gutter trim.)

- Inserts with perforations must be reviewed with production manager prior to manufacturing of the insert. Vertical perforations should be at least 1/8" away from the spine edge.
- Inserts that are maximum size also require 1/8" face and foot trim. Keep live matter 3/8" inside the final trim size.
- Minimum stock: 60# text. Maximum stock: 10 pt.
- Four-page inserts must be supplied folded and within the sizes indicated above. Review inserts greater than four pages or with unusual shapes, folds, or die cuts with a production representative. Inserts not furnished to these standards will incur additional production charges. Check in advance with the Production Manager for quantity needed 215-238-5432.

"The USPS has set strict standards regarding size, weight, content and/or formatting of inserts, onserts and outserts that will qualify for periodicals rate postage with a periodicals-class magazine. Some examples of items that will not qualify include, but are not limited to, items that are considered to be product samples or items that include the word "catalog". Because of the scrutiny the USPS applies to every insert it is important that you supply us in advance with an actual sample of the item you wish to insert into our magazine so that we may have it evaluated for USPS compliance. If a printed sample is not available you may provide a dummy of the item.

Additional postage will be assessed and passed along to you if you do not provide a sample or dummy in advance for USPS compliance evaluation and the insert is later deemed by the USPS to be non-compliant with periodicals class requirements."

Send six insert samples to: Production Manager, **Total Retail**, 1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19130-4094

Insert Shipping Instructions

Ship inserts pre-paid to: RR Donnelley
3401 Heartland Drive, Liberty, MO 64068-0298
Attn: Tiffany Jay, 816-792-6346.

Inserts must arrive at the printer at least 7 days prior to publication bind date. Please check with the production manager for specific dates. Deliveries accepted 8:00 a.m. to 3:30 p.m. Monday through Friday. Inserts should be shipped pre-paid, in cartons, on skids (only 1 version per skid allowed), clearly marked Total Retail. Include issue date, quantity in each carton, plus the total # of cartons on skids being delivered. Cartons may not exceed 40lbs. Cartons weighing over 40lbs. could incur additional costs for repacking. Affix a sample of the insert to the outside of each carton. Clearly indicate if shipping multiple inserts for multiple issues. Pack two page inserts in cartons, facing the same direction. Four page or greater inserts, or inserts of an unusual shape, fold or die cut, must be discussed with the Production Manager 215.238.5432. Additional charges will be incurred if insert packing does not meet specific requirements. Please do not ship inserts more than 90 days in advance of issue.

Advertisers or ad agencies that do not comply with the above insert specifications and/or procedures waive all claims to make-goods or refunds and hold harmless **Total Retail**, in any and all production disputes.

Advertisers or agencies may also incur additional production charges if they do not comply with the above insert specifications and/or procedures.