

mytotalretail.com

**1 Welcome Ad -**  
640x480 - \$240 CPM or \$2,300/mo.

**Billboard Ad -**  
970x250 - \$50 CPM

**2 Super Leaderboard Ad -**  
970x90 - \$40 CPM

**3 Leaderboard Ad -**  
728x90 - \$40 CPM

**4 Medium Rectangle Ad -**  
300x250 - \$40 CPM

**Featured Resource Spotlight -**  
\$60 CPM

### Website Retargeting

Your ad will follow and retarget our audience wherever they travel on the web.

\$3,500

Minimum 50,000 Impressions to Participate

### CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION

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The screenshot shows the TotalRetail website interface. At the top, there's a navigation bar with 'Topics', 'Events', 'Podcasts', 'Videos', 'Blogs', 'Resources', and 'Subscribe'. The main content area is divided into several sections:

- THE LATEST:** Features a large article titled 'Macy's to Management Corporate' with a '1' in a blue box overlaid on the image. To the right is a smaller article 'How Build.com Has Stopped Online Journey Hijacking' with a '2' in a blue box overlaid on the image.
- THE BEST BLOGS:** Lists three articles by Jim Shea: 'How Smart Retailers Are Handling the Trade War', '2019 Holiday Success Recipe: Analytics, Intuition', and 'Retailers Missing the Mark on Consumer Preferences'.
- WEBINARS ON-DEMAND:** Features 'A Global Payments Analysis' and '2019 E-Commerce Trends to Capitalize On'.
- TOPICS AT A GLANCE:** A grid of small article thumbnails under categories like TECHNOLOGY, MARKETING, and PROFESSIONAL DEVELOPMENT.

On the right sidebar, there are three main sections:

- SUBSCRIBE:** A section for 'TotalRetailreport' with a 'Get it now' button.
- UPCOMING WEBINARS:** A section for 'Tips for Selecting an E-Commerce Search Solution' with a 'Learn More' link.
- FIND RESOURCES:** A search bar and a list of categories like Pricing, Catalog Design, and POS Systems.
- PARTNER VOICES:** A section for 'Serena Williams Joins Poshmark's Board'.



**These online ad specifications apply to:**

- Leaderboards (728x90)
- Super Leaderboards (970x90)
- Billboard (970x250)
- Medium Rectangles (300x250)
- Half Page Rectangles (300x600)

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

| FORMAT                       | IMAGE, ANIMATED IMAGE   |
|------------------------------|---|
| Dimensions                   | 728x90, 970x90, 970x250, 300x250, 300x600,  |
| Max Initial File Size        | 200 Kb  |
| Max Polite File Size         | N/A   |
| Max User initiated File Size | N/A   |
| Animation                    | 15 seconds @ 24 fps, maximum 3 loops, 4 frames  |
| Video/Audio Length           | N/A   |
| Creative Requirements        | .jpg, .gif or .png accepted   |
|                              | Click URL   |
|                              | Flash ads not accepted  |
|                              | Maximum 100 characters of alt text for accessibility (screen readers, older browsers, custom browser configurations, etc.)  |
| Other Creative Guidelines    | IAB Guidelines for Universal Ad Package (UAP):<br><a href="http://www.iab.net/guidelines/508676/508767/displayguidelines">http://www.iab.net/guidelines/508676/508767/displayguidelines</a> |
| Hosting                      | Publisher Hosted or 3rd Party   |
|                              | HTML5 - Max Initial File Load Size - 200 KB   |
|                              | Subsequent Size - 300 KB  |
|                              | Overall Total Combined Size - 500 KB  |
| Submission Deadlines         | Minimum 3 Days Before Flight  |