

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

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The screenshot displays the TotalRetailreport e-newsletter interface. At the top, there is a navigation bar with 'SUBSCRIBE' and 'ADVERTISING INFO' links, and social media icons for Facebook, Twitter, and LinkedIn. The date 'November 14, 2019' is shown. The main content area features two article previews. The first article is titled 'The Most Common E-Commerce Customer Complaints, and How to Solve Them' by Francesca Pezzoli, with a small portrait of the author. The second article is '3 Ways Local Retailers Can Win This Holiday Season' by Brad Plothow, also with a small portrait. Below the articles, there are three large, empty rectangular boxes with blue borders, labeled '1', '2', and '3', representing sponsored content or featured resources. At the bottom, there are two columns: 'TOTAL RETAIL EXECUTIVE' with a portrait of a man, and 'TODAY'S NEWS' with a photo of a Zappos store.



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

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Mockup of an e-newsletter page featuring the Women in Retail Leadership Circle logo, a featured article titled 'Is it Dec. 26 Yet?', and several other articles including 'A Q&A With Trisha Gregory', 'Last Chance! Nominate a Top Woman in Retail', and '8 Signs an Employee is Exceptional'.

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eNewsletter Display Ads

These newsletter 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