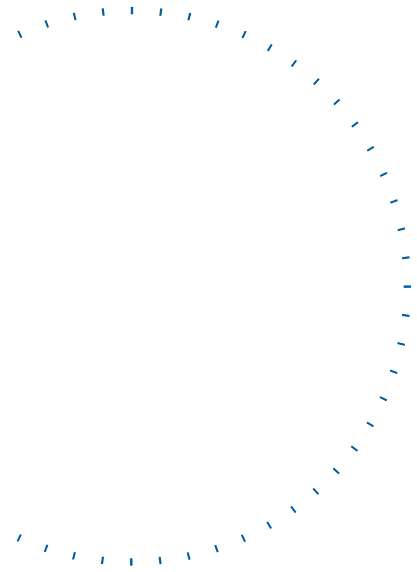




Marketing Program

Trade Service Company, LLC

Advertisement Materials Specifications



13280 Evening Creek Drive South, Suite 200
San Diego, CA 92128
www.tradeservice.com

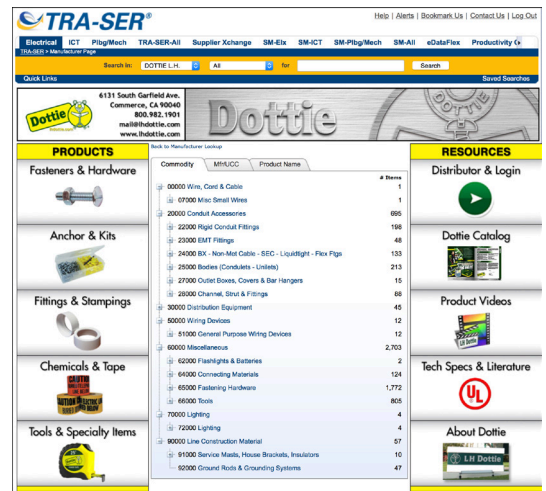
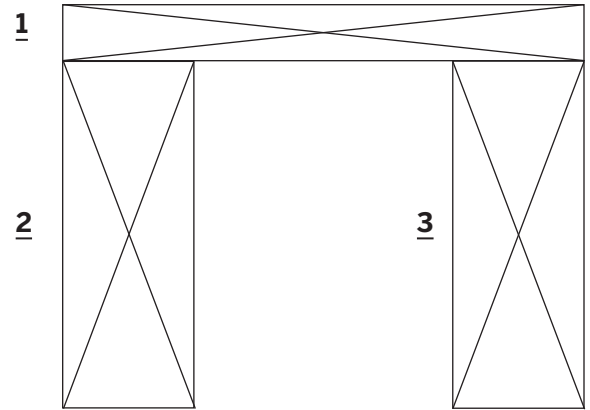
TradeService[™]
A TRIMBLE COMPANY

Table of Contents

Business Directory Page	3
Feature in the Newsletter	3
Banner Ad on Multiple Pages	4
New Product Showcase	4
Advertorial on Home Page	4
Sub-commodity Sponsorship	5
Skyscraper Ad on Home Page	5
First-in-Search Advertising	5
Sponsored Items	5
Email to 10,000	6
Marketing Tools Profile Options	7

► Business Directory Page

- Image file format: **JPEG, PNG, or GIF** (*animated GIFs not permitted*).
- Image #1 must be **975** pixels wide and **100** pixels high.
- Images #2 and #3 must be **246** pixels wide and at least **910** pixels high.
- Images #2 and #3 may be divided horizontally (see *example to the right*) to facilitate links for individual strips.
- Provide links for each image (*including separate images for side columns if requested*).



► Feature in the Newsletter

- Image file format: **JPEG, PNG, or GIF** (*animated GIFs permitted*).
- Image must be at least **540** pixels wide and **450** pixels high (*or proportionally more*).
- Headline must be no more than **24** characters (*spaces included*).
- Descriptive text can be up to **2,000** characters (*most will appear on the linked page of Trade Service's website*).
- The first **190** characters (*spaces included*) will be the introductory text included in the emailed newsletter (*followed by a "READ MORE" button which will link to a page on the Trade Service website*).

▶ Banner Ad on Multiple Pages

- Image file format: **JPEG, PNG**, or **GIF** (*animated GIFs permitted*).
 - Image must be **804** pixels wide and **90** pixels high.
-

▶ New Product Showcase

- Product title can be up to **50** characters (*characters includes spaces*).

Example: Save energy when no one's around!

- Product description can be up to **1,000** characters (*characters includes spaces*).

Example: Don't overlook energy savings – every wall switch should have automatic-OFF control. With easy installation, Tork's flexible SS403 works well in storage spaces and small areas to ensure that lights are not left on. SS700Z can control indoor lobby lights or outdoor security lighting.

- Image of the product file format can be **JPEG, PNG**, or **GIF** (*animated GIFs NOT permitted*)
Image of the product should be **210** pixels wide x **150** pixels high.
 - **List of Items** to be featured in the Product Showcase, *including catalog numbers*.
 - **URL** to catalog page.
 - **URL** to product video url.
 - **URL** to More Info url (*for example, a link back to your website product page or a Youtube video*).
-

▶ Advertorial on Home Page

- Image file format: **JPEG, PNG**, or **GIF** (*animated GIFs permitted*).
- Image must be **224** pixels wide and **300** pixels high.

▶ Sub-commodity Sponsorship

- Name and code of sub-commodity to be sponsored.
 - Logo file format: **Vector-based EPS, PNG, GIF, or JPEG**, (*EPS, PNG, or GIF with transparent background preferred*).
 - If the logo is not vector-based, image must be at least **150** pixels wide.
-

▶ Skyscraper Ad on Home Page

- Image file format: **JPEG, PNG, or GIF** (*animated GIFs permitted*).
 - Image must be **160** pixels wide and **600** pixels high.
-

▶ First-In-Search Advertising

- List of individual items with UPC codes (*The maximum “First-In-Search” items that will show on a page is **three**. If there are more than **three** items that fit the criteria for the page, it will randomly pick **three**.)*)
 - Search Term to be sponsored. The Search Term must be a **two-word** search term. (*It will be reviewed and approved by Trade Service’s product management team for relevance.*)
 - Banner ad image must be **700** pixels wide and **120** pixels high. (*This banner ad will appear at the top of each Search Results page that qualifies, using the above criteria.*)
-

▶ Sponsored Items

- Name of Item to be sponsored.
- UPC code of Item.
- Logo file format: **Vector-based EPS, PNG, GIF, or JPEG**, (*EPS, PNG, or GIF with transparent background preferred*).
- If the logo is not vector-based, image must be at least **150** pixels wide.

▶ **Email to 10,000**

- Pre-designed HTML email (*preferably a responsive design suitable for viewing on a variety of devices, which increases open and clickthrough rates*).
- Email address of person to whom to send a test and/or final copy of email.
- Company name of sender (*ACME?*)
- Email address of sender (*sales@ACME.com?*)
- Email address for recipients to reply to (*sales@ACME.com?*)

▶ **Profile Options**

Marketing Tools	Silver	Gold	Platinum
Product Listing	✓	✓	✓
Business Directory Page	✓	✓	✓
Feature in the Newsletter (2x per yr)	✓	✓	✓
Banner Ad on Multiple Pages		✓	✓
New Product Showcase on Home Page		✓	✓
Advertorial on Home Page		✓	✓
Subcommodity Sponsorship		✓	✓
Skyscraper Ad on Home Page			✓*
First-In-Search			✓*
Sponsored Items			✓*
Analytics			✓*
Email to 10,000 contractors (1x per qtr)			✓*
			Best Value!

* Choose 3 marketing tools from the asterisked options.

Customized Options Available:

Please contact Sumana Rao to discuss creating a customized plan that fits your company's needs.

Phone: 866-561-5941 **Email:** sumana_rao@tradeservice.com