



Table of Contents

<i>Table of Contents</i>	2
<i>Introduction</i>	4
<i>Logging into RetailerCentral</i>	5
<i>Main Menu</i>	6
Review your Orders	6
Manage your Customer List	6
Manage your Kiosks	6
Configure your PhotoCentral accounts	6
Manage images and buttons used in PhotoCentral	6
Manage CloudCover™ products	6
View active Print Coupons	6
Manage your Contact Information	6
Create Print Credit Coupons	6
<i>My Kiosks</i>	7
<i>Order Logs</i>	8
PhotoCentral Order Log	8
PhotoCentral Monthly Totals	8
Kiosk Order Log	8
Kiosk Monthly Totals	8
PrintWizard Order Log	8
PrintWizard Monthly Totals	8
All Orders For Last 30 Days	8
All Jobs	8
<i>Customizing PhotoCentral</i>	9
Main content	9
Product Group Images	10
Removing a standard Product Group	10
Product Images	10
<i>Extended Storage</i>	11
<i>CloudCover™</i>	12

Viewing Products	12
<i>Adding Products</i>	13
<i>Viewing Templates</i>	18
Adding Templates	18
<i>Contacts</i>	20
<i>Print Credits</i>	21
Simple Coupon Creation	21
Directly Sending Coupons to Members	21
Directly Sending Coupons to a General Email List	22
<i>Master Email List</i>	23
<i>Vanity URL</i>	24
<i>PhotoCentral Analytics</i>	25
<i>APPENDIX A – CloudCover Template Specification</i>	26
<i>APPENDIX B – CloudCover Product Publishing</i>	28
<i>APPENDIX C – CloudCover Typefaces</i>	29

Introduction

RetailerCentral is a web application that can be accessed with any browser on any platform. RetailerCentral lets you:

- View/Print/Export Order Logs
- View/Print/Export Consumer Lists
- Get a snapshot view of your Kiosk deployment
- Configure your PhotoCentral accounts
- Upload and specify custom PhotoCentral content
- Manage CloudCover™ content
- Manage your organization's contact information
- Create and view Print Credits

Logging into RetailerCentral

Use your favorite browser to go here:

<http://www.photogize.com/rcentral>

Now enter the Retailer ID and Password provided to you by Graphx. Note that the Retailer ID and password are CaSe SeNsItIvE.

Please submit a question to the Photogize HelpDesk (<http://photogize.zendesk.com>) if you do not have a Retailer ID and password.

Main Menu

From the main menu you can:

Review your Orders

Click *PhotoCentral*, *Kiosk*, or *PrintWizard Order Log* to see orders from each respective service. Click *All Orders for Last 30 Days* to see a graphical representation of all orders from all services for the last thirty days. And click *All Jobs* to see a breakdown of all orders from all services by job.

Manage your Customer List

Click the *Consumers* link, and you will see a listing of all members of PC. You can view, print, export, and edit this list.

Manage your Kiosks

Click *My Kiosks* to get a snapshot view of your Photogize kiosk deployment.

Configure your PhotoCentral accounts

Click *PhotoCentral and Kiosk* to manage custom content in PhotoCentral and Kiosk.

Manage images and buttons used in PhotoCentral

Click *Content Manager* to view, upload and edit buttons and images used to customize PhotoCentral.

Manage CloudCover™ products

Click *Products*, *Templates Collections*, or *Finishing Options* to view, upload, and edit your Kiosk and PhotoCentral CloudCover™ content.

View active Print Coupons

Click *Print Coupon Summary* to review your list of active Print Coupons.

Manage your Contact Information

Click to add, edit and delete contact information for you and your employees.

Create Print Credit Coupons

Click *Print Credits* to create print coupons for your customers.

Master Email List

Review, print or export a simple email list of all your Photogize customers

Vanity URL

Create or edit a vanity url (e.g.: *mystore.photogize.com*) to point to legacy PhotoCentral (bponet) or PhotoCentral 2019 (app).

My Kiosks

The *My Kiosks* page will give you a quick snapshot summary of all your Photogize Kiosks. Each Kiosk will be listed by Serial Number. A green check box will be displayed if the kiosk has "checked-in" in the last 30 minutes. The Last check-in time (Last Alive) is also listed, along with the Kiosk version, location, and revenue logged since midnight.

	<input type="checkbox"/>	<u>Kiosk S/N</u>	<u>Status</u>	<u>Last Alive</u>	<u>Version</u>	<u>Location</u>	<u>Today's Revenue</u>
View	<input type="checkbox"/>	66PR081		3/2/2010 10:20:20 AM	2.4.9 CK	Vista Kiosk 2	
View	<input type="checkbox"/>	JNZY5D1		3/2/2010 10:16:06 AM	2.4.8		

Order Logs

Order Logs contain summaries of the Orders on your PhotoCentral, Kiosk, and PrintWizard systems. Hover your mouse over the *Jobs(x)* to see individual job entries in the order. Click *Export results* to export order data to an excel spreadsheet or other file.

PhotoCentral Order Log Logged on as **R00000** [Log out](#) Quick jump: [Advanced search](#)

[Export results](#) [Printer-friendly version](#) [Print all pages](#)

Search for:

Details found: **224** Page **1** of **12** Records Per Page:

[Export selected](#) [Print selected](#)

	<input type="checkbox"/>		Account	Order	Customer	Subtotal	Discount	Tax	Shipping	Total	Revshare	Date Placed										
View	<input type="checkbox"/>	Jobs(1)	pcall3	112267VS4	PeterT@graphx.com	23.80	0.00	1.19	0.00	24.99	1.38	2/20/2010										
View	<input type="checkbox"/>	Jobs(1)	Jobs Details found: 1 . <table border="1"> <thead> <tr> <th>Description</th> <th>Quantity</th> <th>Unit Price</th> <th>Extended Price</th> <th>Category</th> </tr> </thead> <tbody> <tr> <td>8x10 Single Page Calendar</td> <td>10</td> <td>\$7.99</td> <td>\$79.90</td> <td>PhotoTidings Specialty</td> </tr> </tbody> </table>									Description	Quantity	Unit Price	Extended Price	Category	8x10 Single Page Calendar	10	\$7.99	\$79.90	PhotoTidings Specialty	2/18/2010
Description	Quantity	Unit Price										Extended Price	Category									
8x10 Single Page Calendar	10	\$7.99										\$79.90	PhotoTidings Specialty									
View	<input type="checkbox"/>	Jobs(1)										2/12/2010										
View	<input type="checkbox"/>	Jobs(1)										2/10/2010										
View	<input type="checkbox"/>	Jobs(1)	2/10/2010																			

The following log views are available:

PhotoCentral Order Log

A log of all PhotoCentral online orders

PhotoCentral Monthly Totals

A Monthly summary of online orders

Kiosk Order Log

A log of all Kiosk orders

Kiosk Monthly Totals

A Monthly summary of kiosk orders

PrintWizard Order Log

A log of all PrintWizard orders

PrintWizard Monthly Totals

A Monthly summary of PrintWizard orders

All Orders For Last 30 Days

All PhotoCentral, Kiosk, and PrintWizard orders for the last 30 days.

All Jobs

All Kiosk, PhotoCentral, and PrintWizard individual print jobs

Customizing PhotoCentral

You can change the front page content, shop page title image, product group images, and product images in PhotoCentral. To do this, click on *Content Manager* and select and upload HTML, image, or Flash files. Then click on *PhotoCentral* and click the *Main Images*, *Product Group Images*, or *Product Images* links and click *Add New* to select the content you uploaded.

							<u>Account</u>	<u>Notification Email</u>
Edit	Copy	View	<input type="checkbox"/>	Main Content	Product Group Images	Product Images	graphx	PeterT@graphx.com

Main content

Main content is content that will appear on the front page and/or the top of the shop page. The content should be formatted as JPEG, GIF or PNG files. Design your content to fit within the following area:

center: 788 x 348 pixels

MOBILEcenter: 258x184 pixels.

lowercenter, *lowerleft*, *lowerright*: 258x184 pixels.

shoptitle: up to 788 pixels wide, any height

When adding main content, you will need to specify a *Link Type*, an optional *URL or Tags*, a *Tooltip* (the box that appears when a user hovers over the content) and an optional sortorder (used for center and MOBILEcenter).

If you add more than one *center* or MOBILEcenter entry, the entries will be cycled on the front page in a slider. Note that MOBILEcenter content REPLACES center content when a mobile (smartphone) browser is used.

The Link Type can be:

None

No link

URL

A custom URL as specified in the URL field

SHOP PAGE

A link to the shop page in PhotoCentral

productgroup

A link to a product group page in PhotoCentral

MATCH TAGS

If selected, the content in the URL/Tags field is assumed to be a list of comma delimited tags. If this content is clicked, the user will be sent to a page with matching product content.

Custom URLs can be absolute links to external pages, or a relative links that point to content within the PhotoCentral site. Right click on any current main PhotoCentral content, product group, or product to examine the default links used on the PhotoCentral site. You can use these links with your new content. Some link examples:

Link

selectalbum.aspx?wkf=book&cat=realbook_5x7

mycooltools.aspx

Notes

Launch *selectalbum* page and then proceed to create a 5x7 RealPhoto book
Go to *mycooltools* page

Product Group Images

Design your images to fit within the following area: 347x81 pixels. When adding product groups images, you will need to add a tooltip (the box that appears when a user hovers over the content).

You can also select a sortorder (e.g.: 0, 1, 2, 3) when you specify custom product group content. This will force PhotoCentral or Kiosk to re-organize the photo group selectors per your sortorder.

If you want to specify a sortorder for STANDARD product group content, just pick "stock" product group content (uploaded by Graphx) and set a sortorder.

Removing a standard Product Group

You can remove standard Product Groups if you want to do more granular groups using MATCH TAGS. Just "Add New", select the Product Group, and check the *Remove* field.

Photogize RetailerCentral Help

Product Group Images, Add new record

[Back to list](#)

Product Group:

Image:

Tooltip:

Sortorder:

Tags:

Kiosk Image:

Remove:

* - Required field

Product Images

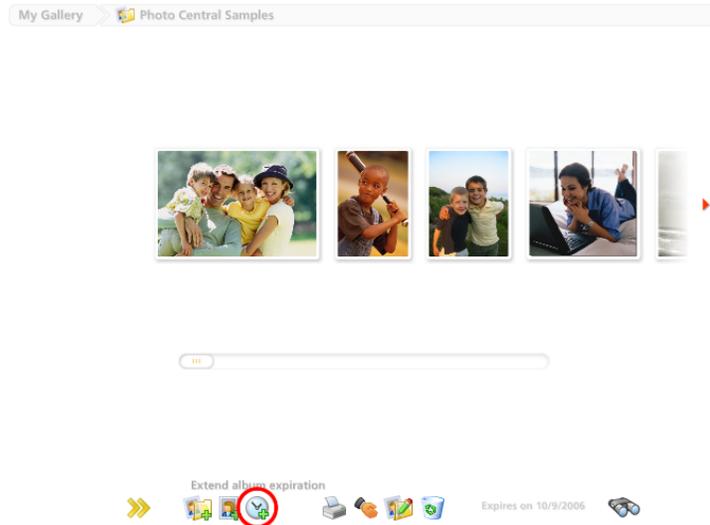
Design your images to fit within the following area: 150x150 pixels. When adding product images, you will need to add a tooltip (the box that appears when a user hovers over the content).

Extended Storage

Consumers can store their albums on PhotoCentral for 30 days for free. The date that an album will “expire” is listed on the *Gallery* page in PhotoCentral. A consumer can extend storage by clicking on the “Extend album expiration” icon at the bottom of the Album page.

A consumer extends storage using storage credits. One credit will extend the storage of one photo for a full year. So, to extend an album with 24 photos, a consumer would need to apply 24 storage credits.

Storage credits can be purchased directly by the consumer on the album extension page in PhotoCentral.



CloudCover™

CloudCover™ is a cloud-based product and template management system for PhotoCentral, EventPro and Photogize Kiosk. There are two tables in RetailerCentral that are used to view, edit, and manage CloudCover products and templates.

Viewing Products

Click *Products* and you'll see a list of your CloudCover products.

The screenshot displays the 'Photogize RetailerCentral' interface. At the top, the logo is prominent. Below it, the user is logged in as 'R00000' with options to log out or change password. A 'Quick jump' menu is set to 'Products'. There are links for 'Advanced search' and 'Export results'. Below the navigation, there are links for 'Printer-friendly version', 'Print all pages', and 'Import'. A search bar is present with 'Search for:' and 'Contains' dropdowns, a search button, and a 'Show all' button. The search results show 'Page 1 of 1' and 'Records Per Page: 20'. Below the search bar, there are links for 'Delete selected', 'Export selected', and 'Print selected'. The main content is a table with the following columns: Name, Description, Type, Width, Height, Online Image, Kiosk Image, and Test Mode. The table contains one row for a product named 'My New Card' with a description 'My New Card', type 'card', width '8000', and height '4000'. The 'Online Image' column shows a preview of a Christmas card, and the 'Kiosk Image' column shows a preview of the same card in kiosk mode. The 'Test Mode' column has a checked checkbox.

				Name	Description	Type	Width	Height	Online Image	Kiosk Image	Test Mode
Edit	Copy	View	<input type="checkbox"/>	Templates(1)	My New Card	card	8000	4000			<input checked="" type="checkbox"/>

The summary includes the name, description, type of product. The Width and Height; online and kiosk images; and Test Mode status are also listed. If you hover over the *Templates* line item, you can see the Templates associated with this product. Click *Templates* to edit the Templates associated with this Product.

Adding Products

Click *Add New* and you'll see the following screen:

Products, Add new record

[Back to list](#)

Name	<input type="text"/>
Description	<input type="text"/>
Type	<input type="text" value="Please select"/>
Width	<input type="text"/>
Height	<input type="text"/>
Online Image	<input type="button" value="Choose File"/> no file selected Filename <input type="text"/>
Kiosk Image	<input type="button" value="Choose File"/> no file selected Filename <input type="text"/>
Test Mode	<input type="checkbox"/>
Published	<input checked="" type="checkbox"/>
Duplex	<input type="text" value="none"/>
Numpages	<input type="text"/>
Wholesaler	<input type="text" value="Please select"/>
Wholesale SKU	<input type="text"/>
Max Pages	<input type="text"/>
Tags	<input type="text"/>
Share To	<input type="text"/>
Collection	<input type="text" value="Please select"/>
Themes	<input type="text"/>

* - Required field

Name

The internal name of the Product you will see in Photogize Lab. In order to distinguish your products from Graphx-published products, RetailerCentral will automatically append [*RXXXXX*] to the name (where "RXXXXX" is the id of your RetailerCentral account).

Description

The default description of the Product delivered to Photogize Lab. It can be changed in Lab. This information will be seen by the online consumer.

Type

The type of product. The type of product you select governs how the product is rendered online and in kiosk. The type also helps us sort the product into specific product groups in our online and kiosk ordering process. We continue to work on expanding the Type listing.

book

a multi page photo book

borders

a single sided bordered print

calendars

a multi page calendar

calendars_sp

a single page calendar

card

a single sided photo greeting card

collages

a single sided print that typically has placeholders for many photos

foldedcards

a duplex photo greeting card

gifts

a photo gift

posters

a single sided print

trifoldedcards

two sided cards that fold three ways

twosidedcards

two sided cards

Width

The width of the product in inches x 1000. Note that ALL templates MUST be 300dpi

Height

The height of the product in inches x 1000.

Online Image

The selling image used in online services for the Product. Any size will work as the online app will resize to fit.

Kiosk Image

The selling image used in the kiosk. This is a very specifically sized and designed image. Please see the samples on the Photogize website for more information.

This field is *optional*. If you do not supply a kiosk image, the kiosk will use the online image.

Test Mode

If checked, this product will NOT show up in PhotoCentral or EventPro UNLESS you use "testmode=1" on the entry URL. For example, this entry URL will show all testmode products on the graphx999 account:

<http://www.photogize.com/bponet/main.aspx?cl=graphx999&testmode=1>

Test Mode will remain in effect until you close the browser, or you re-load the main page with "testmode=0":

<http://www.photogize.com/bponet/main.aspx?cl=graphx999&testmode=0>

Duplex

Specify the style of duplexing. Can be left blank for most products. Set to "short" for foldedcards and twosidedcards and books. Set to "long" for "flip" style multipage calendars.

Published

If checked, the product will appear in the Photogize Lab product sheet IF the associated account has rights to the product. *Note that this is typically only used by third party content providers.*

Numpages

Can be left blank for most products. Set to 12 for multipage calendars. Set to the minimum number of pages for a book.

Wholesaler

Select a wholesale fulfillment vendor.

Wholesale SKU

Specify the SKU of the product at the wholesale vendor.

Tags

Keywords, separated by commas, that will be used to help consumers find this product. For example:

mother,mothers,mothers day,card,celebrate

Maxpages

The maximum number of pages in a book.

Share To

Photogize online accounts, separated by commas, to which you wish to share these products. For example:

graphx929,graphx909,graphx986

Collection

Specify the collection to which this product belongs. *Note that this is typically only used by third party content providers.*

Themes

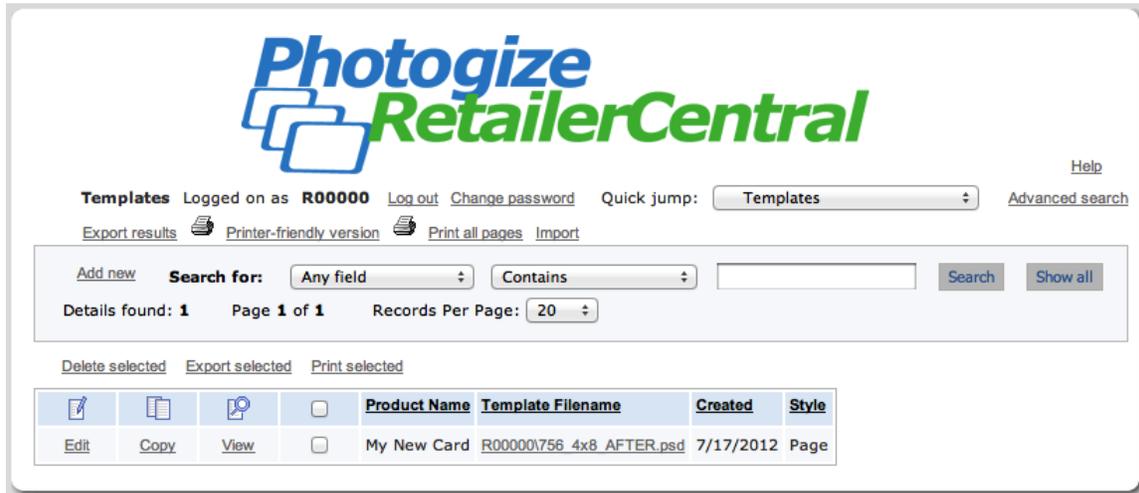
Theme names, separated by commas, that will be presented to consumers in Kiosk and online. For example:

gold,silver,bronze

These theme names should reference the theme names in the associated CloudCover templates.

Viewing Templates

Click *Products* and you'll see a list of your CloudCover templates.



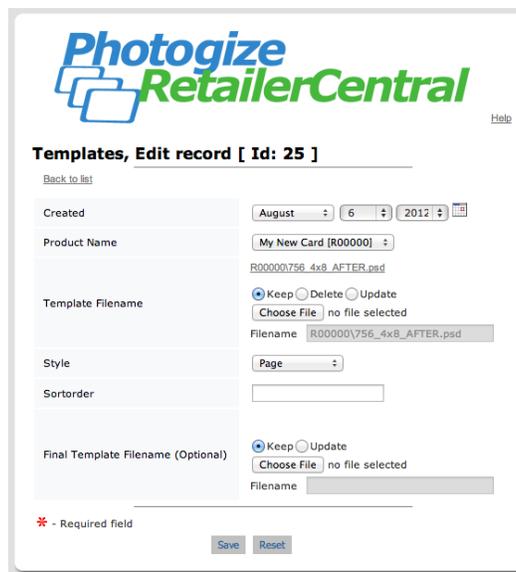
The screenshot shows the 'Photogize RetailerCentral' interface. At the top, there's a navigation bar with 'Templates' selected. Below it, a search bar is visible with 'Any field' and 'Contains' dropdowns. A table lists templates with columns for Product Name, Template Filename, Created, and Style. The table contains one entry: 'My New Card' with filename 'R00000\756_4x8_AFTER.psd' and creation date '7/17/2012'.

	Product Name	Template Filename	Created	Style
<input type="checkbox"/>	My New Card	R00000\756_4x8_AFTER.psd	7/17/2012	Page

The summary includes the Product name associated with the template, the template filename, the creation date, and the rendering style of the template.

Adding Templates

Click *Add New* and you'll see the following screen:



The screenshot shows the 'Photogize RetailerCentral' 'Edit record' form for a template. The form includes fields for 'Created' (August 6, 2012), 'Product Name' (My New Card [R00000]), 'Template Filename' (R00000\756_4x8_AFTER.psd), 'Style' (Page), and 'Sortorder'. There are also options to 'Keep', 'Delete', or 'Update' the record, and a 'Choose File' button to upload a new template file. A 'Save' button is at the bottom.

Product Name

Select the name of the product associated with this template.

Template Filename

Click Choose File and browse and select the new template file to upload

Style

Select the rendering intent / position of this template with the product. Possible selections:

Front

The front template on a duplex product

Back

The back template on a duplex product

Inside

The inside template on a duplex product – use this for a folded card

Outside

The outside template on a duplex product – use this for a folded card

Cover

The cover of a book or spiral calendar

Jan – Dec

The pages of a simplex multi-page calendar

Jan Top – Dec Top

The top part of a spiral bound multi-page flip calendar

Jan Bottom – Dec Bottom

The bottom part of a spiral bound multi-page flip calendar

Sortorder

The order that this template will appear in a list of other templates for a given product. A template with a sort order of 0 will appear before a template with a sortorder of 1.

Final Template Filename (Optional)

If you put an optional template here, THIS template will be used for the final render. So, for example, if you want to display guides or instructions to the user, put them in the file specified by Template Filename. The file specified by Final Template Filename should be clear of anything you don't want in the final product.

Contacts

Click Contacts to View and Edit technical and business contacts in your organization. Graphx will use this information to keep you up-to-date.

To Add a Contact, click the Add New from the Contacts main screen, complete this form:



The screenshot shows a web form titled "Photogize RetailerCentral" with a "Help" link. The form is for "Contacts, Add new record" and includes a "Back to list" link. The form fields are:

First Name	<input type="text"/>
Last Name	<input type="text"/>
Email	<input type="text"/>
Business Phone	<input type="text"/>
Mobile Phone	<input type="text"/>
Marketing Email	<input type="checkbox"/>
Technical Email	<input type="checkbox"/>

Below the form is a legend: * - Required field. At the bottom right are "Save" and "Reset" buttons.

then click Save. Add as many contacts as you like.

Print Credits

You can create coupons for free prints for your customers by clicking *Print Credits* in RetailerCentral. Note that Photogize takes no part in the financial transaction for Print Credits.

Simple Coupon Creation

Select *To Me* as the Distribution method. Then Specify the *Number of Prints* per Coupon, the *Products* for which this coupon may apply, and the number of Coupons you wish to generate. Click *One Time Use* if you would like these coupons to expire after one use, regardless of the remaining balance.

Click *Create Coupons* and RetailerCentral will display the coupon codes that you can supply to your customers. You will also receive an email with the coupon list.

The screenshot shows the 'Create Print Credit Coupons' interface. The 'Distribution' dropdown is set to 'To Me'. The 'Number of Prints' is set to 1, and the 'One Time Use' checkbox is checked. The 'Products' list includes 4x5 glossy, 4x5 Matte, 4x6 glossy, 4x6 matte, 4x6 New, 5x7 glossy, 5x7 matte, 6x8 glossy, 6x8 matte, and 8x10 glossy. A 'Create Coupons' button is visible at the bottom.

Directly Sending Coupons to Members

Select *All Members* as the Distribution method. Then Specify the *Number of Prints* per Coupon, the *Products* for which this coupon may apply, and the number of Coupons you wish to generate. Click *One Time Use* if you would like these coupons to expire after one use, regardless of the remaining balance.

Enter the sender's *From Name* and *From Email* and optionally a *CC* address. Then key in a *Subject* and a *Message*. You can use **##firstname##**, **##lastname##**, and **##coupon##** placeholders in the Subject or Message – these will get replaced by real data when the mail is sent to each member.

The screenshot shows the 'Create Print Credit Coupons' interface. The 'Distribution' dropdown is set to 'All Members'. The 'Number of Prints' is set to 10, and the 'One Time Use' checkbox is checked. The 'Products' list is the same as in the previous screenshot. Below the product list, there are fields for 'From Name' (Bill Smith), 'From Email' (BillS@mylab.com), 'CC', 'Subject' (Hey ##firstname##, here's your coupon), and 'Message' (Just key in this promotion code: ##coupon## to get your 10 free prints!). There are also 'Mail Coupons' and 'Test (only to From Email)' buttons.

Now click Test to have a test

message sent to the From Email, or Mail Coupons to have the coupons mailed to all members.

Directly Sending Coupons to a General Email List

Select *General Email List* as the Distribution method. Then Specify the *Number of Prints* per Coupon, the *Products* for which this coupon may apply, and the number of Coupons you wish to generate. Click *One Time Use* if you would like these coupons to expire after one use, regardless of the remaining balance.

Enter or paste a list of emails in the General Email List edit box. Separate each email with a carriage return.

Enter the sender's *From Name* and *From Email* and optionally a *CC* address. Then key in a *Subject* and a *Message*. You can use the **##coupon##** placeholder in the Subject or Message – it will get replaced by the coupon code when the mail is sent to each recipient.

Now click Test to have a test message sent to the From Email, or Mail Coupons to have the coupons mailed to all recipients.

The screenshot shows the 'Create Print Credit Coupons' page on the Photogize website. At the top left is the Photogize logo. The page title is 'Create Print Credit Coupons' with a 'Back' button on the right. Below the title, there are instructions: 'Select the Distribution - To Me to create coupons that display at the bottom of this screen, All Members to mail coupons to all registered Members of your service, General Email List to mail coupons to the list you specify.' and 'Then specify Print Count, the products to which this count will apply (you may select more than one product) and number of coupons to create. Then click Create Coupons or Mail Coupons to create a coupon list or to mail coupons to recipients. Click Test to send a test to only the FromMail.'

The form fields are as follows:

- Distribution:** A dropdown menu set to 'General Email List'.
- Number of Prints:** A dropdown menu set to '10' and an unchecked checkbox for 'One Time Use'.
- Products:** A list box containing: 4x5 glossy, 4x5 Matte, 4x6 glossy, 4x6 matte, 4x6 New, 5x7 glossy, 5x7 matte, 6x8 glossy, 6x8 matte, 8x10 glossy.
- General Email List:** A text area containing the email addresses 'marys@hotmail.com' and 'samg@gmail.com'.
- From Name:** A text box containing 'Bill Smith'.
- From Email:** A text box containing 'BillS@mylab.com'.
- CC:** An empty text box.
- Subject:** A text box containing 'Here's your coupon'.
- Message:** A text box containing 'Just key in this promotion code: ##coupon## to get your 10 free prints! Mail Coupons Test (only to From Email)'. The placeholder '##coupon##' is highlighted in blue.
- Special Keys:** A label '##coupon##' is shown next to the message field.

At the bottom of the page, it says 'powered by Photogize © 2005, Graphix, Inc. terms of use'.

Master Email List

Click Master Email List to View emails from: registered PhotoCentral customers, and PhotoCentral, Kiosk or PrintWizard orders where a customer gave their email.

Vanity URL

Create or edit a Vanity URL (e.g.: *mystore.photogize.com*) to point to legacy PhotoCentral (bponet) or PhotoCentral 2019 (app). Options:

URL

The actual vanity URL we create that you can give to your customer.

subdomain

The subdomain that you choose, e.g.: *mystore*, *billsphoto*, etc.. Subdomains are unique and available on a first come, first serve basis. RetailerCentral will not allow you to save Vanity URL that has already been taken.

PC Account

Select your PhotoCentral account.

Application

Select app to have the Vanity URL point to PhotoCentral 2019, or bponet to have the Vanity URL point to legacy PhotoCentral.

PhotoCentral Analytics

You can track your PhotoCentral pages in your Google Analytics account. If you don't have a Google Analytics account, we strongly recommend that you get one. Go [here](#) for more information:

<https://analytics.google.com/>

Google Analytics is a free service of Google. Once you've signed up, you'll need to enter your Google Analytics ID (e.g. UA-0000000-1) in the appropriate field in the PhotoCentral section of RetailerCentral. Do this for each account you wish to track. If you wish to see ecommerce data (orders, items, etc.,), you will need to enable Ecommerce Tracking for your Google Analytics account. To do this:

You need to enable Ecommerce for each **view** in which you want to see the data.

1. Sign in to Google Analytics.
2. Click **Admin**, and navigate to the **view you want**.
3. In the *VIEW* column, click **Ecommerce Settings**.
4. Set *Enable Ecommerce* to **ON**.
5. Optional: Set *Enable Related Products* to **ON**.
6. Click **Next step**.
7. Click **Submit**.

APPENDIX A – CloudCover Template Specification

CloudCover Templates are multi-layer, 32-bit Photoshop .PSD files in RGB color space. They should be 300dpi and have the same dimensions as the final output. To be certain that each layer will be represented in 24 bit color, make sure to add an Alpha Channel to the existing Red, Green, and Blue channels in the file.

The file: 756_4x8_BEFORE.psd represents a typical Photoshop file created by a designer. The file: 756_4x8_AFTER.psd represents a properly formatted CloudCover-compliant template file.

Photos

Sample photos should be placed in separate layers named "sample photo x", where "x" a number from 1 – n. Rotate and clip the photos to fit their "holes".

You can append a *filter* to the sample photo by appending a comma and the filter name and optional parameters to the end of the sample photo description. Right now the only filter supported is *mirrorededge*, which forces the photo to be mirrored for a specific length in the design. Mirrorededge is useful for creating mirrored canvas edges.

Example:

```
sample photo,mirrorededge,1.5
```

The rendering engine will mirror all four edges of the photo up to a maximum of 1.5 inches.

Artwork

ALL the artwork should be placed in a SINGLE in a layer called "art". If artwork is in multiple layers, merge it into ONE layer called "art". Alternatively, if you are using one file for multiple themes, each artwork layer should be labeled "art(theme1)", "art(theme2)", "art(theme3)", etc., where *theme1*, etc.. are the names of the themes.

Text

Text layers should be populated with dummy strings that have an extent that equals the extent of the desired text bounding boxes. The name of each text layer should be formatted as follows:

```
typeface,size, style, orient, redcolor, greencolor, bluecolor[, rotation, textfilter]
```

where:

typeface is the name of the font

size is points x 10 (e.g.: 18 point text would be "180")

style is 0: normal, 1: bold, 2: Italic, 4: underline

orient is an integer, from 1 to 9, which defines the horizontal and vertical justification of the text. Add 10 to the orientation to force the text string to appear vertically from bottom to top, and 20 to the orientation to force the text string to appear vertically from top to bottom.

<i>orient</i>	<i>horizontal</i>	<i>vertical</i>
1,11,21	left	top
2,12,22	middle	top
3,13,23	right	top
4,14,24	left	middle
5,15,25	middle	middle
6,16,26	right	middle
7,17,27	left	bottom
8,18,28	middle	bottom
9,19,29	right	bottom

redcolor, greencolor, bluecolor is the character color as 0 - 255 RGB value.

rotation is the OPTIONAL clockwise rotation of the entire character string in degrees (0 - 359)

textfilter is an OPTIONAL command that causes the rendering engine to automatically populate content into the text box. If you add an *textfilter* value, be sure that the rotation entry is present (use "0" if there is no rotation). Valid *textfilter* values are:

autofill:name-noedit

autofills with user name, not editable

autofill:name

autofills with user name, IS editable

autofill:email-noedit

autofills with user email, not editable

autofill:email

autofills with user email, IS editable

static:sometext

autofills with static, not-editable text; replace "sometext" with text of your choice.

Text layer name examples:

Arial,140,0,5,255,255,255

Times,240,0,5,0,0,0

Arial,140,0,4,0,0,0,0,autofill:name-noedit

APPENDIX B – CloudCover Product Publishing

Here are the steps you need to create and publish CloudCover products:

1. Create a CloudCover Product in RetailerCentral
2. Create one or more CloudCover Templates using the spec in APPENDIX A
3. Upload the CloudCover Templates to RetailerCentral with Test Mode checked
4. Price and Publish the CloudCover Product using Photogize Lab
5. Create a test order using the Product in PhotoCentral
6. If everything looks OK, uncheck Test Mode in RetailerCentral for each CloudCover Product (be sure to click *Save* after making changes to the Product)
7. Start taking orders!

APPENDIX C – CloudCover Typefaces

You may use the following typefaces in your designs. The example typeface string gives an example of 12 point, center justified, white text. Note that the THIRD item in the example string is 0, 1, or 2. This is the *style* and tells the rendering engine whether to use standard, bold or italic text. It is important that you use the proper *style* in the spec – don't change it.

Typeface	Example Typeface String	Style
Arial	Arial,120,0,5,255,255,255	0
Arial Bold	Arial,120,1,5,255,255,255	1
Times Roman	Times,120,0,5,255,255,255	0
Time Roman Bold	Times,120,1,5,255,255,255	1
Coquette Regular	Coquette Regular,120,0,5,255,255,255	0
Coquette Bold	Coquette Bold,120,1,5,255,255,255	1
Coquette Light	Coquette Light,120,0,5,255,255,255	0
Felt Tip Roman	Felt Tip Roman,120,0,5,255,255,255	0
Goldenbook Light	Goldenbook Light,120,0,5,255,255,255	0
Goldenbook Reg	Goldenbook,120,0,5,255,255,255	0
Goldenbook Bold	Goldenbook,120,1,5,255,255,255	1
SharkTooth	SharkTooth,120,0,5,255,255,255	0
SharkTooth Bold	SharkTooth,120,1,5,255,255,255	1
Snicker Bold	Snicker,120,1,5,255,255,255	1
Grad Regular	Grad,120,0,5,255,255,255	0
Grad Italic	Grad,120,2,5,255,255,255	2
Grad Bold	Grad,120,1,5,255,255,255	1
Kinescope	Kinescope,120,0,5,255,255,255	0
ChopinScript	ChopinScript,120,0,5,255,255,255	0
dearJoe4	dearJoe4,120,0,5,255,255,255	0
Franklin Gothic Book	Franklin Gothic Book,120,0,5,255,255,255	0
Garamond	Garamond,120,0,5,255,255,255	0
Georgia	Georgia,120,0,5,255,255,255	0
Century Gothic	Century Gothic,120,0,5,255,255,255	0
Harrington	Harrington,120,0,5,255,255,255	0
Jenkins v2.0	Jenkins v2.0,120,0,5,255,255,255	0
Monotype Corsiva	Monotype Corsiva,120,0,5,255,255,255	0
Myriad Pro	Myriad Pro,120,0,5,255,255,255	0

Nueva Std Cond	Nueva Std Cond,120,0,5,255,255,255	0
P22 Cezanne Alt One	p22 Cezanna Alt One,120,0,5,255,255,255	0
Palace Script MT	Palace Script MT,120,2,5,255,255,255	2
Perpetua	Perpetua,120,0,5,255,255,255	0
Pristina	Pristina,120,0,5,255,255,255	0
Saginaw Bold	Saginaw,120,1,5,255,255,255	1
Santa'sSleighFull	Santa'sSleighFull,120,0,5,255,255,255	0
Santa'sSleighFull Bold	Santa'sSleighFull,120,1,5,255,255,255	1
Vivaldi Italic	Vivaldi,120,2,5,255,255,255	2
Will&Grace	Will&Grace,120,0,5,255,255,255	0