

Product Page 2008 Specifications

NRN-Online offers Product Pages that include a company logo, product description, product shot and company contact information. The product name, manufacturer name & contact information are template-driven features and appear in a standard format for all product pages. All products within the Product Directory rotate in the Featured Product box on the homepage of NRN.com.

Materials Submission

If you have a multiple-product advertising package with NRN, it is recommended that you send materials for each piece under separate cover (ex. e-mails) **labeled with the newsletter name, insertion date and ad position or the site materials labeled with the position and the run time.** This will expedite the process of getting your information online as quickly as possible. (For example: one e-mail might contain your ads for the site, a second email might contain your information for a product page). We also recommended that you gather all necessary materials and send them when you have all the requirements. Sending materials separately increases the chances that something will be missed.

Materials Deadlines

Materials must be submitted 7 business days prior to desired launch date.

Component	Specs	Formats/Animation
<p style="text-align: center;">Logo Allows for 1 logo, with link</p>	<p style="text-align: center;">Max. 250x250 pixels 18 kb max. file size</p>	<p>Acceptable File Formats: Gif, jpeg, jpg</p>
<p style="text-align: center;">Product Shots Allows for 1 product image (2 sizes requested)</p>	<p style="text-align: center;">Max. 250x250 pixels 18 kb max. file size plus Exactly 100x100 pixels version to be used for home page rotation</p>	<p>Animation Allowed: Yes</p> <p>Flash/Rich Media Allowed: No</p>
<p style="text-align: center;">Tag Line (for home page rotation)</p>	<p style="text-align: center;">Allows for 10 words of copy</p>	
<p style="text-align: center;">Content</p>	<p style="text-align: center;">Allows for 100 words of copy. Multiple links are allowed within copy – please format them as: Nation's Restaurant News [www.nrn.com].</p>	
<p style="text-align: center;">Product Name</p>	<p style="text-align: center;">Allows for 6 words of copy</p>	
<p style="text-align: center;">Manufacturer Information</p>	<p style="text-align: center;">Manufacturer Name Mailing Address Contact Phone Number Contact E-mail Address Website Address</p>	
<p style="text-align: center;">Category Selection</p>	<p style="text-align: center;">Choose categories for products</p>	

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Submission of Materials & Technical Questions

Materials may be submitted via e-mail (3MB limit), CD or FTP.

	Name/E-mail	Mailing Address	Phone/Fax
Primary Contact	Isabel Erese ierese@nrn.com	606 N. Larchmont Ave #206 Los Angeles, CA 90004	Phone: 323-860-6305
Secondary Contact	Susan Vincer svincer@nrn.com	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 262-835-2661 Fax: 312-644-3256

Contract, Pricing & Availability Information

For sales or general questions about your program, placements or availability,
please contact your Regional Sales Director:

Regional Sales Directors				Secondary Contact
Region	Name/E-mail	Mailing Address	Phone/Fax	
FL/GA/TX/NC/ SC/AL/VA	Tom McElhinny tmcelhin@nrn.com	5825 Glenridge Dr, Bldg. 3, Ste.101 Atlanta, GA 30328	Phone: 404-845-3433 Fax: 404-843-0751	Susan Vincer Publishing Director NRN-Online svincer@nrn.com 262-835-2661
New England/ NY/PA/NJ	Chris McCoy cmccoy@nrn.com	88 Pond Street, Ste. 1 Sharon, MA 02067	Phone: 781-793-7888 Fax: 781-793-7862	
IL/OH/MI/ IN/TX/IA/KS	John Krueger jkrueger@nrn.com	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 312-645-5073 Fax: 312-644-3256	
IL/MN/WI	Kevin McKay kmckay@nrn.com	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 312.645.5091 Cell: 847.778.0313 Fax: 312-644-3256	
CA/AZ/NM/ ID/CO	Rebecca Roberts rroberts@nrn.com	606 N. Larchmont Blvd., Ste. 206 Los Angeles, CA 90004	Phone: 323-860-6321 Fax: 323-465-4287	
National Telemarketing	Sue Macnow smacnow@nrn.com	425 Park Avenue New York, NY 10022	Phone:212-756-5211 FAX: 212-756-5215	
Classified Advertising	Leslie Wolowitz wolowitz@nrn.com	425 Park Avenue New York, NY 10022	Phone:212-756-5210 FAX: 212-756-5289	
Inside Sales Manager	Neil Hochman nhochman@nrn.com	425 Park Avenue New York, NY 10022	Phone:212-756-5190 FAX: 212-207-8761	



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* Full Media Kits for both print & online are available at our website, www.nrn.com