THE SHELBY REPORT

ONLINE MECHANICAL SPECS

Website (ROS – Run-of-Site):

Standard Banner Ads – provide ordered desktop, tablet and smartphone units.

- Ad Sizes:
    - 970x250 for desktops, 728x90 for tablets and 320x50 for smartphones
    - 728x90 for desktops and tablets, 320x50 for smartphones
    - 300x600 for desktops, tablets and smartphones
    - 300x250 for desktops, tablets and smartphones
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 200 KB
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided

Online Materials Are Due : **10 business days prior to posting**
Native Content Materials Are Due: **14 business days prior to posting**
Ask The Experts & **Industry Leaders Speak** Materials Are Due: **21 business days prior to posting**
Webinar Materials Are Due: **35 business days prior to posting**
• **Upload materials to:** https://portal.mirabeltechnologies.com/signup/57
Please Do Not Submit Online Materials Via Email

ONLINE MECHANICAL SPECS

Interstitial – **provide desktop and mobile units**

- Ad sizes: 640x480 for desktop and 320x480 for mobile
- Accepted File Types: JPG, GIF or PNG
- File Size:
  - Max initial file load size - 200KB
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided

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Category Takeover – provide ordered desktop, tablet and smartphone units

- Ad Sizes:
  - 970x250 for desktops, 728x90 for tablets and 320x50 for smartphones
  - 728x90 for desktops and tablets, 320x50 for smartphones
  - 300x600 for desktops, tablets and smartphones
  - 300x250 for desktops, tablets and smartphones
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided for all ads

Category Takeover eNewsletter (comes with Category Takeover)

- Ad Sizes: Two 728x90's
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 40 KB per image
- Click through URLs for all ads

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Native Content Plus

The Shelby Report maintains editorial integrity and requests that you submit high-quality objective and NON-COMMERCIAL content that would be considered valuable to our audience. For example, an article about industry solutions or trends would be more appropriate than an article about your products and services. We have the right to review, edit or refuse native content as determined by the editor or publisher. We follow AP Style and Shelby-specific style requirements.

Supply the following graphics/artwork:
- One feature article image – JPG, GIF or PNG (900 x 594 pixels)
- Company logo (high-res image, 600 pixels wide x 200 pixels high, with transparent background)

Supply the following article content. Word document including:
- 500 – 2000 words of text
- Suggested headline
- Clickthrough URLs to up to two keywords/phrases within the article content that will clickthrough to your website/landing pages

Supply the following website ads - provide ordered desktop, tablet and smartphone units.
- Ad Sizes:
    - 970x250 for desktops, 728x90 for tablets and 320x50 for smartphones
    - 728x90 for desktops and tablets, 320x50 for smartphones
    - 300x600 for desktops, tablets and smartphones
    - 300x250 for desktops, tablets and smartphones
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided for all ads

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Native Content Plus (cont'd)

Subject matter contained in a Native Content program should be useful and/or informative to the intended audience. Regular advertising brings a direct marketing and sales message to the readers of a publication, newsletter or website. By contrast, sponsored content shares a similar goal as editorial content. It helps readers do their jobs more effectively. The advertiser provides and presents the content. To ensure your message has better reach and engagement, a few tips to keep in mind when crafting the narrative are as follows.

Do:

- **Select a topic interesting to readers.** Nothing increases engagement like content that audiences want to read, such as case studies that readers can learn from or discussions of trends and issues. An insightful, industry-related piece helps ensure the program performs as it should. Some effective article styles include: • "How To" Pieces • Project Implementation Examples • Research Analysis
- **Provide content that helps a reader**. Instead of promoting your specific product or service, provide content that helps readers solve a problem, identify steps to improve a process, or increase their knowledge base on a related topic.

Don't:

- **Be overly commercial or promotional**. Native Content is a successful advertising platform because of its ability to engage audiences. Overtly commercial or promotional narratives can negatively affect performance. Instead of talking about the products and services you sell, tell the stories of how those products impact the ability of the reader to do their jobs better.
- **Create too long a narrative**. Attention spans are markedly decreasing. Word counts greater than 1,200 run the risk of readers not finishing the article or taking action.
- **Use unrelated imagery**. People are visual. Utilizing images that are relevant to the narrative moves the story along and helps to emphasize your point.

If you have questions at any point in the process, please contact us. We want your program to succeed as much as you do. A great rule of thumb: Write an article that you, as a reader, would want to read.

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ONLINE MECHANICAL SPECS

Native Content Light

Supply the following graphics/artwork:
- One feature article image – JPG, GIF or PNG (900 x 594 pixels)
- Company logo (high-res image, 600 pixels wide x 200 pixels high, with transparent background)

Supply the following article content. Word document including:
- Suggested headline
- Article intro - 50-65 words maximum
- Clickthrough URL to your website article/landing page

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Ask The Experts

The Shelby Report maintains editorial integrity and requests that you submit high-quality objective and NON-COMMERCIAL content that would be considered valuable to our audience. For example, content about industry solutions or trends would be more appropriate than speaking only about your products and services. We have the right to review, edit or refuse any content as determined by the editor or publisher. We follow AP Style and Shelby-specific style requirements.

Below are some general questions to provide with answers when preparing your ATE content:

What is the current state of your product category in retail grocery?
How has Covid-19 impacted your product category in retail grocery?
What are the current product category sales trends in retail grocery?
What are some of the new product innovations coming up for this category?
What are some consumer trends impacting your product category?
How can retail grocers take advantage of current trends to sell more of these products?
What makes your company uniquely different from other brands in this category?

Supply the following graphics/artwork:
- Expert's Picture – JPG, GIF or PNG (900 x 594 pixels)
- Company logo (high-res image, 600 pixels wide x 200 pixels high, with transparent background)
- 3 Images (minimum 300 dpi high resolution) to run in print feature

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Ask The Experts (cont'd)

Supply the following edit content. Word document including:

- Subject matter questions and answers – 1200-1500 words of text
- Subject matter headline (10 words max) – in the form of a question *
- Subject matter intro (20 words max) relaying what overall topic/question to which you are providing answers *
- Expert's Name, Job Title and Company Name
- Expert's Background Information – up to 200 words
- Company website address

 * Subject matter headline example: What has the pandemic taught grocers about the importance of technology?

* Subject matter intro example: The National Grocers Association (NGA) provides answers to questions surrounding what is the future of technology for independent grocers.

Supply the following website ads - provide ordered desktop, tablet and smartphone units

- Ad Sizes:
    - 970x250 for desktops, 728x90 for tablets and 320x50 for smartphones
    - 728x90 for desktops and tablets, 320x50 for smartphones
    - 300x600 for desktops, tablets and smartphones
    - 300x250 for desktops, tablets and smartphones
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided for all ads

<div align="center">

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Industry Leaders Speak

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Supply the following edit content via Word document:
- Industry Figure's/Firm's/Brand's Name, Job Title, Company Name, Company Website Address
- Industry Figure's/Firm's/Brand's Bio – up to 200 words
- Thought-leadership article – 1200-1500 words
- Article headline (10 words max per headline) – 2 - 3 suggestions
- Article summary (20 words max per summary) – brief overview of article

Supply the following graphics/artwork:
- Industry Figure's/Firm's/Brand's Picture/Image – JPG, GIF or PNG (900x594 pixels)
- Company logo (high-res image, 600 pixels wide x 200 pixels high, with transparent background)

Supply the following eNewsletter ad:
- Ad Size: 728x180 Header
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 40 KB per image
- Click through URL must be provided

Online Materials Are Due : **10 business days prior to posting**
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Industry Leaders Speak (cont'd)

Supply the following website ads - provide ordered desktop, tablet and smartphone units

- Ad Sizes:
  - 970x250 for desktops, 728x90 for tablets and 320x50 for smartphones
  - 728x90 for desktops and tablets, 320x50 for smartphones
  - 300x600 for desktops, tablets and smartphones
  - 300x250 for desktops, tablets and smartphones
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided for all ads

For inclusion in the Industry Leaders Speak Custom eNewsletter, you may additionally supply links to company videos, case studies/guides/white papers, blog posts. For each link please supply:

- Headline – 15 words max
- Image (if applicable) – landscape oriented; no animation; JPG, GIF or PNG
- Description – 35 words

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Webinar

Supply the following graphics/artwork/images:
- Webinar advertiser/panelists headshots – JPG, GIF or PNG (900 x 594 pixels)
- Webinar advertiser/panelists company logo(s) (high-res image, 600 pixels wide x 200 pixels high, with transparent background)
- Three images that reflect the webinar subject matter (minimum 300 dpi high resolution)

Supply the following edit content:
- Webinar PowerPoint presentation

Word document including:
- Webinar event title
- Webinar description and topics covered
- Webinar/advertiser panelists' Name, Job Title, Company Name and email address
- Advertiser website address

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  - 728x90 for desktops and tablets, 320x50 for smartphones
  - 300x600 for desktops, tablets and smartphones
  - 300x250 for desktops, tablets and smartphones
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided for all ads

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The Shelby Report National Daily eNewsletter
- Ad Sizes: **provide ordered unit**
  - Header position: 728x180 or 728x90
  - News 1 – News 4 positions: 728x90
    - Accepted File Types: JPG, GIF or PNG
    - Max File Size: 40 KB per image
    - Click through URL must be provided

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The Shelby Report Sole-Sponsored Regional eNewsletter

Supply the following eNewsletter ads:

- Ad Sizes: One 728x90 Header and one 728x90
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 40 KB per image
- Click through URL must be provided

Supply the following website ads - provide desktop and mobile units

- Ad Sizes:
  - 970x250 for desktops, 728x90 for tablets and 320x50 for smartphones
  - 728x90 for desktops and tablets, 320x50 for smartphones
  - 300x600 for desktops, tablets and smartphones
  - 300x250 for desktops, tablets and smartphones
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided for all ads

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Shelby Exclusive Digital Sponsorships

- Ad Sizes: **provide ordered unit**
  - Header position: 728x180
  - News 1 – News 2 positions: 728x90
    - Accepted File Types: JPG, GIF or PNG
    - Max File Size: 40 KB per image
    - Click through URL must be provided

Supply the following website ads - provide desktop and mobile units

- Ad Sizes:
  - 970x250 for desktops, 728x90 for tablets and 320x50 for smartphones
  - 728x90 for desktops and tablets, 320x50 for smartphones
  - 300x600 for desktops, tablets and smartphones
  - 300x250 for desktops, tablets and smartphones
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
- Click through URL must be provided for all ads

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Digital Show Dailies

Supply the following eNewsletter ads:

- Ad Sizes: One 728x180 Header and one 728x90
  - Accepted File Types: JPG, GIF or PNG
  - Max File Size: 40 KB per image
  - Click through URL must be provided

Supply the following website ads - provide desktop and mobile units

- Ad Sizes:
  - 970x250 for desktops, 728x90 for tablets and 320x50 for smartphones
  - 728x90 for desktops and tablets, 320x50 for smartphones
  - 300x600 for desktops, tablets and smartphones
  - 300x250 for desktops, tablets and smartphones
- Accepted File Types: JPG, GIF or PNG
- Max File Size: 200 KB per image
- Animation: 3 loops max, :15 seconds max
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The Independents Insider eNewsletter

- Ad Sizes: **provide ordered unit**
  - Header position: 728x180
  - News 1 and News 2 positions: 728x90
    - Accepted File Types: JPG, GIF or PNG
    - Max File Size: 40 KB per image
    - Click through URL must be provided

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Featured Products eNewsletter

- 300x300 pixel image
  - Accepted File Types: JPG, GIF or PNG
  - Max File Size: 40 KB per image
- Company Name
- Product Description – 100 words max
- Click-through URL

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Custom eNewsletter

- eNewsletter Title/Subject Line – 50 characters max
- One 728x90 Header and one 728x90 Footer
- Banner Ad Accepted File Types: JPG, GIF or PNG
- Max File Size: 40 KB per image
- Click through URLs
- 3 article headlines – 15 words max per headline, Word or text format (approved by Shelby's edit staff)
- 3 article images – landscape oriented; no animation; JPG, GIF or PNG (approved by Shelby's edit staff)
- 3 article intros – 50 words max per intro, Word or text format (approved by Shelby's edit staff)
- Click through URLs to all article landing pages
- Screenshot or PDF/JPG of Custom eNewsletter layout for proofing purposes
- Test list – eMail addresses of those who are to receive the TEST eNewsletter for approval

Custom eNewsletter example for reference:

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Custom eBlast

Delivery Checklist

*Deliver the below items **ten (10) business days before send date**.*

Please submit FINAL artwork/material.

Advertisers are responsible for the proper format and optimization of the materials they submit.

Test Your Blast. Be sure to check and test your blast before you submit.

All submissions should be final artwork.

If production or adjustment in coding is required by The Shelby Report for proper rendering, the advertiser will be charged production costs.

- .HTML file
- Subject line (50 characters max)
- Screenshot or PDF/JPG of eBlast for proofing purposes
- Test list – eMail addresses of those who are to receive the TEST blast for approval

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HTML Email Design Guidelines

— max width = 700 pixels —

300 pixels

420 pixels

Preview Pane: Display high priority info

Above the Fold: seen without scrolling

Images:
72 dpi

Use absolute paths, starting with http://

Always include alt text, because many email clients hide pictures by default.

Define height and width to prevent distortions

HTML & Styling:
Use basic HTML 4.0. The following are discouraged: scripting, embeds, frames/iframes, image maps, and attachments.

Table layout is heavily preferred over using CSS, which some email clients ignore.

Nested tables and advanced formatting such as colspans and rowspans can also be used, but using a stacked table structure is recommended. This type of structure is more stable across all email programs.

Inline style tags can be used to format text (except in the header of your template).

Please test your template by sending it to yourself (using as many different email accounts and email programs as possible) before sending to actual recipients.

Prohibited in Emails:
JavaScript

Flash and other Plug-ins

CSS attachments

Plain text:
Wrap text after 65 characters so that it renders well in text-only devices such as PDA's, BlackBerries®, phones, etc.

Trouble Shooting email problems:
If you notice strange spacing in Outlook with images, and you use a spacer pixel, make sure the spacer pixel is 10x10 and transparent. Outlook will only space a 1pixel image 64 pixels over.

If "Sliced" pictures are showing incorrectly in gmail or other free email clients (with excess padding) use style="font-size: 0;" in your table or <center>

Also, make sure to use <img src="#" style="display:block;"> in your images if you continue to have that problem with gmail or other free email clients

To hidethe "dark blue" border surrounding a hyperlinked image, set the image border="0"

Online Materials Are Due : **10 business days prior to posting**
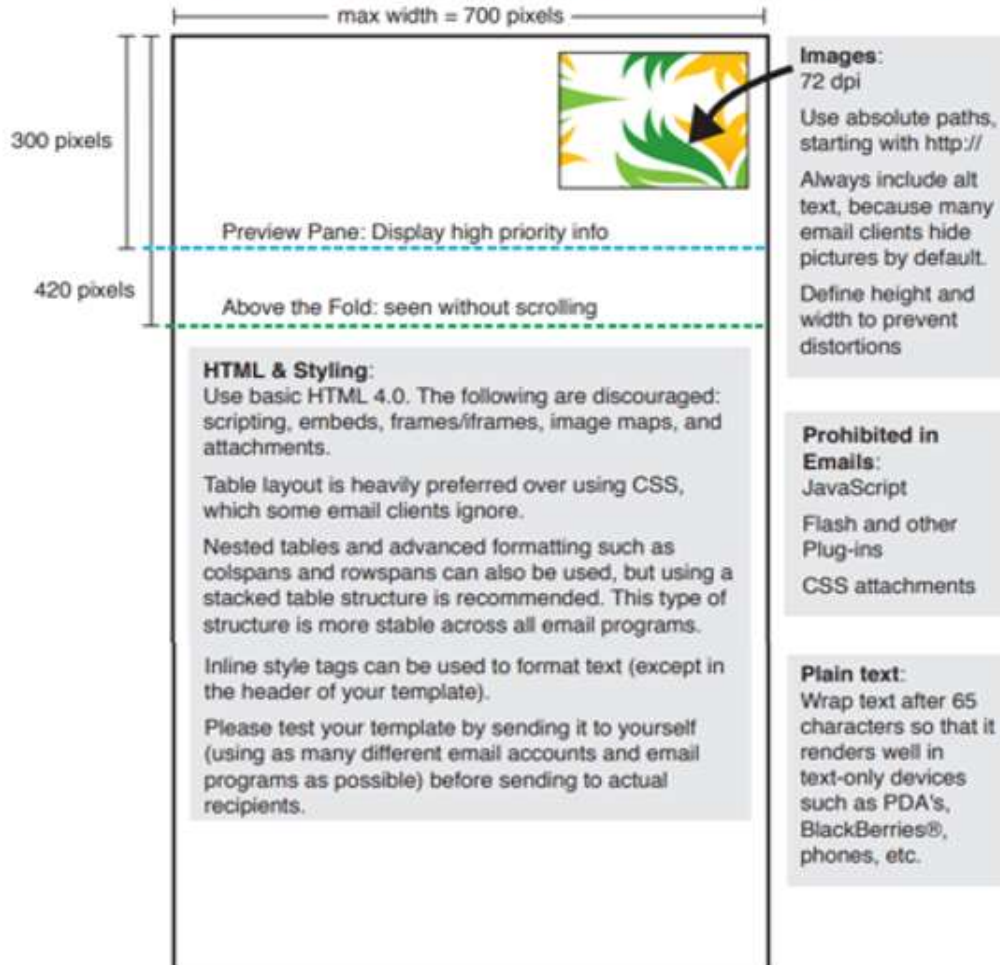**Native Content** Materials Are Due: **14 business days prior to posting**
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Email Layout Guidelines

When designing your own template, please keep the following specifications in mind:

- Designed HTML email templates should not be wider than 700 pixels. Many email programs are unable to display wider templates properly.
- Use basic HTML 4.0 when customizing your own email message. The following are discouraged: scripting, embeds, frames/iframes, image maps, and attachments (i.e., no important content in images only).
- Table layout is heavily preferred overusing Cascading Style Sheets, which some email clients ignore. Nested tables and advanced formatting such as colspans and rowspans can also be used but using a stacked table structure is recommended. This type of structure is more stable across all email programs. Please test your template by sending it to yourself (using as many different email accounts and email programs as possible) before sending to actual recipients.
- Adding Images:
  - Use absolute paths to make sure your images are properly displayed.
  - Image file names should not include any empty spaces or special characters like ./?#
  - If you organize your images into folders, make sure there are no empty spaces or special characters in the folder name either.
  - Add alt text for each image, which will show if the email client does not download the images by default.

Email Formatting

- Inline style tags can be used to format text, however, using regular HTML font formatting is recommended for guaranteed universal acceptance. External style sheets are prohibited by nearly all email programs. Using inline style tags in the header of your HTML template is also prohibited by most email programs, as HTML emails have no HEAD or BODY tags.
- JavaScript is prohibited. Most email programs will not accept it.
- Forms are not recommended but can be used if the mailing does not include recipients using AOL®, Hotmail®, MSN®, or people who use MS Outlook® 2007. If absolutely necessary, the form should be very basic and not employ JavaScript.
- Use absolute paths for images. Images should be 72dpi. Define both height and width to prevent distortion of your image. Do not put important content in images only.
- Flash or other plug-ins should not be used within an email template. If plug-ins are required for your email campaign, consider directing the user to a hosted landing page to view the plug-in content.
- When designing plain text emails, wrap the text after 65 characters so that it renders well in text-only devices such as PDA's, BlackBerries®, phones, etc.

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Email Content

- All featured creative like banners, navigation bars and content that has a high priority should appear near the top of your email so that it will be displayed in preview panes, such as in many versions of MS Outlook®. The average measurement for this area extends down to approximately 300 pixels from the top of the email.
- Featured content should also appear "Above-the-Fold" when using a web-based email program, like Gmail™ and Yahoo!®, so the recipient will not have to scroll down to read more content. The average measurement for this "Above-the-Fold" area is approximately 420 pixels in height starting from the top of the email.
- The entire template design should be encased in a 1-pixel border. This will "seal-off" the template and present it as a unified design element to the user.
- Consider adding more organic shapes into your template design. Email creative is usually displayed through applications which have very rigid, box-like layouts. Adding images with people or designing with curves will make your template visually appealing to attract the recipient's interest.
- Make sure that the featured content in your email exists in HTML text, not only images. Most email clients do not display images by default, so the user will not be able to see any content that is in an image unless they take action to turn on the images.

Troubleshooting email problems

- If you notice strange spacing in Outlook with images, and you use a spacer pixel, make sure the spacer pixel is 10x10 and transparent. Outlook will only space a 1pixel image 64 pixels over.
- If images are being resized to their original size in Outlook, you will need to save the image with less than 96 dpi resolution or save the image file itself with the dimensions you would like to see in your email message.
- If "Sliced" pictures are showing incorrectly in Gmail or other free email clients (with excess padding) use style="font-size: 0;" in your table or <center>
- Also, make sure to use <img src="#" style="display:block;"> in your images if you continue to have that problem with Gmail or other free email clients
- Also, Outlook 2013 requires that you add a line-height to the table cell containing the image if the height of the image is small. For example, <td style="display block; line-height:10px;"><img ... style="display:block; height:10px;"></td>
- To remove the "dark blue" border that you see surrounding a hyperlinked image, set the image border="0" to hide it
- If background colors are not appearing properly in some email clients, check to make sure that there are no extra spaces in a bgcolor="#000000" tag or use the syntax: style="background:#000000;"If images do not appear in your email after a live or test send, please check to make sure that the image RL used is valid. A valid image URL does not have any spaces or non-standard characters such as periods, or /?!/#$ within file/folder names.

Online Materials Are Due : **10 business days prior to posting**
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Email rendering issues and fixes for Outlook Web App (OWA)

If extra padding is still added to the bottom on images in Outlook Web App, add this style to the top of the body:

```
<style type="text/css">/* FIX FOR OWA */
.bdyItmPrt IMG {display:block; !important}
.bdyItmPrt table IMG {display:block; !important}
.bdyItmPrt {  font-size: 0; word-wrap: break-word; }</style>
```

Text resizing issues on mobile (iOS) devices

If text is being resized on iPhones or iPads, add this style to the header of the email to prevent iOS from resizing the text:

```
<style type="text/css">
    body {
        -webkit-text-size-adjust: 100%;
        -ms-text-size-adjust:none;
    }
</style>
```

Please submit FINAL artwork/material.

Advertisers are responsible for the proper format and optimization of the materials they submit.

Test Your Blast. Be sure to check and test your blast before you submit.

All submissions should be final artwork.

If production or adjustment in coding is required by The Shelby Report for proper rendering, the advertiser will be charged production costs.

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