

# 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 *(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**  
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.*
- 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.*
- Product/Service Categories**  
Five category listings 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 animated GIF formats. *Please provide the URL to which you would like your product 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 \$475 (OPTIONAL)**  
Provide the video embed code (YouTube or Vimeo).
- Category Sponsorship (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**  
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 the RCC membership representative should you have any questions at or concerns. We look forward to helping grow your business.

# 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 \$50 each.

### 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
- BIA/Chamber of Commerce/Econ. Development
- Payment Processors/Credit Card Companies
- Financial Planning

### 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.

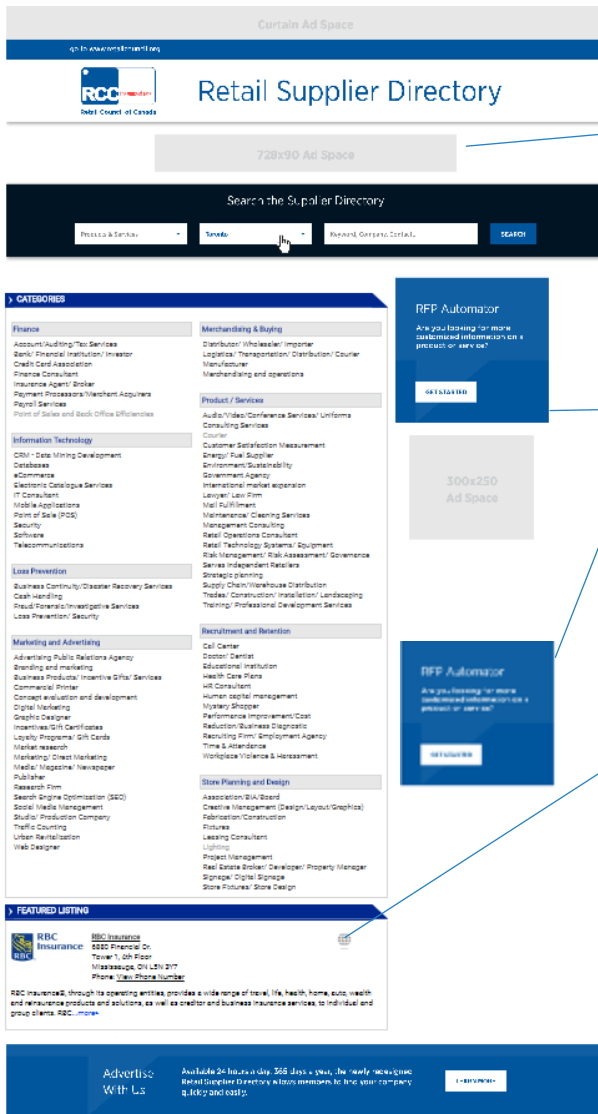
\_\_\_\_\_ Additional Categories x \$50.00 = \$ \_\_\_\_\_

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

The *Retail Supplier Directory* is a user-friendly online portal designed to bring suppliers and retailers 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 channels
- Optimized to drive traffic to your website
- Efficient browsing with fewer clicks and simple interface
- Directs visitors to a landing page to learn more about your business (to be deleted)
- Google™ integration to maximize ROI
- Retailers can find you easily when they are ready to buy
- Now available premier "value added services" to help promoting your business and increasing your visibility in the retail industry



### Leaderboard Top – Banner Packages – ONLY 4 SPOTS AVAILABLE \$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.

**Super – Category Rectangle \$1,000 (12 months)**  
Super-Category Vertical Banner appear in the right column of the categories 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.

### Leaderboard Bottom - Banner Packages – ONLY 4 SPOTS AVAILABLE \$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.

Advertise With Us

Available to businesses \$50,000 a year, the newly re-designed Retail Supplier Directory allows members to buy your company's, key, and easy.

1-800-999-9999

## Premier Listing Package \$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
- Request for information: a contact form to reach a representative from your business

The screenshot displays the Retail Supplier Directory homepage. At the top, there is a 'Retail Supplier Directory' header with the RCC logo. Below the header, there are search filters for 'Process & Service' and 'Products & Services', along with a search button. A '300x250 Ad Space' is highlighted in the middle. On the left, a 'CATEGORIES' sidebar lists various business sectors such as Finance, Information Technology, Loss Prevention, and Marketing and Advertising. A 'FEATURED LISTING' for Reshift Media is shown, featuring a company logo, name, contact information, and a brief description. At the bottom, there is a call to action: 'Advertise With Us' and 'Available 24 hours a day, 365 days a year, the newly redesigned Retail Supplier Directory allows members to list your company quickly and easily.' A 'REQUEST' button is also visible.

## 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 that makes your product or company in real life.

**Upgrade: \$475**