

Special Communique E-Blast 2008 Specifications

The Special Communique e-mail message to a select database is only available as part of a regular online program whose total expenditure is \$11,765 gross before the purchase of the Special Communique. The database options are the opt-in solicitation subscribers or a handpicked opt-in selection from the QSR, Casual, NRN Weekly or Growth Chains newsletters.

NOTE: If you are creating a vanity URL for use with your newsletter placement, it will need to be available 2 weeks prior & 2 weeks post Special Communique launch.

Materials Submission & Deadline

All materials for the Special Communique must be delivered in a **single e-mail** or on disk. **Materials are due 2 weeks prior to launch date.**

Option 1 – Designing Your Own Materials

You may choose to send your blast in ready-to-send format in the form of an HTML file. If you choose to send a fully formatted HTML page, it is your responsibility to test the HTML page thoroughly before submission. NRN-Online is not responsible for correcting errors in supplied coding. Please provide the HTML file and all necessary images (if we will be hosting them for you) in a single e-mail. If you will host your own images, ensure the tags in the HTML code point to your server location.

We recommend you test on both IE & Mac and on at least 2 browsers for each to insure your HTML blast will function correctly for the majority of recipients.

General Specifications

Maximum Total File Size (HTML & images)	50kb limit
Flash / Rich Media	Not Allowed
HTML Page Dimensions	Max 800 pixels wide
Content Limits	Maximum 3 products featured per blast
Text-only version	Text-only version is required for users who do not accept HTML e-mails

Option 2 - NRN-Online Designing Blast

If NRN-Online will be designing the blast for you, please provide materials in a single e-mail or on disk using the following guidelines:

Allowable Components	Specs	Formats/Animation
Logo	Max 200x200 pixels 10 kb max. file size	Acceptable File Formats: Gif, jpeg, jpg Animation Allowed: Yes
Product Images (Max 3 products)	Max 300x300 pixels 15 kb max. file size	
Product Description (Max 3 products)	Max 150 words HTML links allowed	
Company Contact Information	HTML links allowed	

Required Opt-Out Statement

The following opt-out statement is required on all e-mail blasts:



Special Communique E-Blast 2008 Specifications

To stop receiving messages from NRN.com's valued advertisers, please e-mail: <mailto:postoffice@nrn.com?subject=SC-Optout>

Availability & Design Specifications

Your salesperson will work with you to determine actual available dates for your Special Communique e-blast. Sample blasts are available by contacting Janet Peche.

Disclaimer:

NRN is not responsible for errors in coding or images provided to us. NRN will load the HTML file into our system and adjust image paths as required. We will test to ensure images are loading correctly. We are not responsible for link or code errors sent to us. If corrections are required, client should resend corrected materials.

NRN routinely scans incoming materials for viruses. Any materials submitted that are suspected to have viruses will not be used. The client is responsible for recreating and resubmitting any materials that are found to contain viruses.

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



**Special Communique E-Blast
2008 Specifications**

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	

**Special Communique E-Blast
2008 Specifications**

Sample Special Communiques

**NATION'S
Restaurant News**
www.nrn.com

Tell us what content you'd like us to provide on the www.nrn.com website!

You are invited to participate in the Nation's Restaurant News Online-Content Survey.

The questionnaire is simple and should not take more than 5 minutes to complete. As a show of appreciation for your time we will send you a **FREE \$5.00 COFFEE GIFT CARD** from a national retailer.

Thank you in advance for your participation.

Get Started!



TABASCO Monthly Spice
November 2006


The Only Aged Pepper Sauce



Ever wonder what makes TABASCO® different from other pepper sauces? There are a lot of reasons why it's the world's favorite — its superior quality, the variety of peppers used and the fact they are picked at the peak of ripeness, and the care and time that goes into making it. What truly differentiates TABASCO® is the unique aging process that goes into every bottle.

For more on the aging process visit TABASCOfoodservice.com.

What counts as a drink today?



Count on surprising answers.
The results will surprise you and your servers.
Get the facts now.

ServSafe Alcohol

MICROS
RESTAURANT SOLUTIONS

Offering solutions to fit your unique restaurant needs
Table Service • Quick Service • Fast Casual



Whether you're a neighborhood restaurant or a worldwide chain, MICROS Systems, Inc. offers a superior menu of technology solutions to suit your needs. MICROS Restaurant Solutions are designed to be scalable and flexible, which enables you to select the solution that will work best for your operation. Plus, regardless of your type or size of business, these systems are capable of being fully integrated into a complete enterprise solution.