TotalRetail ENEWSLETTER

1 **Featured Resources: $2500/wk**
- Sponsor provides downloadable asset (whitepaper, article, infographic, etc.)
- Asset will have headline and intro in Total Retail Report e-Newsletter for 5 days.

2 **Native Article**

Article appears in Total Retail Report e-newsletter 3x plus online, including **970x90** and **300x600** banners.

TR E-Newsletter (Total Retail Report): $2500/wk
- Marquee: **970x250**
- Leaderboard: **728x90**

Skins
- Top - **728x188**
- Left Side - **160x600**
- Right Side - **300x600**

3 **Sponsored Content Post: $3500/post**

Native advertising designed to look like editorial published in our Total Retail Report and Inner Circle e-Newsletters.

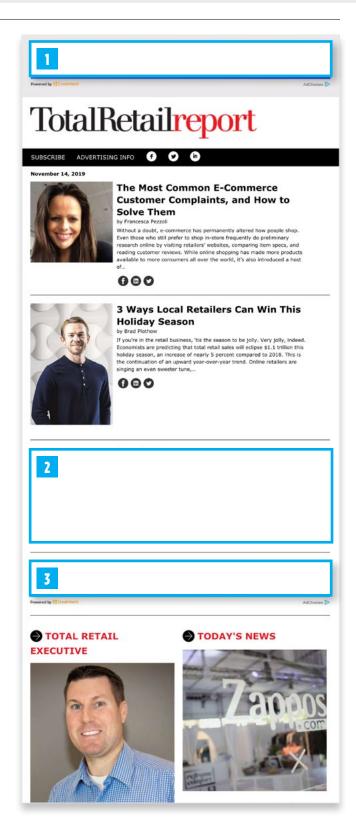**CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION**

Jennifer DiPasquale
724-778-0227
jdipasquale@napco.com

Hannah DeMaio
609-922-5904
hdemaio@napco.com

Diane Druss
609-405-0326
ddruss@napco.com

1 Sponsored Content Post: Native advertising designed to look like editorial published in our Total Retail Report and Inner Circle e-Newsletters.

Featured Resources:

- Sponsor provides downloadable asset (whitepaper, article, infographic, etc.)
- Asset will have headline and intro in The Inner Circle e-Newsletter

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION

Jennifer DiPasquale
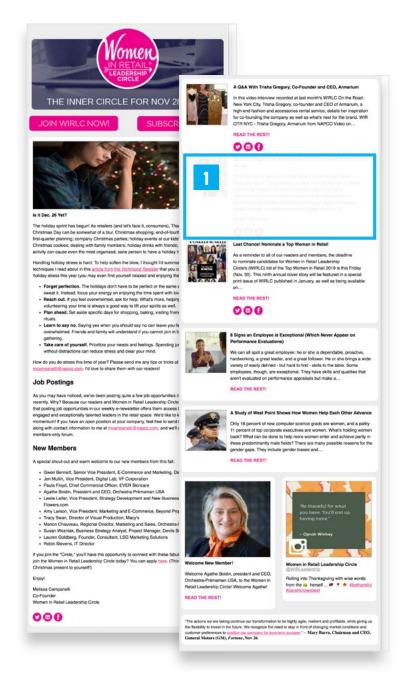724-778-0227
jdipasquale@napco.com

Hannah DeMaio
609-922-5904
hdemaio@napco.com

Diane Druss
609-405-0326
ddruss@napco.com

Julia Rice
215-238-5393
jrice@napco.com

TotalRetail — ENEWSLETTER

Patrick Farrell, Ad Operations Manager
1500 Spring Garden Street, Suite 1200
Philadelphia, PA 19130
215-238-5398 | pfarrell@napco.com

eNewsletter Display Ads

These enewsletter display ad specifications apply to:

• Leaderboards (728x90)
• Medium Rectangles (300x250)
• Marquee (970x250) – Ad will dynamically scale down and display as 728x188 in the newsletter

Please note: The size of the placements should be indicated on the IO. Please contact your sales representative.

FORMAT	IMAGE
Dimensions	728x90, 300x250, 970x250
Max Initial File Size	45 Kb
Animation	Maximum 3 loops, 4 frames
Creative Requirements	.jpg, .gif or .png accepted
	Click URL
	Flash ads not accepted
	Animated image not recommended
Hosting	Publisher Hosted or 3rd Party
Submission Deadlines	3 Days Before Flight

Featured Resources

Featured Resources are a form of native advertising available in Newsletters that appears as content in a deployment. A user click will result in that user visiting a click URL you specify. A Featured Resource consists of:

• A Headline
• An Excerpt (Teaser)
• A Thumbnail Image

FORMAT	IMAGE OR LOGO AND TEXT
Image Size	250x250 (dynamically scaled to fit newsletter template), maximum 45k
Headline	Approximately 50 characters.
Excerpt	Approximately 50 words. No HTML permitted.
Animation	Not recommended.
Creative Requirements	All components (headline, excerpt, image and link) are required.
	.jpg, .gif, or .png accepted.
	Client gated click URL
Hosting	Publisher Hosted Only
Submission Deadlines	3 Days Before Flight