

# PREMIER LISTING CHECKLIST

Below is a checklist of all elements required to process your Premier Listing.

- Full Colour Company Logo**  
The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*
- Company Contacts- Up to Five**  
Please include job title, phone number and email address. All email addresses will be hyperlinked and active.
- Company Description**  
This is strictly for textual information about your company. You can include your company's mission statement or a description of the products and services you offer. No graphics allowed in this section. The initial viewable text is 3,000. Characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*
- Website Activation**  
Please provide us with the website, Facebook, Twitter and LinkedIn URLs to which your listing should link. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*
- Product/Service Categories**  
All extra information will show up under all the of the categories selected. Five category listing are included in the initial price of the Premier Listing. Additional category listings can be purchased for \$50 each.
- Full Colour Product Image & Description**  
The size of your product photo should be 240 pixels wide x 240 pixels high and no larger than 100kb. We accept JPG, GIF, or SWF/Flash format (animation much be no longer than 25 seconds). *Please provide the URL to which you would like your product to image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.
- Video Upgrade- Additional cost \$200 (OPTIONAL)**  
Your video should run no longer than 5 minutes. We accept the following video formats: mp4 (MPEG-4 Video File), direct YouTube embedded link, .mpg (MPEG Video File), .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.
- Category Sponsorship (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**  
Your video should run no longer than 5 minutes. We accept the following video formats: mp4 (MPEG-4 Video File), direct YouTube embedded link, .mpg (MPEG Video File), .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all the elements of your Premier Listing, we will post it to the site on a first come-first serve basis. Your one-year time frame begins the day we post your listing. Feel free to contact your \_\_\_\_\_ account executive should you have any questions at or concerns. We look forward to getting you posted on the site. Thank you.

# RETAIL SUPPLIER DIRECTORY



## PREMIER LISTING CATEGORIES

Our Retail Supplier Directory allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five Free categories are included with your Premier Listing, and additional categories are only \$50 each. Bold terms are for grouping purposes only and are not available for selection.

### Finance

- Accounting/Auditing/Tax Services
- Bank/Financial Institution/Investor
- Credit Card Association
- Finance Consultant
- Insurance Agent/Broker
- Payment Processors/Merchant Acquirers
- Payroll Services
- Point of Sales & Back Office
- Efficiencies

### Information Technology

- CRM- Data Mining Development
- Databases
- eCommerce
- Electronic Catalogue Services
- Mobile Applications
- Point of Sale (POS)
- Security
- Software
- Telecommunications

### Loss Prevention

- Business Continuity/Disaster Recovery Services
- Cash Handling
- Fraud/Forensic/Investigative Services
- Loss Prevention/Security

### Marketing & Advertising

- Advertising Public Relations Agency
- Branding & Marketing
- Business Products/Incentive Gifts & Services
- Commercial Printer
- Concept Evaluation & development

- Digital Marketing
- Graphic Designer
- Incentives/Gift Certificates
- Loyalty Programs/Gift Cards
- Market Research
- Marketing/Direct Marketing
- Media/Magazine/Newspaper
- Publisher
- Research Firm
- Search Engine Optimization (SEO)
- Social Media Management
- Studio/Production Company
- Traffic Counting
- Urban Revitalization
- Web Designer

### Merchandising & Buying

- Distributor/Wholesaler/Importer
- Logistics/Transportation/Distribution/Courier
- Manufacturer
- Merchandising and Operations

### Product/Services

- Audio/Video/Conference/Services/Uniforms
- Consulting Services
- Customer Satisfaction Measurement
- Energy/Fuel Supplier
- Environment/Sustainability
- Government agency
- International Market Expansion
- Lawyer/Law Firm
- Mail Fulfillment
- Maintenance/ Cleaning Services
- Management Consulting
- Retail Operations Consultant

- Retail Technology Systems/ Equipment
- Risk management/ Risk assessment/ Governance
- Serves Independent Retailers
- Strategic Planning
- Supply Chain/Warehouse distribution

### Recruitment & Retention

- Call Centre
- Doctor/Dentist
- Educational Institution
- Health Care Plans
- HR Consultants
- Human Capital Management
- Mystery Shopper
- Performance Improvement/ Cost Reduction/ Business
- Diagnostic
- recruiting Firm/ Employment Agency
- Time & Attendance
- workplace violence & Harassment

### Store Planning & Design

- Association/BIA/ Board
- Creative Management
- Fabrication/ Construction
- Fixtures
- Leasing Consultant
- Lighting
- Project Management
- Real Estate Broker/ Developer/ Property Manager
- Signage/Digital Signage
- Store Fixtures/ Store Design

Five (5) free categories with any Premier Listing. Additional listings are \$50.00 each. No limit.

\_\_\_\_\_ Additional Categories x \$20.00 = \$\_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# RETAIL SUPPLIER DIRECTORY

ABOUT THE OFFICIAL BUYERS' GUIDE – [HTTP://RCC.OFFICIALBUYERSGUIDE.NET](http://RCC.OFFICIALBUYERSGUIDE.NET)

The *Retail Supplier Directory* is a user-friendly forum designed to bring suppliers and end- users together. Available whenever you need it. *Retail Supplier Directory* makes it easy to locate products and professional services geared to Canada's retail industry.

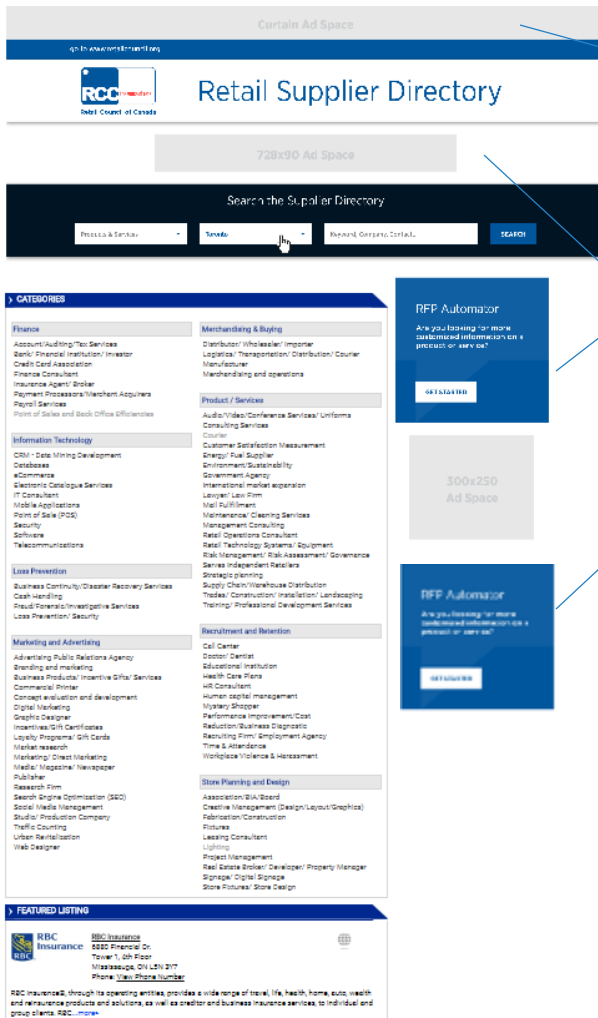
## A Reference at Your Fingertips:

- Cross-promoted in other RCC communication pieces
- Optimized to drive traffic from search engines and the home page
- Efficient browsing with fewer clicks
- Users can set the Retail Supplier Directory as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

On average, the Retail Supplier Director receives:

- Over 2,221 page views per month
- Nearly 700 visitors per month
- Average sessions lasting nearly 2 minutes each

Stats from 04/2017-10/2017



### Curtain Ad- EXCLUSIVE POSITION I \$2,625 (12 mos)

Display your business uniquely on every page of the Retailer Supplier Directory and showcase your company at the top of every page with a call to action. Viewers click and expand to view your full message.

### Banner Packages – ONLY 4 SPOTS AVAILABLE I \$2,625

This package allows you to display your message in the 2 Leaderboard positions along with the top 2 Medium Rectangle spots. Advertisers will rotate within all 4 positions. With only 4 advertisers allowed an drum of site exposure.

### Super – Category Rectangle I \$1,000 (12 months)

Super-Category Vertical Banner appear in the right column of the category(ies) of your choice and on all related sub-category pages, ensuring your message impacts those in the market for your specific products and services. Only one exclusive advertiser for each super category.

## Premier Listing Package I \$300

Premier Listings are designed to offer heightened visibility within Retail Supplier Directory Premier Listings appear on a first reserved- first listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information.

*Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

## Premier Listing Additional Features:

- Full-colour company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listings
- Full-colour product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from Premier Listing
- Request for information: a contact form to reach a representative from your business

The screenshot shows the Retail Supplier Directory interface. At the top, there are ad space banners for 'Curtain Ad Space' and '728x90 Ad Space'. Below is the 'Retail Supplier Directory' header with the RCC logo. A search bar is present with filters for 'Process & Search', 'Results', and 'Relevant Corporate Contacts'. A 'SEARCH' button is on the right. The main content area is divided into 'CATEGORIES' and 'FEATURED LISTING'. The 'CATEGORIES' section lists various business sectors such as Finance, Information Technology, Loss Prevention, Marketing and Advertising, Merchandising & Buying, Product / Service, Recruitment and Retention, and Store Planning and Design. The 'FEATURED LISTING' section highlights RBC Insurance, providing details like 'RBC Insurance', '5500 Sheppard Av. E., Tower 1, 2nd Floor, Mississauga, ON L4X 1Y7', and a phone number. A 'REQUEST INFO' button is located at the bottom right of the featured listing. At the very bottom, there is an 'Advertise With Us' section and a '300x250 Ad Space' banner.

## MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

### Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the Retail Supplier Directory, your company is the first that they see. Includes Premier Listing Upgrade.

**Super Category Sponsor # 1 | \$475**

**Super Category Sponsor # 2 | \$425**

**Super Category Sponsor # 3 | \$375**

### Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

**Upgrade: \$475**