

RETAILHUB RETAILER'S MANUAL | 2017



INTRODUCTION

www.retailhub.com

Sign up for a RetailHub account today!

RetailHub is the online management system utilized to add, edit, or delete your store's sales content displaying on Fashion Outlets of Chicago's website. Updates are under your control with no waiting time and 24/7 account access!

- Click the sign up link on the Log In page at www.retailhub.com.
- On the Create New Account page, provide your information and click the 'Create Account' button.
- The PlaceWise Media team will contact the store directly to verify your identity. Once confirmed, your account will be activated immediately thereafter.

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	Please Log In					Create New	Account		
						Are you a mail-based relailer? Promote your merchandise, current sales, job openings and much more at participating shopping center Web sites across the country – at no additional cost to you! Just fli out the below form to get started with your free account. Please note that all accounts are subject to verification of your identity. If you own or manage multiple stores, please select "National Retailer" for Company and Mail fields, and sign-up for only one account. Once your identity is verified, we'll edd your additional PlaceWise Network store locations to your account.			
	*Password:					*Username:		0	
		Login				*Password:	Must be greater than or equal to 6 characters	including 1 capital letter and 1 number.	
						*Confirm Password:		0	
	If you are having trouble logging in, please reset your browser's cookies or view this guide on how to completely clear you		r cache.			*First Name:		0	
	If you have misplaced your password or use	id please click here to process a reset.				*Last Name: *Title: *Mall Management Company:		0	
	If you're a mall-based retailer please click he	re to sign up for free account.	i					0	
							Select a Company	0	
						*Mall:	Select a Mall	0	
	Terms of Use Privacy Policy					*Store Name:		0	
						*Phone:		0	
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LOGIN SCREEN

CREATE NEW ACCOUNT SCREEN

When registering for a new account:

- For 'Mall Management Company', select Macerich Company
- For 'Mall', select Fashion Outlets of Chicago



Add sales or promotion by using **Sales and Events.**

PlaceWise Media adds sales for many national retailers. You will see any active sales on your **"My Home"** and **"Current Sales"** pages.

To Add A Sale:

Select "Sales and Events"

Click "Add New Promotion"

(Note: Prior to adding a sale, review the current promotions to ensure a sale hasn't already been uploaded nationally.)

- Title: Enter the title of the sale (e.g. Spring Sale).
- **SEO Headline:** This field auto-populates.
- Date and Time:
 - Start Date: The date the sale starts.
 - End Date: The date the sale ends.
- **Type:** Choose 'Sales and Promos' as that is the only sales type that appears on Macerich websites.
- **Attach Image:** Upload a sale-specific image here. (See page 5 for image uploading instructions).

- **Detail:** Enter sales details and/or legal text of the sale to appear under the image.
 - B I For
 - Formats text as bold, italic
 - This button adds a hyperlink to text. There will be a pop-up window where the URL is entered. The broken chain button will remove a link.

Click **"Show More Options"** for additional fields (all fields in this section are optional).

• Use the **Date to Display** field for sales you want to add but don't want to appear on the website immediately (helpful around Black Friday).

Click "Create Sale" to finalize this listing.

*Please note that sales may take up to 30 minutes to appear on the center's website.



RETAIL - SALES & EVENTS

Retail Hub	RetailHu	My Workspace Advertise Feedback Help			
BANANA REPUBLIC FACTORY STORE	BANANA REPUBLIC FACTORY STORE	Sales: Current Sales Banana Republic Factory Store			
Home Sales and Events	Sales and Events	Current Promotions at Banana Republic Factory Store Type Title National Alden Club Fit Stretch Dobby Short National 50% Off All Dresses & Short-Sleeve Tops National 50% Off Everything National Tailored Slim-Fit Stretch Cordoroy Cotton Blazer	Display Date Start Date End D 06/10/2017 06/10/2017 06/24/2 06/12/2017 06/12/2017 06/22/2 06/19/2017 06/19/2017 06/21/2 06/20/2 06/20/2 06/20/2	Action Promo Type Detail Action 2017 Style Notes View Edit Delete 2017 Sales and View Edit Delete Promos View Edit Delete Promos View Edit Delete Promos View Edit Delete	•
SELECT "SALES AND EVENTS"	CLICK "ADD NEW F	Add New Promotion View Expired Promotions » ? PROMOTION ¹¹	BANANA REPUBLIC Home Sales and Events	My Workspace Advertise Feedback Help Sales: Create Banana Republic Factory Outlet Title: 'SEO Title:	0
				*Date and Time: All Day?: 2 Recet Start: End: Twn: Select a Type	- 0
				Ype: Select a type Attach Image: Solect Primary Image *Detail: Image: B Image:	2

CREATE SALES SCREEN



WYSIWYG* – UPLOADING AN IMAGE

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To Upload a New Image from Your Computer:

- In the "Sales Images" window, click the "Add File" button in the upper right
- Select the image from your computer that you would like to upload. Click **"Open."**
- In the **"Sales Images"** screen, at the very top, select the image size to upload. Image size should be no larger than 450 px wide or 2 MB in size.
- Click "Upload"
- Click **"Select"** under the image

For Archived Images:

In the **"Sales Images"** window, choose an archived image Click **"Select"**

See page 6 for tips and best practices.



SALES IMAGES WINDOW

*What You See Is What You Get



WHEN ADDING AN IMAGE:

- The title of your image needs to be fairly short, have no spaces and no special characters (\$, &, @, %, etc.) in the file name or the upload will fail. Instead of spaces, use dashes and/or underscores and remove all apostrophes and special characters. For example, the following are bad file names: Santa's Arrival.jpg (space and apostrophe are wrong) OR 20% off.jpg (special character % and space are wrong). The following is what should have been used instead of the file names shown above: Santas_Arrival.jpg OR 20pct-off.jpg
- The format of your image needs to be a .jpg, .png, or .gif (uploading .pdfs is reserved for certain functions like a menu or brochure and can be sent to PlaceWise for assistance). The image must always be in RGB color (Red Green Blue is the web-friendly format for all images when creating color display).
- The image must be no larger than 450 pixels wide. The height doesn't matter but the width of your website pages are optimized to fit images and copy up to 450px wide. When uploading new images, *round down* to one of the options listed above. So, if your image is 625 pixels wide, select the 450 pixels option. If the image is 483, select the 450 pixel size. If your image is 271, select the 250 pixel width size.

IMAGE EDITING SOFTWARE:

• If you don't have Photoshop or other photo editing software to manipulate images, a great FREE, online, no-download-needed tool can be found at http://pixlr.com/editor/. This editor will also make every image RGB.

