

# RAPID E-COMMERCE

SPECIAL OFFER

In these unprecedented times, there are limited businesses that are able to perform traditional “face to face” commerce, Postmedia is offering a Rapid E-Commerce solution that provides the essential E-Commerce functions for your website **AT NO ADDITIONAL COST** to your business until July 1, 2020. In an effort to assist our valuable clients through this difficult time, we will add a fully functional E-Commerce offering to your website so that you can sell your products and services online.

## INCREASED CUSTOMER REACH



An online store puts your products or services in the your client’s hands on their phone or laptop from the comfort and safety of their home.

## NO TIME RESTRICTIONS



An E-Commerce website is open 24/7, meaning there are no restrictions on when people can shop for and purchase your products, whether it is the middle of the day or the middle of the night.

## MEASUREMENT, REPORTING, & RESPONDING TO OPPORTUNITIES



With an online store, you have a wealth of information about visitors to your shop: what they’re buying, what they’re not buying, what they are looking at, and more. You’re able to diversify the most successful products and develop them into a broader range of offerings.

## TERM

This offering is not available for any new clients after June 30<sup>th</sup>, 2020 (i.e. all orders must be submitted by end of day June 30).

## OFFERING

The table below outlines and summarizes the E-Commerce offering that is included with this promotion. Any extra features such as POS integration, third party inventory integration or CRM synchronization are not included and would need to be quoted separately. In order to take advantage of this offering, there are no modifications, substitutions or deviations from the available features.

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Feature/Service	Description
<b>E-Commerce Platform:</b>	WooCommerce
<b>Implementation:</b>	Link from main website to a subdomain (Example: shop.yourdomain.com)
<b>Supported Theme:</b>	Avada - One theme template
<b>E-Commerce Support:</b>	Support for products, services and or digital.
<b>Enterprise Hosting:</b>	Included
<b>SKU Support:</b>	Unlimited
<b>Products:</b>	Either 10 products (plus variants such as sizes, colours etc.) populated manually, or unlimited if Advertiser can provide Excel file with product data input into it.
<b>Branding:</b>	Support for limited branding using a predefined template.
<b>Images &amp; Gallery:</b>	Full support for image gallery. Up to 5 images per product.
<b>Merchant Account Support:</b>	Stripe, Moneris, Chase Merchant Services, TD merchant Services or Square (Client to provide necessary information)
<b>PayPal Support:</b>	Yes
<b>Optional Shipping:</b>	Canada Post shipping integration enabled. Client to register and sign up with Canada Post. More info here: <a href="https://docs.woocommerce.com/document/canada-post/">https://docs.woocommerce.com/document/canada-post/</a>
<b>Integrations:</b>	No POS, inventory or other integrations provided
<b>Inventory Management:</b>	Manual, offline and self-serve.
<b>POS integration:</b>	Not provided. Could be supported for additional fees.
<b>Currency:</b>	USD and CAD currency support. Additional currencies would require custom quote.
<b>Coupons &amp; Discounts:</b>	Support for online coupons and discount codes.
<b>Onboarding:</b>	Support for initial onboarding and service introduction. Loading of up to ten products in your product inventory or uploading of a pre-populated Excel spreadsheet template that has been provided by the Advertiser. Assistance with the importing of data if requested. Population of images for mass uploaded products is not included.
<b>Training:</b>	1 hour of online training.
<b>Support:</b>	One hour of monthly support for edits, additions and training if required.

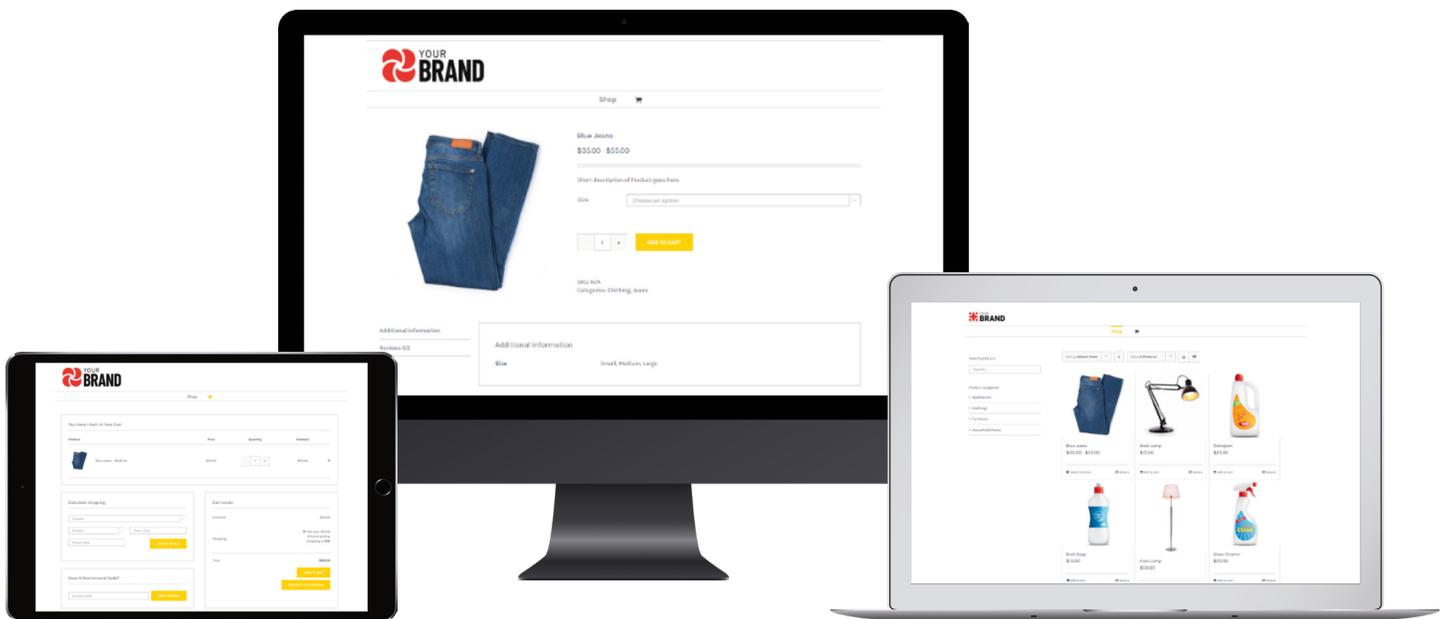
*If additional features not included in the table above are required, we would be happy to provide a custom quote based on your needs.*

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### TIMELINE

Once all of the required information outlined in “COVID-19 Client Requirements & Responsibilities” page has been received, we aim to have the E-Commerce website up and running within three business days. High demand may delay these target dates and push back delivery.



### CLIENT REQUIREMENTS & RESPONSIBILITIES

As part of our rapid E-Commerce offering, below are the items that clients will be responsible for providing to our team.

#### 1) Company Logo

Formats: .png, .jpg, .eps or .ai, minimum height 150px, minimum width 200 px

#### 2) Product Spreadsheet

Once the fulfillment team receives the order, they will provide the client with a WooCommerce spreadsheet and instructions. The client will be responsible for inputting all product information into the spreadsheet, for any products that are to be added for time of launch.

The spreadsheet will include instructions for each column.

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### CLIENT REQUIREMENTS & RESPONSIBILITIES

#### 3) Product Images

The client will be responsible for providing all product images, including any variations (i.e. if a shirt comes in red or blue, and they want users to see both colour options, both need to be provided).

Format: .png, or jpeg, minimum height 300px, minimum width 300 px

#### 4) Merchant Processor / Payment Gateway information

If you already have a merchant account with a white listed merchant provider you will need to provide us the details of your merchant account. Also, you may need to communicate with your merchant provider to ensure your account is E-Commerce capable as in some instances this is a separate certification.

##### For Stripe: **\*\*Fastest & Recommended Solution\*\***

- Client must create their own Stripe account at <https://www.stripe.com/>
- Client must add their bank account information into the Stripe account
- Client must provide the Fulfillment Team with the username and password for the Stripe account.

##### For Moneris: **\*\*approx 2 weeks lead time\*\***

- Client must work with Moneris to set up E-Commerce Payment Gateway:  
<https://www.moneris.com/en/Products-Services/Online/E-Commerce>
- Once completed, the client must provide the Fulfillment Team with the login information for Moneris.

##### For Chase Paymentech / TD / Bambora: **\*\*approx 2 weeks lead time\*\***

- Client must work with TD or Chase Paymentech rep to request set up of a Bambora account  
Bambora account username and password must be provided to the Fulfillment Team to complete the integration process.

#### 5) Contact information for orders

- Business address, phone number, and email address to include on order confirmations.
- Email address that orders should be sent to.
- Email address that WooCommerce account access should be provided to.

#### 6) Shipping Rates

- Client must provide their shipping rules, including:
  - Flat rate shipping rate to be charged per order / item
  - If any items qualify for free shipping

### EXCLUSIONS & EXCEPTIONS

Any third party fees are not included in this offering and are your responsibility including but not limited to merchant fees, transaction fees, license/software fees, access fees and any subscription fees that may be required.

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### PRODUCT FEATURES

**Unlimited products:** Add as many products as you want to sell - your only restriction is your inventory.

Physical, digital, or both: Sell physical products that will ship to a customer, digital products they can download or any combination of the two.

**Affiliate products:** Show products available on other sites with an affiliate link for customers to purchase them.

**Unlimited variations:** Offer any number of variations (like color, size, fabric and so on) for a product with the option to set prices, stock and images for each variation.

**Import and export products:** Add and update product information like name, short description, regular and sale price, and more using a CSV file.

**Built-in payment processing from leading providers:** Take payments via Stripe and PayPal. Accept credit cards, Direct Bank Transfer, checks or Cash on Delivery.

**Shipping options:** Give customers the option of pickup, local delivery or shipping. Restrict options available based on customer location.

**Free shipping:** Offer free shipping for certain products or certain locations - the choice is yours.

**Tax options:** Show taxes based on your customer's shipping address, billing address or your store's base address. Automatically calculate major country and state tax rates.

### ORDERS & CUSTOMER FEATURES

**Inventory management:** Track stock levels, hold stock after an order is cancelled, get notifications for low and out-of-stock items, hide out-of-stock items and more.

**Order management:** Add customer notes, edit stock manually, mark items you shipped, and manage the fulfillment process.

**Email templates:** Send notifications to customers at critical stages, e.g., after they make a purchase or when their order is complete.

**Add shop managers:** Give your team access to manage orders and view reports without making them an admin.

### REPORTING & OPTIMIZATIONS

**Search Engine Optimization:** WooCommerce runs on WordPress, recognized as one of the best platforms for SEO practices.

**Coupons:** Give customers coupons for a fixed amount, a percentage off or special offers like free shipping. Offer coupons for their whole cart or certain products.

**Related products:** Show related products to help customers find complementary products or encourage them to purchase more.

**Highlight important products throughout your store:** Use a widget to showcase top products, a specific category or tag, products on sale, featured products or recently viewed products on any page of your store.

**Reporting:** View sales, refunds and coupons over time. See your top products and categories.

**Dashboard:** Add sales, orders, and at-a-glance status summary window to your WordPress dashboard to easily see how your store is doing.

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