



CHANNEL MARKETING PORTAL – FEATURES & SPECIFICATIONS

Control Panels

Channel Partner Ordering/Tracking

Order collateral, direct mail, and lists online (other mediums available on request)
Check status of any order (received, processed, printed, and mailed/shipped)
Update profile/billing information
Online price calculator

Customer Support Order Status (read only)

Check status of any order

Operations Shop Floor Tool (read-write access)

Check status of any order
Modify or cancel any order
Update job status (processed, printed, and mailed/shipped)
Modify customer or billing information

Management Dashboard (includes operating statistics)

Order summary (read-only)
Sales summary
Operating statistics
Orders by product or process (black & white, highlight color, & color)
Margins by product or process (black & white, highlight color, & color)
Average order size by product or process (black & white, highlight color, & color)
Average time to mail by product or process (black & white, highlight color, & color)
Custom operating statistics are available on request

Site Control Workbench

Add, delete, or modify direct mail or collateral templates
Graphical template posting wizard
Custom watermark templates
Add, delete, or modify product categories
Set pricing and discount schedules
Add/delete Purchase Order/Co-op dollar approvers
Co-op dollar usage/billing reports
Track pre-printed inventory

Direct Mail/Collateral

Postcards

Standard (4.25" x 5.5"); Jumbo (8.5" x 5.5")
Sumo (8.5" x 11"); Double Sumo (17" x 11" folded)
Process: black & white (1/1), full color one side (4/1), full color both sides (4/4)
Paper Stock: 80# matte finish (black & white); 110# satin finish (color)
Paper Colors: white (default); other options unlimited
Postage: First Class, Standard A, Non-profit, live stamp or indicia

Letters (1-4 pages)

8.5" x 11" letter
8.5" x 14" letter
8.5" x 14" letter w/tear-off BRC & #9 return envelope
Process: black & white, highlight color (black plus one color), or full color
Envelope: #10 closed face or #10 dual-window (logo or non-logo)
Insertions: coupon or buck slip
Paper Stock: 24# text weight
Paper Colors: white (default); other options unlimited
Postage: First Class, Standard A, Non-profit, live stamp or indicia

Self-mailers (1-8 pages)

Process: black & white, highlight color (black plus one color), or full color
Paper Stock: 24# text weight
Paper Colors: white (default); other options unlimited
Postage: First Class

Custom direct mail orders

Static or co-branded collateral
JPG and PDF preview (email proofs)
Direct mail ROI calculator
Direct mail primer

Template File Types: Microsoft Word; Adobe portable document format (PDF)

Direct Mail File Types: Microsoft Word; Adobe portable document format (PDF)

Mailing List File Types: comma delimited text file (csv)

Template Personalization Format: HTML



FEATURES & SPECIFICATIONS
(continued)

Mailing Lists

Allmedia Business Lists

- Demographics selected based on product name*
- Geographic proximity*
- Record Count*
- Immediate Mailing with Purchased List*

Experian Business Lists (lists with addresses only or addresses & phone numbers)

- Radius Search (specify a distance around an address)*
- Number of Employees*
- Years in Business*
- Business Type*
- Annual Sales*
- Industry*
- Immediate Mailing with Purchased List (single visit list purchase and mailing)*

Experian Consumer Lists (lists with addresses only)

- Radius Search (specify a distance around an address)*
- Length of Residence*
- Estimated Income*
- Marital Status*
- Dwelling Type*
- Homeowner*
- Gender*
- Age*
- Immediate Mailing with Purchased List (single visit list purchase and mailing)*

Other List Vendor Integrations Available on Request

- List purchasing ROI calculator*
- List purchasing primer*

Other Features

Error Checking

- | | | |
|-------------------------------------|------------------------------|-------------------------------|
| <i>Document format</i> | <i>View or print preview</i> | <i>Credit card validation</i> |
| <i>Mailing list format</i> | <i>Email preview PDF</i> | <i>- Cardholder name</i> |
| <i>Personalization logo size</i> | <i>PO number approval</i> | <i>- Credit card number</i> |
| <i>Personalization logo density</i> | <i>Embed PDF fonts</i> | <i>- Cardholder address</i> |
| <i>Preview approval required</i> | <i>Login credentials</i> | <i>- Expiration Date</i> |

Inventory Tracking

- Specify inventory or print-on-demand (no pre-printed inventory)*
- Automatic updates when orders are placed*
- Update order tracking from production*
- Email when re-order is required*
- Specify re-order quantity*

Third Party Integration (XML or HTML)

- Shop floor production applications*
- Finance and accounting applications*
- List processing applications (Experian, All Media, & custom)*
- Credit card processing (VeriSign Payflow Pro)*
- Site traffic monitoring (opentracker.net)*
- Third party product fulfillment*
- Desktop applications*

Additional Modules

- Business Papers (business cards and letterhead)*
- Logo Items*
- Gift Cards*
- Seminars*
- Webinars*
- Email*
- eBooks*
- Ad slicks*
- Viral video clips*
- Posters and banners*
- Custom Marketing Programs*

Landing page with registration capability or auto login from other applications

Application Service Provider (ASP) Hosting (pay only for what you need)