**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.

**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

**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**

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

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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>IMAGE OR LOGO AND TEXT</th>
</tr>
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<tbody>
<tr>
<td>Format</td>
<td>Image Size 250x250 (dynamically scaled to fit newsletter template), maximum 45k</td>
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<tr>
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<td>Headline Approximately 50 characters.</td>
</tr>
<tr>
<td></td>
<td>Excerpt Approximately 50 words. No HTML permitted.</td>
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<td></td>
<td>Animation Not recommended.</td>
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<tr>
<td></td>
<td>Creative Requirements All components (headline, excerpt, image and link) are required.</td>
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<tr>
<td></td>
<td>Link Client gated click URL</td>
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<tr>
<td>Hosting</td>
<td>Publisher Hosted Only</td>
</tr>
<tr>
<td>Submission Deadlines</td>
<td>3 Days Before Flight</td>
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</tbody>
</table>

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

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