



RETAILHUB RETAILER'S MANUAL | 2017



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 Niagara Falls' 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.

retailhub.com

Please Log In

*Username:

*Password:

Login

If you are having trouble logging in, please [reset your browser's cookies](#) or [view this guide](#) on how to completely clear your cache.
If you have misplaced your password or user id please [click here to process a reset](#).
If you're a mall-based retailer please [click here](#) to sign up for free account.

Terms of Use | Privacy Policy

LOGIN SCREEN

retailhub.com

Create New Account

Are you a mall-based retailer? 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 fill 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 Mall fields, and sign-up for only one account. Once your identity is verified, we'll add your additional PlaceWise Network store locations to your account.

*Username:

*Password:

Must be greater than or equal to 6 characters including 1 capital letter and 1 number.

*Confirm Password:

*First Name:

*Last Name:

*Title:

*Mail Management Company:

*Mail:

*Store Name:

*Phone:

*Email:

CREATE NEW ACCOUNT SCREEN

When registering for a new account:

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

SALES AND EVENTS

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.



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).

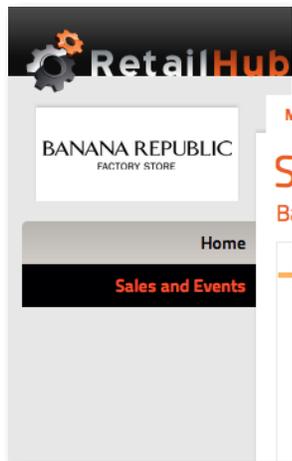
- Use the **Date to Display** field for sales you want to add but don’t want to appear on the website immediately (helpful around Black Friday).

Click **“Create Sale”** to finalize this listing.

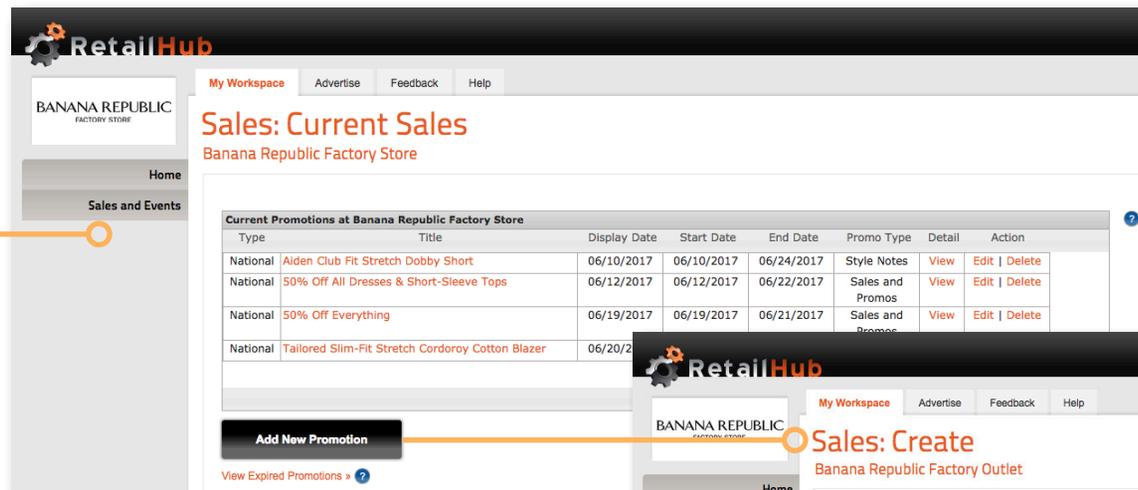
***Please note that sales may take up to 30 minutes to appear on the center’s website.**

RETAIL — SALES & EVENTS

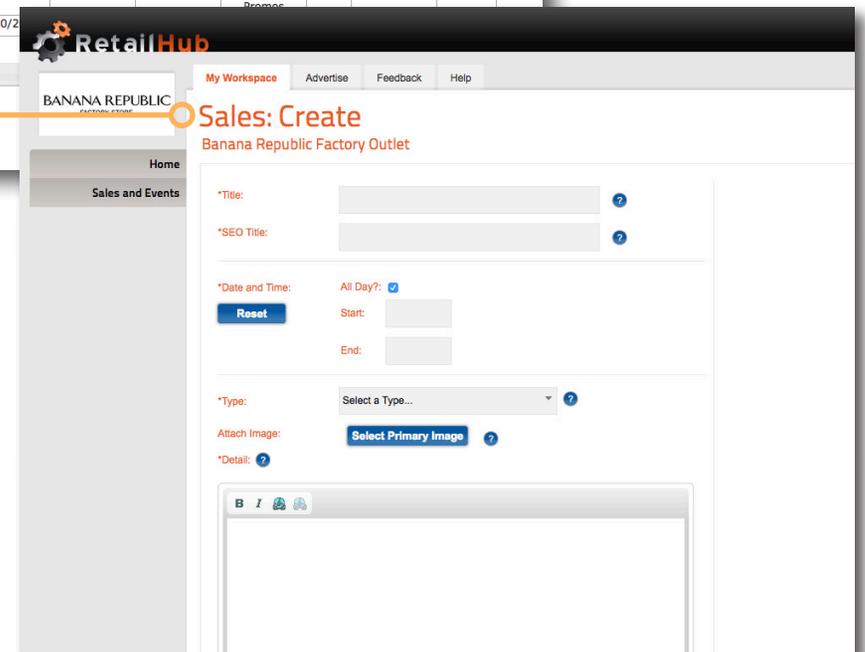
PLACEWISE CONFIDENTIAL



SELECT "SALES AND EVENTS"



CLICK "ADD NEW PROMOTION"



CREATE SALES SCREEN

WYSIWYG* — UPLOADING AN IMAGE

PLACEWISE CONFIDENTIAL

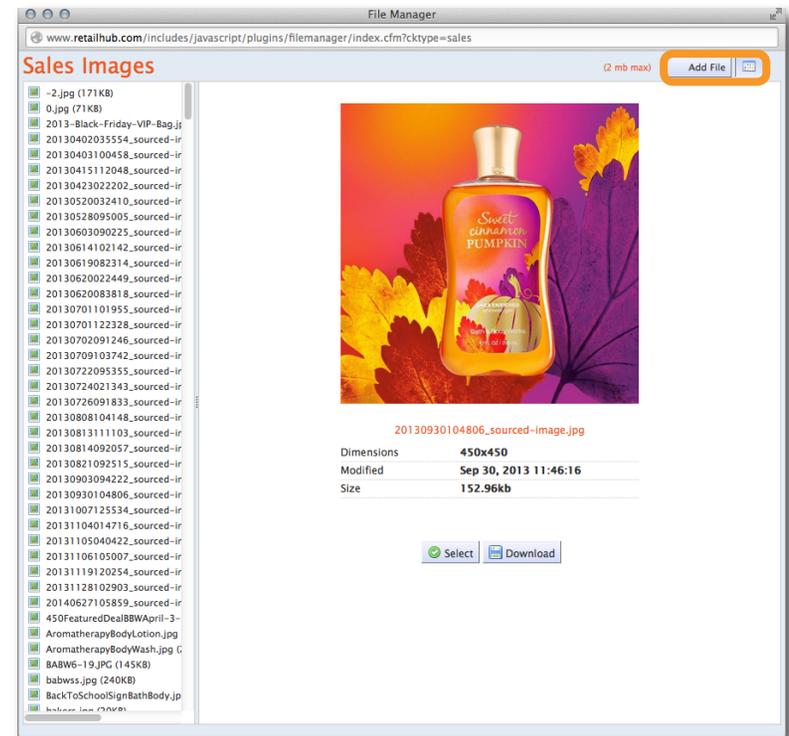
To Upload a New Image from Your Computer:

- 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

UPLOADING AN IMAGE — TIPS AND BEST PRACTICES PLACEWISE CONFIDENTIAL

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.