



Online Acquisition Engine

Functional Specifications

Version 2.1

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Interactive Product Development
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About this Document

***Note:** In some cases there are discrepancies between copy shown in the design examples and copy in the wireframes or page element descriptions. In these cases, the page element descriptions take priority.*

Document Change History

May 31, 2005 Version 2.0 Handoff to IT

June 16, 2005 Version 2.1 Requirement Updates

- General Requirements section: Added magazine-side business requirements and functional specifications related to:
 - < Timing of rollout for each specific magazine brand (based on duration of sweepstakes already in production when OAE is launched)
 - < UPP content site sources - specifically, cases where user clicks ‘subscribe’ link in global nav or links within home page module promoting subscriptions
- General Requirements section: Added book-side business requirements and functional specifications related to book marketing’s OAE site vs. UOF site vs. OAE/UOF hybrid site test strategy.
- Consumer Experience section: Added additional specs for receipt/confirmation page ads – specifically, related to max file size, Flash/animation and tagging specs.
- Consumer Experience section: Added final page designs to provide additional support for the wireframes and page-level functional specs.
- Consumer Experience section: Minor changes to the copy displayed in the consumer interface.
- Consumer Experience section: Updated Customer Service requirements.
- Administration Tool section: Revised to include support for pixel tracking, mixed offers, and changes to e-mail permissions.
- Customer Service Lookup Tool section: New section added.

General Requirements

Browser/Performance Standards

General Browser Requirements

Rodale acquisition sites will need to fully support the following browsers and platforms:

- Internet Explorer 5+ on PC and Macintosh
- Netscape 6+ on PC and Macintosh
- Mozilla Firefox on PC and Macintosh
-
- AOL 4+ on PC
- Safari on Macintosh

While users arriving at an acquisition site with an unsupported browser will be able to view all pages, we cannot assume that the full design integrity will be maintained.

Supporting JavaScript-Based Site Functionality

Rodale's acquisition sites will employ JavaScript for certain features and functionality. Ideally, the user's browser should be sniffed to determine whether or not JavaScript can be supported.

If the browser is capable of running JavaScript, all features and functionality will be displayed. If the browser cannot run JavaScript, the following adjustments should be made:

- The user will automatically be served the three-page registration funnel (1. Landing Page with email address and permissions, 2. Shipping Info Page, and 3. Payment Info Page)
- The user will have the ability to send one gift to one recipient - multiple gifting functionality will be suppressed
- In cases where the offer calls for installment billing, the user will not see 'you will be billed in [X] installments of \$[PRICE]' messaging displayed with credit card/bill me radio buttons on the Payment Info Page
- In cases where a 'pay with credit card and get [OFFER]' upsell is displayed with payment methods, while the upsell will be displayed, it will not be reflected in the order summary shown on the Payment Info page (though it will be reflected on the Confirmation/Receipt Page and in confirmation email correspondence)

Connection Speed

- Sites will be optimized for a 56K connection speed
- Many users will have a connection speed higher than 56K (connects coming from workplace T1 lines), but we should also do our best to accommodate sub-56K users to ensure pages can be viewed with an acceptable degree of speed

Screen Resolution

- Sites will be designed for an 800 X 600 screen resolution, though we will design for the lowest common denominator within reason

Template Design

- Templates will be designed at a fixed width to protect the integrity of the design

Client-Side Scripting

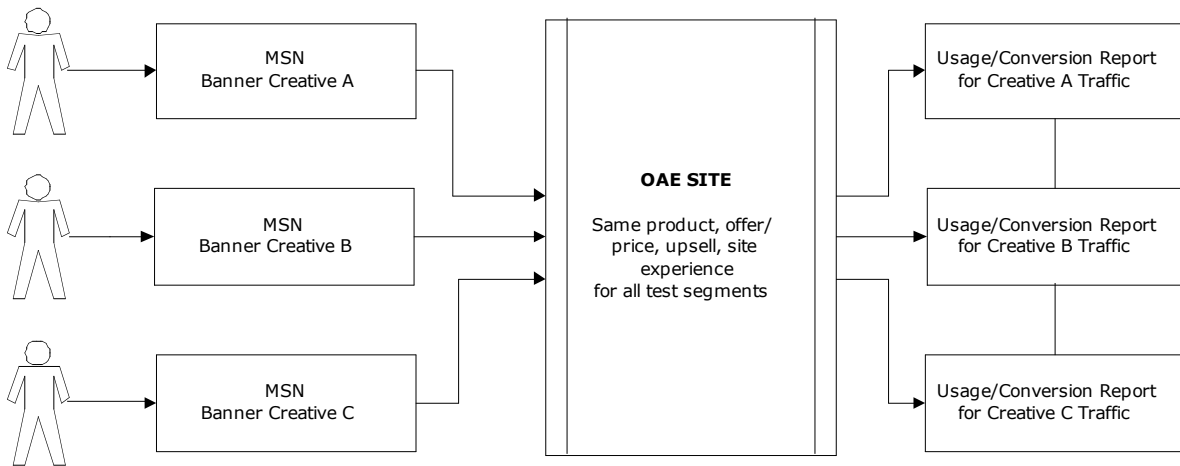
- Pages will take advantage of JavaScript, where appropriate
- Flash will likely be used by marketers to promote product bundles on the Landing Page and on Interstitial Upsell Pages - as such, it will need to be supported by the content management system that will be used
- All features using these technologies will need to be fully tested on all browsers and platforms

Page Weight

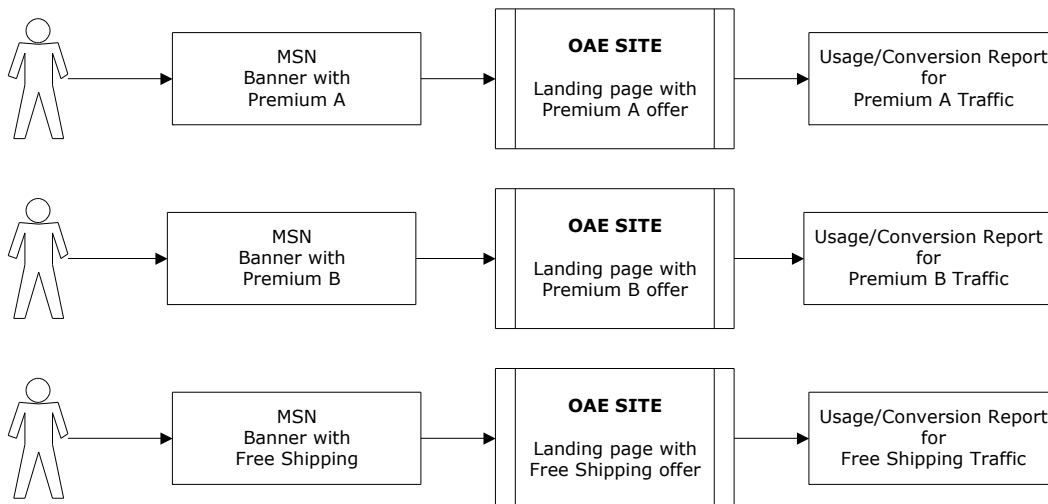
Pages should fall under 90K in size to ensure that pages will load quickly

Traffic Source Requirements

- Support multiple sources – OAE will provide destination acquisition sites for the following:
 - Rodale house ads
 - Subscribe links on Rodale content sites
 - Third-party banner ads and links
 - Paid and natural search results
 - Rodale and third-party email and newsletter campaigns
 - Rodale print mailings/promotions
 - Typing a URL into a browser
- Ability to test source creative/messaging (both house and third-party ads) using a unique source code URL parameter (see figure below):
 - Different test creatives will be served to A/B/C test segments
 - Response/conversion rates for each segment will be tracked to source

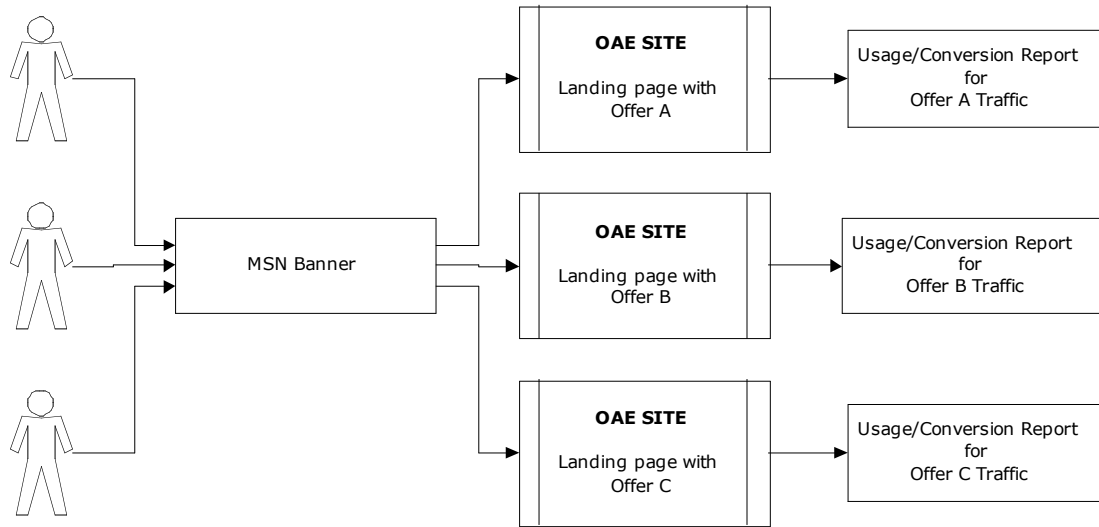


- Ability to test offers promoted in source (both house and third-party ads) using unique source code and offer ID URL parameters (see figure below):
 - Banners would have same creative, but different offer for A/B/C test segments
 - Different OAE landing pages/offers will be served to A/B/C test segments
 - Response/conversion rates for each segment will be tracked to source

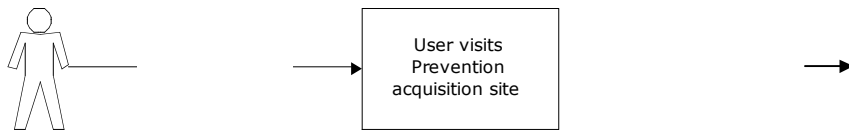


- Ability to split traffic from a single source (both house and third-party ads) into offer test cells using unique source code and offer ID URL parameters (see figure below):
 - Single banner, but different offer for A/B/C test segments

- Different OAE landing pages/offers will be served to A/B/C test segments
- Response/conversion rates for each segment will be tracked to source:



- Support cookie-based tracking and reporting for traffic driven by third parties – e.g., if a user clicks a Men’s Health banner/link on MSN, and then leaves the Men’s House acquisition site before subscribing:
 - User will be cookie'd for 30 days
 - User will be recognized if s/he returns to the Men’s Health acquisition site within the 30-day period
 - If user subscribes/makes a purchase, revenue will be tracked to source so partner can be paid for referral
- Support cookie-based tracking and reporting for traffic driven by other Rodale properties – e.g., if a user clicks an Abs Diet Online banner/link on the Men’s Health site, and then leaves the Abs Diet Online acquisition site before subscribing:
 - User will be cookie'd for 30 days
 - User will be recognized if s/he returns to the Abs Diet Online acquisition site within the 30-day period
 - If user subscribes/makes a purchase, revenue needs to be tracked to source
- Display site experience/key site components dynamically by traffic source using unique parameters:
 - Combo of separate source code, keycode and offer ID
 - Parameters will drive site’s branding, offer and premium gift(s), terms, product/price display, form fields (one-, two-, or three-page funnel), email permissions/opt-ins, payment methods, upsells, confirmation page house ads/destination links
- Support cross-site ‘parent/child’ offer tracking from source – all activity under an offer will be tracked from source through the transaction, as well as beyond confirmation/receipt page into other sites user visits from page’s upsell ads/links (see figure below):



Email Requirements

1. Automated text-based order, shipment and cancellation confirmation emails for funnel-driven orders:
 - Order confirmation emails will likely be set up and sent through WebSphere Commerce – order summary data (item, item price, order totals) and shipping/payment info that was displayed on receipt page (including gifts), as well as any username and password that may have been created during the session, will be reflected in email confirmation
 - If username and password included, email should also include a destination link to member site
 - Rodale product shipment confirmation emails will be set up and sent through Accucast and MACS (depending on product type)
 - Rodale service cancellation confirmation emails will be sent through Accucast and MACS (depending on product type)
 - Shipment confirmation for third-party products and service will be distributed by the partner
 - Customer service contact information by brand (email address and phone number) should also be provided to the user for all confirmation emails
2. Automated email correspondence will include brand-specific ‘from’ address and subject lines
3. Gift recipient emails will be sent if user chooses the option – existing email capabilities will be used, though new content will be implemented

Tracking and Reporting Requirements

1. Page view tracking/reporting - track page-level views and conversion throughout site by brand, offer and A/B/C segment; Coremetrics tags will be needed for all pages
2. Source tracking – as defined earlier in the document, track all orders and site behavior from ad/marketing source by brand, offer and user segment (an alpha-numeric source parameter will need to be added to the URL, and function independent of offer ID); sources include:
 - Rodale house ads
 - Subscribe links on Rodale content sites
 - Third-party banner ads and links
 - Paid and natural search results
 - Rodale and third-party email and newsletter campaigns
 - Rodale print mailings/promotions
 - Typing a URL into a browser
3. Offer tracking/reporting - all offer-level activity needs to be tracked by offer ID from the source, and independent of source tracking, creative tracking, and page view/behavioral tracking (though offer tracking will also need to be done in a way that offer reporting can be rolled in with any or all of the above)
4. Cross-site "parent/child" offer tracking/reporting – as defined earlier in the document, all activity under a specific offer needs to be tracked from the source (Rodale or third-party) through the transaction, as well as beyond the transaction into other sites the user may visit as the result of clicking through upsell and third-party offers
 - Example 1 – interstitial upsell takes/declines need to be tracked and reported independently, as well as rolled up with the source and parent/originating offer the user was shown
 - Example 2 – abandonment offer activity needs to be tracked as any offer would, but it the results will need to be tied to the parent/originating offer, as well as the source
 - Example 3 - a user clicks an ad on the Men's Health site or on Yahoo for a special Abs Diet book promotion, purchases the book, then clicks through an house ad on the receipt page to subscribe to Best Life, then clicks through a third-party ad on the Best Life confirmation page to another promotion, etc.
5. Page-level click tracking/reporting - track clicks on all links by page, including terms and help pages, house ad links within Rodale sites; links accepting or declining upsells on interstitial pages; etc. by brand, offer and A/B/C test segment
6. Payment method tracking/reporting - track payment method chosen by brand, offer and A/B/C test segment and resulting conversion rates -- e.g., understand behavior given different test cases, such as incentives for credit card payment and different options displayed
7. Email permission tracking/reporting - track email permissions selected by brand, offer and A/B/C test segment; newsletter subscriptions need to be linked to orders
8. Cookie-based tracking/reporting – as covered earlier in the document, this is particularly important for affiliates:
 - Example - user may click a Men's Health banner ad on Yahoo or even within another Rodale property, but leave the Men's Health acquisition site on arrival; the user may come back to the Men's Health site within 30 days and make the purchase; Rodale will need to track this revenue from the source so that affiliate can be paid for the referral
9. Page-level conversion and abandonment tracking/reporting - track conversion and abandonment per page, as well as take rates on any abandonment activity a particular page
10. Page-level activity prior to abandonment – track/report any activity on a page before the user abandoned

- Examples: did the user click for help and/or offer details? Did the user complete all or some of the fields? Which field was the last completed before abandoning?
11. Pixel tracking for external vendors - allow custom tracking pixels to be dynamically placed on key pages hosted by third parties; pixels will be mapped to keycodes and/or offer IDs.
 12. Profitability reporting - Need to identify net margins based on product, offer, source, creative, royalties, paid vs. unpaid, media spend, etc. so that marketers can measure spending against a campaign against actual results the campaign generated
 13. Ability to track the original/permanent source through which the user became a customer, which is permanent, as well as the current source/campaign (all the reports must be available by original source and current/campaign source); the goal is to track a customer's lifetime behavior back to the point where they actually became a Rodale customer -- for instance:
 - User clicked a Yahoo banner ad to subscribe Men's Health back in January -- his first experience with Rodale -- and we trap that point of entry on his customer profile
 - User received a direct mail piece for the Abs Diet a week ago, and typed in the URL to buy the book via OAE -- we trap that response on his customer profile as well
 - User's response to the Abs Diet can be tracked and included in a report on how well the direct mail campaign did
 - User's Abs Diet purchase -- as well as all other Rodale purchases -- can also be tracked back to the original Yahoo banner, and included in a report on the value of customers that responded to the Yahoo campaign
 14. Deliver campaign summary reporting as well as reporting on specific components of the campaign - All reporting across properties/bands needs to be accessed as a rolled-up campaign summary, which should also provide a next step:
 - Marketers need to answer: what was done, here are results, here are what the results mean, here's what needs to be done next
 - Business units also need to access narrower slices of data within a campaign - results for offer and upsell tests, creative effectiveness, etc.
 15. Custom daily, weekly and monthly reports by brand - each Rodale property will require its own customized reports (TBD); reporting should be rolled up by brand, and broken out by source, offer and user segment; reporting should be accessible on a daily, weekly or monthly basis
 16. Web demand reporting - provide gross and demand reports at the brand, affiliate, title/product, content, offer/keycode, and A/B/C test segment levels
 17. Access to reporting across systems - Data from all business systems (DE5, PPS, Accucast, CDS, Coremetrics, WebSphere Commerce, MACS) should all be accessible to marketers for reports; ideally, these systems should all feed data into PPS and/or WebSphere Commerce, where data can be stored and manipulated (less reliance on accessing multiple sources manually or via IT staff)
 18. Open and revenue per email reporting - Allow for reports on email open rates and revenue per email; by brand, offer and user segment
 19. Product-level shipment and return tracking/reporting for bundled multi-product type offerings - for product bundle orders, track shipment and returns (as well as associated financials) for individual products within a bundle
 - Marketer will need to assign a value to each bundle, as well as break the bundle total down into special offer-specific price points for each product in the bundle to handle returns
 - Example: \$39.99 bundle = \$9.99 for subscription + \$20 for book A + \$10 for book B); these price points will be transparent to the user, except perhaps in offer details/terms content

Magazine Rollout and Rollout Timing Requirements

1. The circulation team has a number of 2005 sweepstakes scheduled that begin prior to and end after the expected launch of OAE – which, for now is assumed to mid-September, though IT has not announced actual launch timing at the time of this writing. These sweeps serve as the main offer users see when they click through ‘subscribe’ nav links on the content/editorial sites.

Rather than rebuilding these brand-level sweepstakes as OAE sites, we will leave these sites in production as they are, and roll out new OAE sites at 12:00 AM midnight on the day following the sweeps end date (midnight represents the actual conclusion of an end date). The offers that will be promoted in the new OAE sites as they launch have been furnished separately.

Here are the sweeps start and end dates for each magazine brand:

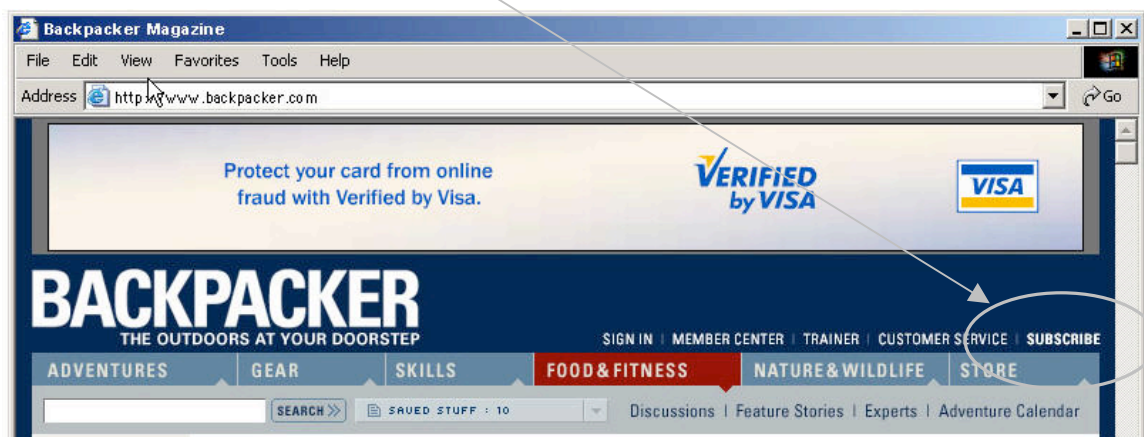
- Runner’s World (Marathon Tours Sweep)
 - < Start Date: 8/10/05
 - < End Date: 10/4/05 - OAE site launches 12:00 AM on 10/5
- Men’s Health (Sweep TBD)
 - < Start Date: 8/27/05
 - < End Date: 10/18/05 - OAE site launches 12:00 AM on 10/19
- Backpacker (Denali Sweep)
 - < Start Date: 8/20/05
 - < End Date: 10/18/05 - OAE site launches 12:00 AM on 10/19
- Best Life (Sweep TBD)
 - < Start Date: 9/5/05
 - < End Date: 11/22/05 - OAE site launches 12:00 AM on 11/23
- Organic Gardening (Sweep TBD)
 - < Start Date: 9/12/05
 - < End Date: 11/2/05 - OAE site launches 12:00 AM on 11/3

2. Magazine properties that are not running sweepstakes offers will launch in mid-September on the official OAE launch dates (again, mid-September is merely an assumption at this point) – offers that will be promoted in the new OAE sites as they launch have been furnished separately. Magazines that will require their sites to be launched with OAE’s rollout are:

- Prevention
- Bicycling
- Women’s Health
- Organic Style

3. Except for the sweeps promotions outlined above, for the OAE launch (assumed to be mid-September), the following UPP/editorial content site links will need to begin pointing to the brands’ new OAE acquisition sites:

- UPP global top nav ‘Subscribe’ link



- < 'Subscribe' button will be ad served by DE5 so that marketers can deploy tests (covered as part of UPP)
- < In all cases, clicking link will display OAE site with offer as defined by marketer (default offer is displayed unless marketer specifies otherwise)
- For the global footer subscribe link on UPP sites, the destination will always match what is defined for the global top nav link
- UPP content sites will include a magazine subscription promotional module on brand home pages that display a magazine cover image, call to action message, links to different options (e.g., 'subscribe now,' 'give a gift,' and 'renew'), and a DHTML 'mini form' that slides out when the user mouses over the module – functional requirements for this module as it pertains to OAE are outlined below:

The diagram illustrates a subscription module layout. On the left, a 'Print Edition' box contains a magazine cover image (1), the text 'On news-stands now.' (2), and three links: 'Subscribe' (3), 'Give a Gift' (4), and 'Renew' (5). Below these links is a 'View Current Issue' link (6). To the right of this box is a form (4) with fields for Name (5), Address 1 (5), Address 2 (5), City (5), State (5, with a dropdown menu), and Zip (5). A 'Subscribe' button (6) is located below the form fields. Below the form is a text area (7) and a red error message box (8) with a close button (9).

- < #1. Clicking image cover displays OAE Landing Page/offer as defined by marketer
- < #2. Functionality for each link as follows:
 - o 'Subscribe' link displays OAE site Landing Page with offer as defined by marketer (default offer is displayed unless marketer specifies otherwise)
 - o 'Give a Gift' link displays OAE site Landing Page with *gift* offer as defined by marketer (default offer is displayed unless marketer specifies otherwise)
 - o 'Renew' link displays customer service pages as defined for UPP (does not apply to OAE)
- < #3. Functionality defined/built as part of UPP (does not apply to OAE)
- < #4. Functionality defined/built as part of UPP (does not apply to OAE)
- < #5. Completing form and clicking 'submit' displays confirmation (N/A to OAE)
- < #6. Completing form and clicking 'submit' displays confirmation (N/A to OAE)
- < #7. Functionality defined/built as part of UPP (does not apply to OAE)
- < #8. Functionality defined/built as part of UPP (does not apply to OAE)
- < #9. Functionality defined/built as part of UPP (does not apply to OAE)
- Any house ad banners displayed in the Rodale store or elsewhere on the content sites will, when clicked, will display an OAE Landing Page/offer if defined by marketer

Book Rollout and Rollout Testing Requirements

1. The final decision to actually migrate all book UOF sites to OAE cannot be made until OAE proves that it converts at least as well as current UOF sites. As of the end of 2005, Rodale's current implementation of WebSphere Commerce will no longer support maintenance of UOF sites (UOF sites run on one server, not a cluster, which means no failover).

Therefore, depending on the results of the OAE's performance vs. UOF, IT will need to either:

- Move all UOF sites not migrated to OAE to a new platform; or
- Use Bearing Point portal solution to support UOF splash pages, which will drive users into OAE funnel (note: the book team develops between 4-6 sites a month)

2. For launch, books marketers will need to test the OAE funnel against the current UOF site to determine which converts best – if OAE does not serve books' needs, a new OAE infrastructure to support books will need to be planned

Three versions of an acquisition site for the Abs Diet and Body for Life for Women products will need to be tested using the following methodology, and the best-converting version is what will need to be supported moving forward:

- Site Version 1: UOF site as it exists today
- Site Version 2: OAE site (no promotional splash page)
- Site Version 3: Hybrid UOF/OAE site (promotional splash page pointing to OAE funnel)

3. All three versions of the above will promote the same offer, base functionality (per UOF), and general site experience (more specific offers and pricing will be provided by the book marketers once actual launch timing is finalized/announced):
 - Single product offer (1 book)
 - < Abs Diet: includes free 21-day preview and 3 premiums bundled together
 - < Body for Life for Women: includes 30%-off list price, free shipping and 1 premium
 - One-page form/funnel
 - < Abs Diet: pay with credit card or be billed in 4 installments, credit card upsell split test (credit card upsell vs. no credit card upsell)
 - < Body for Life for Women: split test credit card only vs. bill 4 installments option with credit card upsell
 - Interstitial page product upsell
 - < Abs Diet: Abs Diet DVD upsell (payment method/schedule matches book)
 - < Body for Life for Women: Women's Health magazine subscription upsell (if open bill/installments selected, user billed in full for magazine subscription)
 - Confirmation page house ads
 - < Abs Diet: Abs Diet Online (Genesant online subscription program) – displays Genesant site in a pop up window
 - < Body for Life for Women: EAS third-party offer – displays EAS site in a pop up window
4. Links and banners that drive book purchases from the magazine editorial content sites will need to continue point users to both acquisition sites and the Rodale store (per current functionality):
 - Whether a link/banner points to an acquisition site or the Rodale Store depends on the book's title:
 - < "Bigger" books (e.g., Abs Diet) tend to have microsites/UOF sites developed to support one-off sales, so book marketers generally drive traffic there from editorial sites
 - < "Smaller" books (e.g., Rare Birds, recently featured on Organic Gardening) are not typically supported by microsites/UOF sites, so book marketers will drive traffic to the Rodale Store
 - Book marketers will define destination links for editorial site links based on final launch dates of both OAE and the remaining waves/phases of UPP, as well as whether new UPP sites will use existing/"old" content/links, or be populated with new links
 - For any/all links that drive users to an acquisition/one-off sale book site, the book marketing team will need the ability to conduct the OAE site vs. UOF site vs. hybrid OAE/UOF site test outlined above – this will be especially important for bill me offers, where marketers will want to evaluate

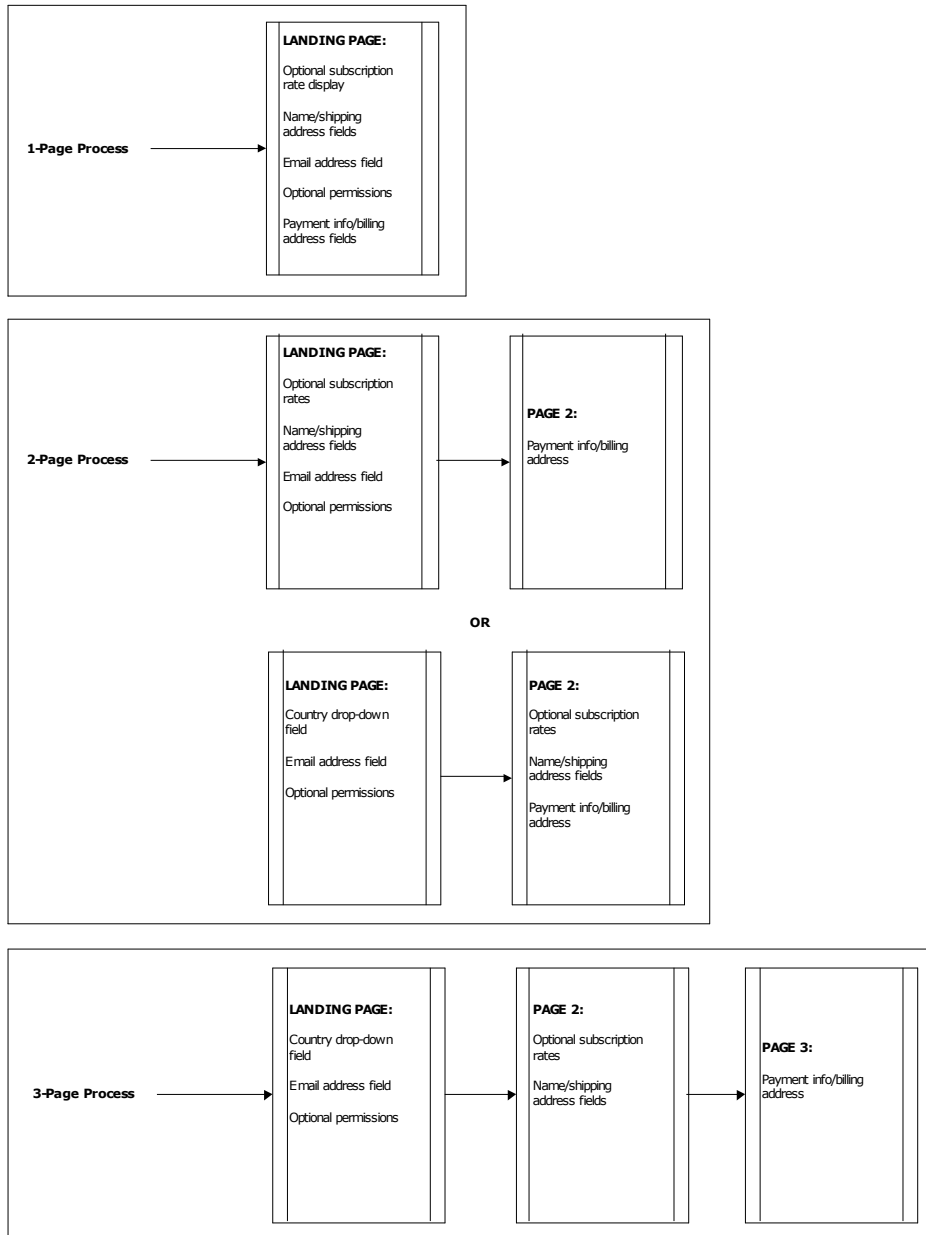
different pay rates across all promotional channels (emails, newsletters, house/content site banners, direct mail, third-party banners, etc.)

Consumer Experience

Overall Display of an Offer

Funnel Requirements

1. Support option to use a one-, two- or three page purchase/registration funnel – driven dynamically based on brand, offer, A/B/C test segment and credit screening rules defined by marketer:



2. Support page-level data capture for future email re-solicitation efforts should the user abandon – user's email address and permissions need to be captured and stored once the user submits the page.
3. Support option to display email permission and opt-in/out functionality dynamically with email address field:
 - Marketer can display a combo of up to 10 permissions and opt-in/out offers.

- Support both Rodale and third-party email offers.
 - Checkbox with each promotion can be clicked either true/false by default, depending on business/legal rule associated with each.
 - Promotions will be displayed dynamically by source, brand, offer and/or A/B/C test segment as defined by marketer.
4. Display validation errors for above while retaining any permissions/opt-in selections the user made – all page fields will be validated at once. If there is an error, an indication will be displayed at the top of the page, and individual errors will be displayed within the body of the page.
 5. Display validation errors for above with correct fields still completed (except for credit card fields) while retaining any permissions/opt-in selections the user made – all page fields will be validated at once, and a list of errors will be displayed at the top of the page with appropriate fields highlighted.
 6. Support dynamic display of up to 10 subscription rates under a ‘Subscription Rate’ section header – option selected with radio button:
 - Dynamic based on brand, offer and A/B/C test segment defined by marketer
 - Example: [COUNTRY]: [X YEAR/X YEARS] [(# ISSUES)] [PRICE] plus [\$X] delivery - Save [X]% off cover price
 7. Payment methods dynamic based on brand, offer and A/B/C test segment defined by marketer:
 - Example 1 – ‘Bill me later’ + ‘Credit card’ radio buttons
 - Example 2 – ‘Bill me later’ + ‘Credit card’ radio buttons + credit card upsell
 - Example 3 – credit card only (no radio buttons or credit card upsell)
 - Example 4 – installment billing message + credit card radio button
 - Example 5 – installment billing message + credit card radio button + credit card upsell
 8. Real-time credit card authorization for all purchases at the item level – provide check-sum validation of card within session, and display appropriate error messaging based on defined conditions.
 - For books, magazine subscriptions and packaged media fulfilled through Iron Run, credit card is charged when item ships.
 - Other items fulfilled digitally (or through third party partners) will require real-time authorization.
 - OPEN ISSUE: better define any changes to current processes that need to be made, particularly for Online Diet/Fitness Engine access.

Use Case: Displaying an Offer

*Note: An asterisk indicates a process that is described in another more specific use case.

Trigger: The user accesses an offer URL.

1. Determine which offer to display.

If the offer specified by the offer code is NOT expired

Display the offer specified by the offer code.

If the offer specified by the offer code is expired

Display the default offer for the specified brand and offer category.

2. Display the funnel.

If the funnel type is 1-Page:

Display a landing page with the following sections:

Banner Graphic	
Offer Headline	
Product Image	Product & Premium Info*
Product Pricing*	Shipping Address*
	Subscription Options*
	Additional Orders*
	Email Permissions*
	Payment Method*
	Billing Address*
	Place Order Button
	Security Logos
Footer	

If the funnel type is 2-Page (Shipping & E-mail Permissions Combined)

a. Display a landing page with:

Banner Graphic	
Offer Headline	
Product Image	Product & Premium Info*
Product Pricing*	Shipping Address*
	Subscription Options*
	Additional Orders*
	Email Permissions*
	Continue Button
	Security Logos
	Footer

b. When the user clicks Continue, display a second page with:

Banner Graphic	
Offer Headline	
Shopping Cart*	Payment Method*
	Billing Address*
	Place Order Button*
	Security Logos
	Footer*

If the funnel type is 2-Page (Shipping & Payment Info Combined)

a. Display a landing page with:

Banner Graphic	
Offer Headline	
Product Image	Product & Premium Info*
Product Pricing*	E-mail Permissions*
	Continue Button
	Security Logos
	Footer

b. When the user clicks Continue, display a second page with:

Banner Graphic	
Offer Headline	
Shopping Cart*	Subscription Options*
	Shipping Address*
	Additional Orders*
	Payment Method*
	Billing Address*
	Place Order Button
	Security Logos
	Footer

If the funnel type is 3-Page (Shipping & Payment Info Combined)

a. Display a landing page with:

Banner Graphic	
Offer Headline	
Product Image	Product & Premium Info*
Product Pricing*	E-mail Permissions*
	Continue Button
	Security Logos
	Footer

b. When the user clicks Continue, display a second page with:

Banner Graphic	
Offer Headline	
Shopping Cart*	Subscription Options*
	Shipping Address*
	Additional Orders*
	Continue Button
	Footer

c. When the user clicks Continue, display a page with:

Banner Graphic	
Offer Headline	
Shopping Cart*	Payment Method*
	Billing Address*
	Place Order Button
	Security Logos
	Footer

2. Display the Password page (if applicable).*

3. Display upsell pages (if applicable).*

4. Display the confirmation page.*

Global Page Elements

Every page in the sign-up process uses the following elements:

Banner graphic: A graphic specified by the author. Graphics can be JPEGs, GIFs, or Flash animations with embedded links. Width must be 730 pixels. Height can vary. On interstitial upsell pages, the author has the option of replacing the default banner with a page-specific banner.

Footer: The default footer is shown below. The links in the default footer are black, not the link color used elsewhere throughout the offer.

[Customer Service](#) | [Privacy Policy](#)



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On funnel pages (from the landing page through the “Place Order” page), authors can override the default footer with a custom footer.

Password pages and upsell pages always use a version of the default footer without the “Customer Service” and “Privacy Policy” links.

The confirmation page always uses the default footer.

Text highlight color: A dark color specified by the author and used as the color for text in section headings. Optional. The default text highlight color is maroon (CC3333).

Background highlight color: A light color specified by the author used for the colored border around page sections. Optional. The default color is gray (E7E7E7).

Link color: A link color specified by the author. Optional. The default link color is blue (0033FF).

Link rollover color: A color specified by the author for when the pointer is on a link. Optional. The default link rollover color is purple (CC0099).


Text font: A font set specified by the author used as the default text font. Optional. The default font set is Verdana-Arial-Helvetica-sans-serif.

Button graphics: All HTML form buttons (e.g., “Continue” and “Place Order” buttons) will be graphics. Authors can substitute customized buttons for any of the default set of button graphics.



Error messages: If there is an error in a user's input, the current page is re-displayed with messages at the top of the page. Fields with missing or invalid data highlighted in gray, and the field label is colored red (as in the example below).



GET ABS LIKE THESE IN JUST
6 WEEKS - **GUARANTEED!**



**Buy The Abs Diet for \$9.99
plus, get The Sugar Solution for \$5 OFF** [Details](#)




Your Order:

The Abs Diet	CND\$17.99
The Sugar Solution	CND\$26.99
Promotion CND\$5 Off	-CND\$5.00
Shipping & Handling	CND\$2.00
Total*	CND\$41.98

(*Does not include tax)

**Payable in 4 installments of
CND\$8.75 (plus shipping & handling)**



- Error Description 1: Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi.
- Error Description 2: Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi.

Choose Your Payment Method

Get an additional \$5 OFF now when you pay with your credit card!
Fusce id nibh eu lectus sollicitudin egestas. Praesent pulvinar. Mauris placerat leo id augue. In a elit ac massa pretium accumsan.

get
\$5 Off
now

Payment Method ☒ Credit Card ☐ Bill Me Later

Card Type*

Select One

Card Number*

Expiration Date*

Select Month

Select Year

Card Identification Number*

--- SAMPLE CARD ---

AMERICAN EXPRESS

Landing Page

Product/Offer Requirements

1. Support Rodale's three core product types to drive main promotions, premium gifts and upsells; as well as secondary Rodale product types as premium gifts and upsells:
 - Core product types:
 - Magazine subscriptions
 - Books
 - Subscriptions to online programs/services
 - Secondary product types:
 - Special interest publications (SIPs)
 - DVDs and other packaged media currently offered by Rodale
 - Downloadable content and small applications
 - Third-party products and services
 - Email newsletters
2. One source to generate, store and manage all offers and promotions:
 - Accessible to online marketers across Rodale properties
 - Includes primary/core offers, premium gift offers, Rodale and third-party upsell offers
 - Includes image and content assets marketers will access via tool for dynamic publishing based on offer and sub-offers defined
3. One source to manage and catalog all products to be merchandised online:
 - Accessible to online marketers across Rodale properties
 - All products identifiable by a standardized product ID structure
 - Source would house all product and service types outlined in requirement 2 (above)
 - Source would house all pricing associated with each product/service:
 - All product types will have an MSRP/list price referred to as 'reg' price; and sale price under offer will be dynamically displayed by offer as 'sale' price
 - Percent savings will be calculated based on the sale price and regular price.
4. Within the single product catalog, single products must be able to have multiple product images associated with it, and marketers will need to have the ability to choose which image they wish to use to represent the product on the site:
 - Example 1 – a magazine marketer offering a subscription to Men's Health would be able to choose either an image of the current issue, or an alternate past issue cover image that drove a large volume of sales at the newsstand (i.e., based on a celebrity featured on the cover); the marketer may also want to test response to one cover image vs. another
 - Example 2 – a book marketer would be able to choose either a basic image of the Abs Diet book, or an alternate image that includes a burst promoting the offer; the marketer may also want to test response to one image vs. another
5. Support for the following *main* offer types across Rodale properties – note that all main offer types will include option to add free shipping or a free trial:
 - A default offer will need to be created and supported for each brand to support cases where an offer or campaign has been discontinued
 - Single pre-selected product:
 - Example 1 - Buy [PRODUCT A] at \$[PRICE] plus [FREE] shipping
 - Example 2 - Buy [PRODUCT A] at \$[PRICE] plus \$[PRICE] shipping
 - User selects single product from multiple (up to 12) products with a radio button:
 - Example 1 - Buy [PRODUCT A or PRODUCT B] at \$[PRICE] plus [FREE] shipping
 - Example 2 - Buy [PRODUCT A or PRODUCT B] at \$[PRICE] plus \$[PRICE] shipping

- Example 3 - Buy [PRODUCT A or PRODUCT B or PRODUCT C] at \$[PRICE] plus [FREE] shipping
 - Example 4 - Buy [PRODUCT A or PRODUCT B or PRODUCT C] at \$[PRICE] plus \$[PRICE] shipping
 - Multiple (max of 12) pre-selected products under a single price point – note that core bundle offers will be comprised of multiple product types (e.g., magazine subscriptions, books and online subscription programs bundled together):
 - Example 1 - Buy [PRODUCT A and PRODUCT B] at \$[PRICE] plus [FREE] shipping
 - Example 2 - Buy [PRODUCT A and PRODUCT B] at \$[PRICE] plus \$[PRICE] shipping
 - Example 3 - Buy [PRODUCT A and PRODUCT B and PRODUCT C] at \$[PRICE] plus [FREE] shipping
 - Example 4 - Buy [PRODUCT A and PRODUCT B and PRODUCT C] at \$[PRICE] plus \$[PRICE] shipping
6. Support for the following *premium* sub-offer types across Rodale properties – premium offers can be associated with any of the above main offer types:
- A default offer will need to be created and supported for each brand to support cases where an offer or campaign has been discontinued
 - Single pre-selected premium gift:
 - Example 1 - ...plus, get [PRODUCT D] [FREE]
 - Example 2 - ...plus, get [PRODUCT D] [FOR \$PRICE OFF]
 - Example 3 - ...plus, get [PRODUCT D] [FOR X% OFF]
 - Multiple (max of 5) pre-selected premium gifts in a premium bundle:
 - Example 1 - ...plus, get [PRODUCT D and PRODUCT E] [FREE]
 - Example 2 - ...plus, get [PRODUCT D and PRODUCT E] [FOR \$PRICE OFF]
 - Example 3 - ...plus, get [PRODUCT D and PRODUCT E] [FOR X% OFF]
 - Single user-selected premium gift – user chooses one of up to 12 products with a radio button:
 - Example 1 - ...plus, get [PRODUCT D or PRODUCT E] [FREE]
 - Example 2 - ...plus, get [PRODUCT D or PRODUCT E] [FOR \$PRICE OFF]
 - Example 3 - ...plus, get [PRODUCT D or PRODUCT E] [FOR X% OFF]
 - Example 4 - ...plus, get [PRODUCT D or PRODUCT E or PRODUCT F] [FREE]
 - Example 5 - ...plus, get [PRODUCT D or PRODUCT E or PRODUCT F] [FOR \$PRICE OFF]
 - Example 6 - ...plus, get [PRODUCT D or PRODUCT E or PRODUCT F] [FOR X% OFF]
8. Support time-based free trial offers (capturing and validating credit card, but not charging it until a defined later date) – free trial offers can be associated with any of the *main* offer types outlined under requirement 14 above:
- Example – Try a [X]-day free trial of [ONLINE DIET PROGRAM]
 - X-day free trial period will not be included in the subscription period – e.g., for a 10-day trial for a monthly subscription offer, if the user does not cancel within 10 days, the card is charged on day 11, and the actual subscription period/billing cycle begins
9. Support time-based risk-free trial offers (charging the credit card, and crediting user the amount if s/he cancels during trial period) – risk-free trial offers can be associated with any of the *main* offer types outlined under requirement 14 above:
- Example 1 – Free trial issue of [MAGAZINE]
- Trial issue will be included in the subscription price – e.g., user's card charged for full subscription amount, if user cancels subscription before second issue is mailed, user is credited the subscription amount
 - Open bill trial scenarios will work per current processes
 - Example 2 – Try [ONLINE DIET PROGRAM] risk-free for [X] days

- X-day free trial period will be included in the subscription period – e.g., for a 10-day risk trial for a monthly subscription offer, if the user does not cancel within 10 days, the card is charged on day 11, but the actual subscription period/billing cycle began on day 1 of the trial
- Example 3 – Try [BOOK] risk-free for [X]-days
 - User is charged at time of purchase – e.g., for a 21-day trial of a product, if the user returns the product within 21 days, user is credited the transaction amount

10. Support international offers/orders:

- Pricing for an order outside the U.S. will need to be set up and tracked as a separate offer, with the same tracking/reporting capabilities as any other offer

11. Support all current gift offers for single and multiple gift recipients:

- Gift activity within an site session will need to be set up and tracked as a separate offer, with tracking to/reporting for donor and recipient activity
- Global nav 'Subscribe' links on UPP content sites, when moused over, will need to display (using DHTML) two options for the user – 'Subscribe' and 'Gift Subscriptions'
 - Choosing 'Subscribe' displays the acquisition site with the normal subscription offer defined by the marketer (gift option is available to user via a link with shipping info section of the funnel – link displays acquisition site with gift subscription offer marketer defined)
 - Choosing 'Gift Subscriptions' link displays the acquisition site with the gift subscription offer defined by the marketer
- More detailed rules and requirements for gifts are outlined in the wireframes/functional specifications section of this document

12. With Payment Info functionality, support option to display a bonus premium offer as incentive for user to pay with a credit card:

- Option only used in cases where open bill and credit card are displayed as payment options
- Example - Get [PRODUCT/shipping] [FREE/for \$X off/for %X off] when you pay now with your credit card!

Landing Page Design Example: Product/No Premium in 2- or 3-Page Funnel

Men'sHealth®



&



BESTLIFE™

2 Great Magazines, 1 Low Price! Get Men's Health and Best Life - for the price of 1! [Details](#)



Lorem ipsum dolor sit amet, consectetur adipiscing!

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Yes, I want a **call-to-action graphic!**

Enter Your Country and Email Address

Items marked with an asterisk (*) are required.

 [Send a Gift](#)

Country*

United States

Email Address*

- ☐ Contact me via email about special offers and products from carefully selected third parties.
- ☐ I am at least 18 years old.*

Continue ▶




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Landing Page Design Example 2: Product with Premium in 1-Page Funnel

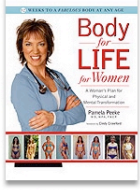


Lose up to 24 pounds in as few as 12 weeks




Buy Body for Life for Women for \$9.99

plus, get Maximum Immunity For Women for \$5 OFF [Details](#)



Sale: \$9.99
Reg: \$26.95

- Save 60% off cover!
- FREE shipping & handling!



\$5 Off

Sale: \$24.99
Reg: \$29.95

- Save 15% off cover!
- FREE shipping & handling!

Lorem ipsum dolor sit amet, consectetur adipiscing!

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Rediscover the **REAL** you now!

Enter Shipping Address

Items marked with an asterisk (*) are required.

Country*

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

State*

Zip Code*

Enter Your Email Address

Email Address*

☐ Contact me via email about special offers and promotions from <insert source>.

☐ Contact me via email about special offers and products from carefully selected third parties.

☐ I am at least 18 years old. *

Payment Information

You will be billed: 4 installments of \$9.99 (FREE shipping & handling!).

Billing Address

☐ Same as my shipping address

First Name*

Last Name*

Address Line 1*

Address Line 2

City*



State/Province*

Zip/Postal Code*


Country*

Phone Number

Place Order



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Landing Page Design Example 3: Product Choice in 1-Page Funnel



Subscribe to any of these magazines today for just
\$19.97 [Details](#)



Lorem ipsum dolor sit amet, consectetur adipiscing
 Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed
 condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo.
 Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent
 taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.
 Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed
 condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo.
 Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent
 taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Yes, I want a **call-to-action graphic!**

Choose from the items below:

- The Testosterone Advantage Plan**
EAT LIKE A MAN! LOOK LIKE A MAN!
Burn fat, build muscle - the all-natural way! Has what you've done in the past worked? Why not try it our way? You have everything to gain and nothing to lose - except your gut!
- The Supermarket Choices for Permanent Weight Loss**
This invaluable companion to the best-selling Dr. Shapiro's Picture Perfect Weight Loss will lead you straight to the great-tasting brand-name foods you need to help you lose weight for good.
- 8 Minutes In The Morning**
Jorge Cruise the most popular online fitness trainer reveals his quick, full-body fitness and weight loss program.
- The Men's Health Cover Model Workout**
Discover body-sculpting secrets of the world's top fitness models.
- The Men's Health Belly Off Program**
How 80,000 Guys Lost Their Guts...And You Can Too!
Thousands of 'Average Joes' have reduced their weight and silhouettes by using the amazingly popular Belly-Off Club on the Men's Health Website. Now this popular online health club is available in a book!
- Banish Your Belly**
FEEL OFF POUNDS, INCHES, AND YEARS! Banish Your Belly will show you how to shed that spare tire forever!

Enter Shipping Address

Items marked with an asterisk (*) are required.



Country*

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

State/Province*

Zip/Postal Code*

Choose a Subscription Option

- ☒ Special Limited Time Offer: Get Men's Health for \$19.97 + \$4.97 shipping & handling and add 9 issues of Best Life for just \$9.97 more! Automatically renews annually.
- ☐ USA: 1 year (10 issues) for \$19.97 + \$4.97 shipping & handling, save a bundle off the single copy price!
- ☐ USA: 1 year (10 issues) for \$29.97 + \$4.97 shipping & handling.

Enter Your Email Address

Email Address*

☐ Contact me via email about special offers and promotions from <insert source>.

☐ Contact me via email about special offers and products from carefully selected third parties.

☐ I am at least 18 years old.*

Payment Information

You will be billed: 4 installments of \$9.99.

Billing Address

☐ Same as my shipping address

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

State/Province*

Zip/Postal Code*

Country*

Phone Number

Place Order



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Landing Page Design Example 4: Single Product and Premium Choice



Get Men's Health and Best Life for \$19.97 a year
and get a Power Report of your choice! [Details](#)



Lorem ipsum dolor sit amet, consectetur adipiscing!

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Yes, I want a **call-to-action graphic!**

Choose from the items below:

- Power Foods**
EAT LIKE A MAN! LOOK LIKE A MAN!
Burn fat, build muscle - the all-natural way! Has what you've done in the past worked? Why not try it our way? You have everything to gain and nothing to lose - except your gut!
- Awesome Abs**
This invaluable companion to the best-selling Dr. Shapiro's Picture Perfect Weight Loss will lead you straight to the great-tasting brand-name foods you need to help you lose weight for good.
- Physical Fixes**
Jorge Cruise the most popular online fitness trainer reveals his quick, full-body fitness and weight loss program.
- Sizzling Sex**
Discover body-sculpting secrets of the world's top fitness models.
- The Best Shape**
How 80,000 Guys Lost Their Guts...And You Can Too!
Thousands of 'Average Joes' have reduced their weight and silhouettes by using the amazingly popular Belly-Off Club on the Men's Health Website. Now this popular online health club is available in a book it.
- Leanness**
PEEL OFF POUNDS, INCHES, AND YEARS! Banish Your Belly will show you how to shed that spare tire forever!

Enter Shipping Address

Items marked with an asterisk (*) are required.

Country*

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

State*

Zip Code*

Enter Your Email Address

Email Address*

☐ Contact me via email about special offers and promotions from <insert source>.

☐ Contact me via email about special offers and products from carefully selected third parties.

☐ I am at least 18 years old. *

Payment Information

You will be billed: 4 installments of \$9.99 (FREE shipping and handling!).

Billing Address

☐ Same as my shipping address

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

State/Province*

Zip/Postal Code*

Country*

Phone Number

Place Order



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Landing Page Wireframe: Single Product

<Branding Graphic>	
<Offer Headline: Lorem ipsum dolor sit consectetur adipiscing!> Details	
<Product Graphic>	<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>
	<div><Supporting Graphic></div> <div><Offer Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</div> <div>Maecenas egetas condimentum sem. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem.></div> <div><Call-to-Action Graphic></div>
SALE! <Price> (reg. <Reg. Price>) - Save <n>% <off cover>! - FREE Shipping & Handling!	<div>Enter your country and e-mail address. <Icon> Send a Gift</div> <div>Items marked with an asterisk (*) are required.</div> <div>Country* <input type="text" value="United States"/></div> <div>E-Mail Address* <input type="text"/></div> <div><input checked="" type="checkbox"/> <E-Mail opt-in offer(s)></div> <div><input type="checkbox"/> I am at least <n> years old.*</div> <div><input type="button" value="Continue"/></div> <div><Security Message/Logos></div>
<Footer: Lorem ipsum dolor sit amet.>	

Landing Page Wireframe: Product With Premium

<Branding Graphic>	
<Offer Headline: Lorem ipsum dolor sit consectetur adipiscing!> Details	
<Product Graphic>	<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>
	<div><Premium Graphic></div> <div><Offer Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</div> <div>SALE! <Price> (reg. <Reg. Price>) - Save <n>% <off cover>! - FREE SHIPPING!</div> <div>Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.</div> <div>Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.></div> <div><Call-to-Action Graphic></div>
SALE! <Price> (reg. <Reg. Price>) - Save <n>% <off cover>! - FREE Shipping & Handling!	<div>Enter your country and e-mail address. <Icon> Send a Gift</div> <div>Items marked with an asterisk (*) are required.</div> <div>Country* <input type="text" value="United States"/></div> <div>E-Mail Address* <input type="text"/></div> <div><input checked="" type="checkbox"/> <E-Mail opt-in offer(s)></div> <div><input type="checkbox"/> I am at least <n> years old.*</div> <div>Continue</div> <div><Security Message/Logos></div>
<Footer: Lorem ipsum dolor sit amet.>	

Landing Page Wireframe: Product Choice

<Branding Graphic>

<Offer Headline: Lorem ipsum dolor sit consectetur adipiscing!> [Details](#)

<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>

<Supporting Graphic>

<Offer Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet.

Maecenas egetas condimentum sem. Maecenas egetas condimentum sem.>

<Call-to-Action Graphic>

Choose from the items below.

<Product Choice Thumbnail Graphic>

☐

<Product Title>
<Product blurb: Lorem ipsum dolor sit amet.>

<Product Choice Thumbnail Graphic>

☐

<Product Title>
<Product blurb: Lorem ipsum dolor sit amet.>

<Product Choice Thumbnail Graphic>

☐

<Product Title>
<Product blurb: Lorem ipsum dolor sit amet.>

<Product Choice Thumbnail Graphic>

☐

<Product Title>
<Product blurb: Lorem ipsum dolor sit amet.>

<Product Choice Thumbnail Graphic>

☐

<Product Title>
<Product blurb: Lorem ipsum dolor sit amet.>

<Product Choice Thumbnail Graphic>

☐

<Product Title>
<Product blurb: Lorem ipsum dolor sit amet.>

<Product Choice Thumbnail Graphic>

☐

<Product Title>
<Product blurb: Lorem ipsum dolor sit amet.>

<Product Choice Thumbnail Graphic>

☐

<Product Title>
<Product blurb: Lorem ipsum dolor sit amet.>

Enter your country and e-mail address.

<Icon> [Send a Gift](#)

Items marked with an asterisk (*) are required.

Country*

United States

E-Mail Address*

☒ <E-Mail opt-in offer(s)>

☐ I am at least <n> years old.*

Continue

<Security Message/Logos>

<Footer: Lorem ipsum dolor sit amet.>

Landing Page Wireframe: Product With Premium Choice

<Branding Graphic>

<Offer Headline: Lorem ipsum dolor sit consectetur adipiscing!> [Details](#)

<Product Graphic>

<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>

<Supporting Graphic>

<Offer Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SALE! <Price>
(reg. <Reg. Price>)
- Save <n>%
<off cover>!
- FREE Shipping & Handling!

Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.

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<Call-to-Action Graphic>

Choose from the items below.

<Premium Choice Thumbnail Graphic> <Premium Title>
<Premium Blurb: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.>

<Premium Choice Thumbnail Graphic> <Premium Title>
<Premium Blurb: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.>

<Premium Choice Thumbnail Graphic> <Premium Title>
<Premium Blurb: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.>

<Premium Choice Thumbnail Graphic> <Premium Title>
<Premium Blurb: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.>

Enter your country and e-mail address. [Send a Gift](#)

Items marked with an asterisk (*) are required.

Country*

E-Mail Address*

☒ <E-Mail opt-in offer(s)>

☐ I am at least <n> years old.*

Continue

<Security Message/Logos>

<Footer: Lorem ipsum dolor sit amet.>

Landing Page Elements

Product and Premium Information

Offer headline: Copy specified by the author. May include HTML text formatting tags. Optional.

“Details” link: Links to the Offer Details page in a popup window. Optional.

Offer copy: Copy specified by the author. May include HTML text formatting tags. Optional.

Product graphic: A graphic from the product database. Dimensions are the same as for product graphics in the Rodale store, which have a standard width of 141 pixels and variable height (usually about 200 pixels). An author can choose among multiple images associated with a product in the product database.

Premium graphic: A graphic from the product database. Dimensions can vary, but should be no larger than 141 wide x 120 high. An author can choose among multiple images associated with a premium in the product database.

Supporting graphic: An optional graphic specified by the author. Does not appear when the offer type is “Product with Premium,” in which case a premium graphic appears instead.

Call-to-Action Graphic: Optional graphic specified by the author. Typically used to encourage the user to begin the transaction. Height is fixed at 36 pixels. Width can vary, but should be no more than 570 pixels.

Product and premium sale price, regular price, “save” phrase, and “FREE shipping & handling!”: This entire block is optional. Within the block, both the “save” phrase and “FREE shipping & handling!” are optional. The “save” phrase can optionally include the words “off cover.” If the product price is 0, the price is displayed as “FREE!” and the word “SALE!” is omitted.

“Choose One of the Items Below” header: Appears when there is a product choice or premium choice.

Product choice title, product choice blurb, premium choice title, and premium choice blurb: Copy stored in the product database, but which can be overridden in the admin tool. 2-12 product choices or premium choices can be offered.

Product choice thumbnail graphic and premium choice thumbnail graphic: A graphic of each choice from the product database (if a choice is offered). Dimensions are the same as for thumbnail images in the Rodale store, which have a standard height of 80 pixels and variable width (usually 65 pixels).

E-mail Permissions

The e-mail address section is always the last section on the landing page. If the landing page includes shipping, the e-mail section should come after the shipping section (and also after the “Subscription Options” and “Additional Orders” sections, if they are present).

“Enter Your E-mail Address” header: When the e-mail section is not the first section on the landing page, the “Country” menu does not appear in the e-mail section.

“Send a Gift” link: Optional. Appears when “Include a Link to a Gift Offer” is selected in the admin tool. Links to a gift offer. The link appears to the right of the first section heading on the landing page (either the e-mail or shipping address section).

Country menu: Includes “United States” (default for U.S. offers) and Canada (if the offer refers to a Canadian offer), followed by all the countries of the world in alphabetical order (if the offer refers to an international offer). If a user chooses a country other than the United States, an alert immediately appears: “Please note that prices and shipping rates are different for orders shipping outside the United States.” “OK.” When the user clicks “OK,” he or she goes to a Canadian or international offer. Any contact or shipping information that the user may have entered on the original landing page are kept intact.

In Canadian offers, the word “Canada” appears in place of a menu. In international offers, the menu includes all countries except the United States and Canada and defaults to the country that the user had selected.

For the alphabetical list of countries, see the Country menu on the following page:

https://w1.buysub.com/pubs/RP/BPK/18412_clone.jsp?cds_page_id=20989&id=1115735317207&lsid=51300915531045613&vid=4&cds_mag_code=BPK

E-mail address: Text entry field. 40 visible characters.

E-mail opt-in checkboxes: 1-10 optional checkboxes. The author chooses the checkboxes from an approved set for each brand. The default state of each checkbox (usually checked) is stored as part of the approved set. The author specifies the order of multiple checkboxes.

“I am at least n-years old” checkbox: An optional checkbox. The author specifies the age (usually either 18 or 24). Default state is unchecked.

Continue button: Goes to shipping page, payment page, or upsell page—depending upon whether the sign-up process is 3 pages, 2 pages, or 1 page. If the sign-up process is one page, the button label is “Place Order.”

Note: Pre-populated fields for logged-on users: If the user is logged in to a site supported by universal registration, and he or she has come to the landing page by way of a Rodale house ad, the e-mail address, name, and shipping address fields should be pre-populated. An author has the option of turning this automatic pre-population feature on or off.

Page title: The page title for landing pages is: “<Brand>: Order Now!”

Landing Page Error Messages

Error	Message	Highlighted Field
Product choices are presented, and the user has not chosen a product.	Please choose an item.	“Choose one of the items below” header
Premium choices are presented, and the user has not chosen a premium.	Please choose an item.	“Choose one of the items below” header
The “I am at least <n> years old” checkbox is present and has been left unchecked.	You must be at least <n> years old.	Age verification checkbox
The e-mail address field has been left empty.	Please enter your e-mail address.	E-mail address
The e-mail address is not in a valid format.	Please enter a valid e-mail address (example jdoe@aol.com).	E-mail address

Use Case: Displaying Product and Premium Information

*Note: An asterisk indicates a process that is described in another more specific use case.

Trigger: The system is displaying a landing page.

If the offer type is “Product”

Display a product image, product pricing*, and offer copy.

If a supporting graphic is specified, display the supporting graphic.

If a call-to-action graphic is specified, display the call-to-action graphic.

If the offer type is “Product With Premium”

Display a product image, product pricing*, and offer copy.

Display the premium image.

Display premium pricing.*

If a call-to-action graphic is specified, display the call-to-action graphic.

If the offer type is “Product Choice”

Display offer copy.

If a supporting graphic is specified, display the supporting graphic.

If a call-to-action graphic is specified, display the call-to-action graphic.

Display the header: “Choose One of the Items Below.”

For each product choice, display a radio button, a title, and a blurb.

If the offer type is “Product With Premium Choice”

Display a product image, product pricing*, and offer copy.

If a supporting graphic is specified, display the supporting graphic.

If a call-to-action graphic is specified, display the call-to-action graphic.

Display the header: “Choose One of the Items Below.”

For each premium choice, display a radio button, a title, and a blurb.

Use Case: Displaying Product or Premium Pricing

Trigger: The system is displaying a landing page that includes a pricing display for either a product or a premium.

If “Display Sale Price” is selected in the admin tool

If the sale price does not equal 0

Display “SALE!” and the sale price.

Otherwise

Display “FREE!”

If “Reg. Price” is selected in the admin tool, display the regular price.

If “Percent Savings” is selected in the admin tool

Display percent savings.

If “Off Cover” is selected in the admin tool, display “off cover”.

Display “!”

If the shipping cost equals 0 AND “Free shipping” is selected in the admin tool, display “FREE shipping & handling!”

Note: In Canadian offers, display the price in Canadian currency.

Use Case: Displaying the E-mail Permissions Section

Trigger: The system is displaying a page that includes the E-mail Permissions section.

1. Display the section header: “Enter Your E-mail Address”.

2. Display the “Send a Gift” link, if applicable.

If the shipping address section does not appear on the landing page AND “refer to a gift offer” is selected in the admin tool, display a “Send a Gift” link.

3. Display the E-mail Address field.

4. Display e-mail opt-in checkboxes.


If a checkbox is to be selected by default (as specified in the admin tool), pre-select the checkbox.

5. Display age verification, if applicable.


If “Display Age Verification” is selected in the admin tool, display a checkbox with the label: “I am at least <n> years old.”

Shipping and Gifts



Shipping Page Design Example



GET ABS LIKE THESE IN JUST
6 WEEKS - **GUARANTEED!**



**Buy The Abs Diet for \$9.99
plus, get The Sugar Solution for \$5 OFF** [Details](#)





Your Order:
The Abs Diet
The Sugar Solution

**Payable in 4 installments of \$8.75
(FREE shipping & handling)**


Enter Shipping Address

Country	United States
First Name*	<input type="text"/>
Last Name*	<input type="text"/>
Address Line 1*	<input type="text"/>
Address Line 2	<input type="text"/>
City*	<input type="text"/>
State*	<input type="text"/>
Zip Code*	<input type="text"/>

[Continue](#)



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Shipping Page Design Example (With Gift Card Functionality)



Lose up to 24 pounds in as few as 12 weeks



**Buy Body for Life for Women for \$9.99
plus, get Maximum Immunity For Women for \$5 OFF** [Details](#)



Your Order:

Body For Life For Women
Maximum Immunity For Women

Payable in 4 installments of \$8.75
(FREE shipping & handling)

Enter Shipping Address

Country United States

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

State*

Zip Code*

Gift Card
☐ Don't send a gift card.
☐ Send a paper card with the first delivery.
☒ Send an email card.

Recipient's Email*

Email Send Date* August 15 2005

Occasion "A Gift For You"

Email Card Message*

☒ Send a copy of the email card to me.

[Preview my email](#)

Additional Orders

- [Order another gift.](#)
- [Order one for myself.](#)

Continue ▶



[Customer Service](#) | [Privacy Policy](#)



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Shipping Page Design Example (With Additional Order Functionality)



Lose up to 24 pounds in as few as 12 weeks



**Buy Body for Life for Women for \$9.99
plus, get Maximum Immunity For Women for \$5 OFF** [Details](#)



Your Order:

Body For Life For Women
Maximum Immunity For Women

**Payable in 4 installments of \$8.75
(FREE shipping & handling)**

Enter Shipping Address

Country
First Name*
Last Name*
Address Line 1*
Address Line 2
City*
State*
Zip Code*

Gift Card ☐ Don't send a gift card.
☐ Send a paper card with the first delivery.
☒ Send an email card.

Recipient's Email*

Email Send Date*

Occasion

Email Card Message*

☒ Send a copy of the email card to me.

[Preview my email](#)

Additional Orders

[Order another gift.](#)

[Remove this gift](#)

Enter Shipping Address

Country
First Name*
Last Name*
Address Line 1*
Address Line 2
City*
State*
Zip Code*

[Order another gift.](#)

[Order one for myself.](#)

Continue ▶



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Shipping Page Wireframe: U.S.

<Branding Graphic>																													
<Offer Headline: Lorem ipsum dolor sit consectetuer adipiscing!> Details																													
<div><Product Thumbnail Graphic></div> <div><Premium Thumbnail Graphic></div> <div><table><tr><td><Product Name></td><td>\$<Amt.></td></tr><tr><td><Magazine>: U.S. <n> year<s> (<n> Issues)</td><td>\$<Amt.></td></tr><tr><td><Premium Name></td><td>\$<Amt.></td></tr><tr><td>Shipping & handling/Delivery</td><td>\$<Amt.></td></tr><tr><td>Total*</td><td>\$<Total></td></tr></table><p>(*Does not include tax.) Payable in <n> payments of \$<amt.> (plus shipping & handling).</p></div>	<Product Name>	\$<Amt.>	<Magazine>: U.S. <n> year<s> (<n> Issues)	\$<Amt.>	<Premium Name>	\$<Amt.>	Shipping & handling/Delivery	\$<Amt.>	Total*	\$<Total>	<div><Icon> <Error Messaging: Lorem ipsum dolor sit amet.></div> <div>Choose a subscription option. <input type="radio"/> U.S.: <n> year<s> (<n> issues) <Price> plus <\$n> delivery — Save <n>% off cover price <input type="radio"/> U.S.: <n> year<s> (<n> issues) <Price> plus <\$n> delivery — Save <n>% off cover price</div> <div>Enter the shipping address.<table><tr><td>Country*</td><td>United States</td></tr><tr><td>First Name*</td><td><input type="text"/></td></tr><tr><td>Last Name*</td><td><input type="text"/></td></tr><tr><td>Address Line 1*</td><td><input type="text"/></td></tr><tr><td>Address Line 2</td><td><input type="text"/></td></tr><tr><td>City*</td><td><input type="text"/></td></tr><tr><td>State*</td><td><input type="text"/></td></tr><tr><td>Zip Code*</td><td><input type="text"/></td></tr><tr><td colspan="2"><input type="button" value="Continue"/></td></tr></table></div> <div><Footer: Lorem ipsum dolor sit amet.></div>	Country*	United States	First Name*	<input type="text"/>	Last Name*	<input type="text"/>	Address Line 1*	<input type="text"/>	Address Line 2	<input type="text"/>	City*	<input type="text"/>	State*	<input type="text"/>	Zip Code*	<input type="text"/>	<input type="button" value="Continue"/>	
<Product Name>	\$<Amt.>																												
<Magazine>: U.S. <n> year<s> (<n> Issues)	\$<Amt.>																												
<Premium Name>	\$<Amt.>																												
Shipping & handling/Delivery	\$<Amt.>																												
Total*	\$<Total>																												
Country*	United States																												
First Name*	<input type="text"/>																												
Last Name*	<input type="text"/>																												
Address Line 1*	<input type="text"/>																												
Address Line 2	<input type="text"/>																												
City*	<input type="text"/>																												
State*	<input type="text"/>																												
Zip Code*	<input type="text"/>																												
<input type="button" value="Continue"/>																													

Shipping Page Wireframe: Canadian

<Branding Graphic>

<Offer Headline: Lorem ipsum dolor sit consectetuer adipiscing!> [Details](#)

<Product Thumbnail Graphic>

<Premium Thumbnail Graphic>

<Product Name> CND\$<Amt.>
<Magazine>: Canada CND\$<Amt.>
<n> year<s> (<n> issues)
<Premium Name> CND\$<Amt.>
Shipping & handling/ Delivery CND\$<Amt.>

Total* CND\$<Total>
(*Does not include tax.)
(GST included in magazine price.)
Payable in <n> payments of CND\$<amt.> (plus shipping & handling).

<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>

Choose a subscription option.

☐ Canada: <n> year<s> (<n> issues) <Price> plus <\$n> delivery — Save <n>% off cover price

☐ Canada: <n> year<s> (<n> issues) <Price> plus <\$n> delivery — Save <n>% off cover price

Enter the shipping address.

Country* Canada

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

Province*

Postal Code*

Continue

<Footer: Lorem ipsum dolor sit amet.>

Shipping Page Wireframe: International

<Branding Graphic>

<Offer Headline: Lorem ipsum dolor sit
consectetuer adipiscing!> [Details](#)

<Product
Thumbnail
Graphic>

<Premium
Thumbnail
Graphic>

<Product Name> \$<Amt.>
<Magazine>: International \$<Amt.>
<n> year<s> (<n> Issues)
<Premium Name> \$<Amt.>
Shipping & handling/Delivery \$<Amt.>
Total* \$<Total>
(*Does not include tax.)
Payable in <n> payments of \$<amt.>
(plus shipping & handling).

<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>

Choose a subscription option.
☐ International: <n> year<s> (<n> issues) <Price> plus <\$n>
delivery — Save <n>% off cover price
☐ International: <n> year<s> (<n> issues) <Price> plus <\$n>
delivery — Save <n>% off cover price

Enter the shipping address.
Country*
First Name*
Last Name*
Address Line 1*
Address Line 2
City*
Region/Province
Postal Code

<Footer: Lorem ipsum dolor sit amet.>

Shipping Page Wireframe: Gift Offer

<Branding Graphic>

<Offer Headline: Lorem ipsum dolor sit consectetuer adipiscing!> [Details](#)

<Product Thumbnail Graphic>

<Premium Thumbnail Graphic>

<Product Name>

<Magazine>

<Country> <n> year<s> (<n> issues)

<Premium Name>

Shipping & handling/
Delivery

Total*

(*Does not include tax.)
Payable in <n> payments of
<CDN>\$<amt.> (plus shipping &
handling).

<CND>\$<Amt.>

<CND>\$<Amt.>

<CND>\$<Amt.>

<CND>\$<Amt.>

<CND>\$<Total>

<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>

Choose a subscription option.
☐ <Country>: <n> year<s> (<n> issues) <Price> plus <\$n> delivery — Save <n>% off cover price
☐ <Country>: <n> year<s> (<n> issues) <Price> plus <\$n> delivery — Save <n>% off cover price

Enter the shipping address.
Country* <Country>
First Name*
Last Name*
Address Line 1*
Address Line 2
City*
State*
Zip Code*
Gift Card
☐ Don't send a gift card.
☐ Send a paper card with the first delivery.
☒ Send an e-mail card.
Recipient's E-mail*
E-mail Send Date* August 15 2005
Occasion "A Gift For You"
E-mail Card
Message*
☒ Send a copy of the e-mail to me.
[Preview My E-Mail](#)

Additional orders
▶ [Order another gift.](#)
▶ [Order one for myself.](#)

Continue

<Footer: Lorem ipsum dolor sit amet.>

Shipping Page Example: Additional Orders

In a gift order, a user can click “Order Another Gift” or “Order One for Myself” to display an additional shipping address (and an additional set of subscription options, if necessary) as in the illustration below.

Additional Orders

▼ Order another gift.

[Remove this Gift](#)

Choose a subscription rate

☐ <Country>: <n> year<s> (<n> issues) <Price> plus <\$n> delivery — Save <n>% off cover price

☐ <Country>: <n> year<s> (<n> issues) <Price> plus <\$n> delivery — Save <n>% off cover price

Enter the shipping address.

Country* <Country>

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

State*

Zip Code*

Gift Card

☐ Don't send a gift card.
☐ Send a paper card with the first delivery.
☐ Send an e-mail card.

► [Order another gift.](#)

► [Order one for myself.](#)

Shipping Section Elements

Subscription options: An optional section for magazine or online subscriptions. 2-10 radio buttons can be displayed. The author specifies the order of the buttons. The author may specify a default selection or have no default selection.

The section header reads, “Choose a Subscription Option”. If only one choice is presented, no radio button is displayed, and the section heading reads “Subscription Rate”.

If shipping appears on the landing page, the subscription rate section appears after the shipping address section; otherwise it appears before the shipping address.

First and last name: Text entry fields. Each field displays 15 visible characters.

Address line 1 and 2: Text entry fields. Each field displays 50 visible characters.

City: Text entry field. Displays 24 visible characters.

State or Province: Text entry field. Displays 5 visible characters.

Zip Code or Postal Code: Text entry field. Displays 10 visible characters. Spaces and hyphens should be stripped from the user input.

Country: If shipping appears on the landing page, this displays the country menu as described in the landing page section. If shipping does not appear on the landing page, it displays “United States,” “Canada,” or the international countries menu with the current country selected.

Continue button: Goes to the payment page.

Page title: The page title for shipping page (page 2 in a 3-Page funnel) is: “<Brand>: Shipping Information”

The page title for page 2 in a 2-page funnel with shipping and payment information combined is: “<Brand>: Shipping & Payment Information”

“Shopping Cart”

The left column displays a shopping cart, which summarizes the order so far. The cart appears on any funnel pages subsequent to the landing page (i.e., the shipping and payment pages).

An author can choose to show the names of the items only (hiding the amounts, shipping, and total).

If an offer has an installment billing option, the author can choose to display the payment schedule below the cart. In this case, the payment schedule appears below the cart only when the “Bill Me” payment option is selected.

For a product bundle, up to 5 items can be listed in the cart.

For a premium bundle, up to 5 items can be listed in the cart.

For a credit card upsell bundle, up to 5 items can be listed in the cart.

For a magazine subscription, the listing in the cart follows the format:

<Magazine>: <Country> <n> year<s> (<n> issues)

If the amount of any item equals 0, the amount is displayed as “FREE”.

If multiple items are added to the order, multiple listings appear in the cart; however, online premiums and “Shipping & Handling/Delivery” are listed only once.

In magazine offers, when a subscription option has not yet been chosen, the option does not yet appear in the cart, and the total is not yet displayed. When user clicks a subscription option radio button, the magazine and total are displayed in the cart.

In magazine offers, if delivery is free, “Shipping & Handling/Delivery” is not shown.

In magazine offers, the phrase “(*Does not include tax.)” is not shown, nor is the asterisk next to the word “Total.”

If an offer uses credit checking, the payment schedule cannot be shown in the cart prior to the payment page.

In Canadian offers, the shopping cart displays prices in Canadian currency.

In Canadian magazine offers, the phrase “(GST included in magazine price.)” appears.

The text, “Your Order:” appears below the thumbnail graphics and above the list of items.

Gifts

Gift Card radio buttons: Appears in gift offers. Includes “Don’t send a gift card,” (default), “Send a paper card with the first delivery,” (appears in magazine offers only), and “Send an e-mail card.” When the “Send an e-mail card” button is selected, the “Recipient’s E-mail Address,” “E-mail Send Date,” “Occasion,” “E-mail Card Message,” “Send a Copy to Me,” and “Preview My E-mail Card” sections appear.

Recipient’s E-mail Address: Text field. Displays 40 visible characters. Appears when the “Send an E-mail Card” radio button is selected.

E-mail Send Date: Three dropdown menus. The first menu lists the twelve months. The second lists the numbers 1-31. The third lists the current year followed by the next four years. The default for the three menus is the current date. Appears when the “Send an E-mail Card” radio button is selected.

Occasion: A dropdown menu that lists “A Gift For You,” “Happy Birthday,” “Happy Holidays,” “Happy Mother’s Day,” “Happy Father’s Day,” and “Happy Valentine’s Day.” The default is “A Gift For You.” Appears when the “Send an E-mail Card” radio button is selected.

E-mail Card Message: A scrolling text entry field. Displays 50 characters wide, 4 rows high. Appears when the “Send an E-mail Card” radio button is selected.

“Send a copy of the e-mail card to me” link: Cc’s the gift donor. Appears when the “Send an E-mail Card” radio button is selected.

“Preview My E-mail Card” link: A text link that displays a preview of the e-mail card in a popup window. Appears when the “Send an E-mail Card” radio button is selected.

Note: Who gets the premiums? All premiums, including online premiums, are sent to the gift donor.

Placing an additional order: The “Additional Orders” section appears in gift offers. If the user clicks “Order Another Gift,” an additional section is inserted in the page, which includes subscription options, shipping address, and the gift card radio buttons. If a user clicks “Order One for Myself,” a new section is inserted, which includes subscription options and shipping address, but not the gift card options.

When an “Order Another Gift” box is expanded, a “Remove this Gift” link appears in the upper-right corner of the box. When an “Order One For Myself” checkbox is expanded, the link is labeled “Remove this Item.”

When an “Order Another Gift” box is expanded, another “Order Another Gift” link appears after it. However, if an “Order One For Myself” checkbox is expanded, no additional “Order One for Myself” link appears.

Limits: For credit card only offers, up to 10 orders may be placed in a single transaction. For offers that allow for a “Bill Me” option, up to 3 orders may be placed in a single transaction.

Remove this Gift/Item: When an If a user clicks “Remove this Gift” or “Remove this Item,” an alert appears asking:

“Do you want to remove this item from your order?” <No> <Yes>

If the user then clicks “Yes,” the expanded box disappears. Any data that had been entered in the box is remembered temporarily so that if the user re-expands the box, the data content can be restored.

Shipping: Error Messages

Error	Message	Highlighted Field
The Subscription Options radio buttons are present, and no option has been chosen.	Please choose a subscription option.	“Choose a subscription option” header
The first name field has been left blank.	Please enter the first name.	First Name
The last name field has been left blank.	Please enter the last name.	Last Name
The Address Line 1 field has been left blank.	Please enter the address.	Address Line 1
The City field has been left blank.	Please enter the city.	City
The State field has been left blank for a U.S. order.	Please enter the state.	State
The Province field has been left blank for a Canadian order.	Please enter the province.	Province
The Zip Code field has been left blank for a U.S. order.	Please enter the zip code.	Zip Code
The Postal Code field has been left blank for a Canadian order.	Please enter the postal code.	Postal Code
The zip code is not valid in a valid format in a U.S. offer.	Please enter a valid zip code.	Zip Code
The postal code is not in a valid format in a Canadian offer.	Please enter a valid postal code.	Postal Code
The zip code does not match the city in a U.S. offer.	The zip code does not match the city.	Zip Code
The postal code does not match the city in a Canadian offer.	The postal code does not match the city.	Postal Code
The “Recipient’s E-mail” field is present, but has been left empty.	Please enter the e-mail address.	Recipient’s E-mail Address
The recipient’s e-mail address is not in a valid format.	Please enter a valid e-mail address (example jdoe@aol.com).	Recipient’s E-mail Address
The e-mail send date is prior to the current date.	You selected a date in the past.	E-mail Send Date
The e-mail message exceeds 10,000 characters.	Sorry. E-mail messages cannot exceed 10,000 characters.	E-mail Message

Use Case: Displaying the Shipping Address Section

Trigger: The system is displaying a page that includes the Shipping Address section.

1. Display the section header: “Enter the Shipping Address”.

2. Display the “Send a Gift” link, if applicable.

If the shipping address section appears on the landing page AND “refer to a gift offer” is selected in the admin tool, display a “Send a Gift” link.

3. Display the Country menu.

If the country was not already chosen on a previous page in the funnel

If the offer country is “United States” AND “Include a Canadian Offer” is selected in the admin tool AND “Include an International Offer” is selected in the Admin tool

Display a menu with “United States” (default), “Canada,” and an alphabetical list of all countries.

If the offer country is “United States” AND “Include a Canadian Offer” is selected in the admin tool AND “Include an International Offer” is NOT selected in the Admin tool

Display a menu with “United States” (default), and “Canada.”

If the offer country is “United States” AND “Include a Canadian Offer” is NOT selected in the admin tool AND “Include an International Offer” is selected in the Admin tool

Display a menu with “United States” and an alphabetical list of all countries.

If the offer country is “Canada”

Display “Canada.”

If the offer country is “International”

Display a menu with an alphabetical list of all countries.

If the country was already chosen on a previous page in the funnel

If the offer country is “United States,” display “United States.”

If the offer country is “Canada,” display “Canada.”

If the offer country is “International,” display a menu listing all countries with the selected country selected by default.

4. Display the shipping address fields.

If the offer country is “United States”

Display text entry fields for: first name, last name, address line 1, address line 2, city, state, and zip code.

If the offer country is “Canada”

Display text entry fields for: first name, last name, address line 1, address line 2, city, province, and postal code.

If the offer country is “International”

Display text entry fields for: first name, last name, address line 1, address line 2, city, region/province, and postal code.

Note: If a user is logged in and accesses the offer via an in-house ad, the shipping address fields are pre-populated.

Use Case: Displaying the Subscription Options Section

Trigger: The system is displaying a page that includes a Subscription Options section.

If the product or premium has subscription options

If the number of options is greater than 1

Display the section header: “Choose a Subscription Option”.

For each option, display a radio button and the subscription option.*

<Country>: <n> year<s> (<n> issues) <Price> plus \$<n> delivery – Save <n>% off cover price

If a default is specified in the admin tool, pre-select the default radio button.

If the number of options equals 1

Display the section header: “Subscription Rate”.

Display:

<Country>: <n> year<s> (<n> issue<s>) <Price> plus <CND>\$<n> delivery – Save <n>% off cover price

Note: If subscription options appear on the landing page, they come after the shipping address; otherwise subscriptions options appear before the shipping address.

Note: In Canadian offers, display the price in Canadian currency.

Note: The phrase “plus \$<n> delivery” appears only if delivery is not free.

Note: Do not display the “s” in “years” if the number of years equals 1.

Note: Do not display the “s” in “issues” if the number of issues equals 1.

Use Case: Displaying the Shopping Cart

Trigger: The system is displaying a funnel page subsequent to the landing page.

Display the product thumbnail graphic.

If the offer includes a premium, display the premium thumbnail graphic.

Display “Your Order:”.

Display the product name (or names if the product is a bundle).

Display the premium name (or names if the premium is a bundle)

If the offer includes a credit card upsell AND the Credit Card radio button is selected

Display the credit card upsell name (or names if the credit card upsell is a bundle).

If “Display Amounts and Total in Shopping Cart” is selected in the admin tool

Display the price of each shopping cart item.

Display “Shipping & Handling/Delivery” and the total shipping cost.

Display “Total*” and the total cost of the order.

Display “(*Does not include tax.)”

If “Show Payment Schedule in Shopping Cart” is selected in the admin tool AND no credit check is pending

Display: Payable in <n> payments of <CND>\$<amt.> (plus shipping & handling)

Note: If the price of any item equals 0, display it’s price as “FREE.”

Note: In magazine offers, when a subscription rate has not yet been chosen, the option does not yet appear in the cart, and the total is not displayed. When the user clicks a magazine subscription option radio button, the magazine and total are displayed in the cart.

Note: If a shopping cart item is a magazine, display its name as:

<Magazine>: <Country> <n> year<s> (<n> issue<s>)

Note: Do not display the “s” in “years” if the number of years equals 1.

Note: Do not display the “s” in “issues” if the number of issues equals 1.

Note: In magazine offers, if delivery is free, “Shipping/Delivery” is not shown.

Note: In magazine offers, the phrase, “(*Does not include tax.)” is not shown, nor is the asterisk next to the word “Total.”

Note: In the payment schedule, the phrase “(plus shipping)” does not appear for magazines with free shipping.

Note: In the payment schedule, the phrase “(plus shipping)” is replaced with “(FREE Shipping)” when shipping is free and the product is a book or packaged media.

Note: In Canadian offers, all prices are displayed in Canadian currency.

Note: In Canadian magazine offers, the phrase “(GST included in magazine price.)” appears.

Preview My Email Page Design Example: Birthday Gift


Preview My Email


To: <Recipient's Email Address>

From: <Donor's Email Address>

Date: <Email Send Date>

Subject: <Gift Occasion>





<Personalized Email Message: Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo.>

<Boilerplate Gift Description: Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo.>

Close Window

State*

Zip Code*

Gift Card

☐ Don't send a gift card.
☐ Send a paper card with the first delivery.
☒ Send an email card.

Recipient's Email*

Email Send Date*

August152005

Occasion"A Gift For You"

Email Card Message*

☒ Send a copy of the email card to me.


[Preview my email](#)


Additional Orders

Order another gift.


Order one for myself.

Continue





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Preview My E-mail Page Wireframe

When a user clicks “Preview My E-mail,” the following page appears in a scrolling popup window.

To:	<Recipient's E-mail Address>
From:	<Donor's E-mail Address>
Date:	<E-mail Send Date>
Subject:	<Gift Occasion>

<Brand Graphic>	<Occasion-Specific Clip Art>
-----------------	------------------------------

<Personalized E-mail Message: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.>

<Boilerplate E-mail Message: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.>

[Close Window](#)

Preview My E-mail Page Elements

Gift Occasion: The occasion chosen by the gift donor (e.g., “Happy Birthday!).

Brand Graphic: A brand logo graphic supplied by the system. Dimensions 200 wide x 72 high.

Occasion-specific clip art: A clip art graphic appropriate for the gift occasion. Dimensions 400 wide x 72 high.


Personalized e-mail message: The message written by the gift donor.

Boilerplate e-mail message: Optional content provided by the author, which describes the gift.


Note: If any piece of information has not yet been specified, that piece of information is displayed as blank.

Payment



Payment Page Design Example 1



GET ABS LIKE THESE IN JUST
6 WEEKS - **GUARANTEED!**



Buy The Abs Diet for \$9.99
plus, get The Sugar Solution for \$5 OFF [Details](#)



Your Order:


The Abs Diet	CND\$17.99
The Sugar Solution	CND\$26.99
Promotion CND\$5 Off	-CND\$5.00
Shipping & Handling	CND\$2.00
Total*	CND\$41.98

(*Does not include tax)

Payable in 4 installments of CND\$8.75 (plus shipping & handling)

Choose Your Payment Method

Get an additional \$5 OFF now when you pay with your credit card!
Fusce id nibh eu lectus sollicitudin egestas. Praesent pulvinar. Mauris placerat leo id augue. In a elit ac massa pretium accumsan.



Payment Method ☒ Credit Card ☐ Bill Me Later

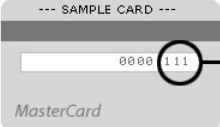
Card Type*

Card Number*

Expiration Date*

Card Identification Number*

--- SAMPLE CARD ---



Card Identification Number (The last 3 digits on the back of your card)

You will be billed: <n> payments of <CND>\$<amt.> (plus <CND>\$<amt.> shipping & handling).

Billing Address

☐ Same as my shipping address

First Name*

Last Name*

Address Line 1*

Address Line 2

City*



State/Province*

Zip/Postal Code*


Country

Phone Number

Place Order



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Payment Page Design Example 2



Lose up to 24 pounds in as few as 12 weeks



Buy Body for Life for Women for CND\$17.99 plus, get Maximum Immunity For Women for CND\$5 OFF

[Details](#)



Your Order:

Body For Life For Women	CND\$17.99
Maximum Immunity For Women	CND\$26.99
Promotion CND\$5 Off	-CND\$5.00
Shipping & Handling	CND\$2.00

Total* CND\$41.98

(*Does not include tax)

Payable in 4 installments of CND\$8.75 (plus shipping & handling)

Choose Your Payment Method

Get an additional \$5 OFF now when you pay with your credit card! Fusce id nibh eu lectus sollicitudin egestas. Praesent pulvinar. Mauris placerat leo id augue. In a elit ac massa pretium accumsan.

**get
\$5 Off
now**

Payment Method ☒ Credit Card ☐ Bill Me Later

Card Type*

Card Number*

Expiration Date*

Card Identification Number*

--- SAMPLE CARD ---



Card Identification Number (The last 3 digits on the back of your card)

You will be billed: <n> payments of <CND>\$<amt.> (plus <CND>\$<amt.> shipping & handling).

Billing Address

☐ Same as my shipping address

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

State/Province*

Zip/Postal Code*

Country

Phone Number

Place Order ▶



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Payment Page Wireframe

<Branding Graphic>

<Offer Headline: Lorem ipsum dolor sit consectetur adipiscing!> [Details](#)

<Product Thumbnail Graphic>

<Premium Thumbnail Graphic>

<Product Name>
<Magazine> :
<Country> <n>
year<s> (<n> issues)
<Premium Name>
<Credit Card Upsell Name>
Shipping/Delivery
Total*
(*Does not include tax.)
Payable in <n> payments of <CND>
\$<n.nn> (plus shipping).

<CND>\$<Amt.>
<CND>\$<Amt.>
<CND>\$<Amt.>
<CND>\$<Amt.>
<CND>\$<Amt.>
<CND>\$<Amt.>
<CND>\$<Total>
<CND>\$<amt.> (plus shipping).

<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>

Choose your payment method.

<Credit Card Upsell Copy: Lorem ipsum dolor sit amet.>

<Credit Card Upsell Thumbnail Graphic>

Payment Method ☒ Credit Card ☐ Bill Me Later

Credit Card Type*

Select One

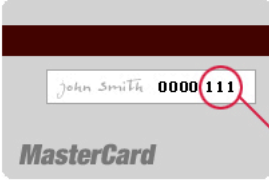
Credit Card Number*

Credit Card Expiration*

Select Month

Select Year

Card Identification Number*
(The last 3 digits on the back of your credit card.)

SAMPLE CARD


card identification number

You will be billed: <n> payments of <CND>\$<amt.> (plus <CND>\$<amt.> shipping).

Billing Address ☐ Same as my shipping address.

First Name*

Last Name*

Address Line 1*

Address Line 2

City*

State/Province*

Zip/Postal Code*

Country*

United States

Phone Number

Place Order

<Security Logos>

<Footer: Lorem ipsum dolor sit amet.>

Payment Page Elements

Payment Method section

An author can choose one of four payment options:

- credit card only
- “bill me” only
- a choice of credit card or bill me
- credit screening

In offers with credit screening, a “bill me” choice appears only to customers who pass credit screening. For customers who fail credit screening, a credit card only payment page is displayed. Note that in offers with credit screening, the payment page must appear as a separate page, and the shopping cart cannot display a payment schedule prior to the payment page.

If the offer is “Bill Me” only, the section heading, “Choose **Y**our **P**ayment **M**ethod” is replaced with “**Payment** Information”.

In “Bill Me” only offers, the “**Payment** Information” section is optional.

Credit card upsell copy: When the user has a choice of whether or not to use a credit card, an author can optionally offer an upsell to encourage credit card payment. The author specifies the text that appears in the credit card upsell offer. The text may include HTML text formatting tags. If a user pays by credit card, the upsell item is automatically added to the order.

Credit card upsell thumbnail graphic: A product thumbnail graphic. Optional. Dimensions are the same as for thumbnail images in the Rodale store, which have a standard height of 80 pixels and variable width (usually 65 pixels).

“Credit Card” and “Bill Me Later” radio buttons: Appear when a choice of payment methods is available. “Credit Card” appears first and is the default.

- When “Credit Card” is selected, the credit card menu and fields appear. Also, the credit card upsell is displayed in the cart.
- When “Bill Me Later” is selected, the payment schedule appears instead, and the credit card upsell is removed from the cart.

“Credit Card Type” dropdown menu: Appears when credit card is a payment option. Includes: “Select One” (default), MasterCard, VISA, American Express, Novus/Discover, and Diner’s Club.

Credit card number: Text field. Displays 20 characters.

Credit card expiration date month: A dropdown menu listing the number and name of each month (for example, “01 January”). “Select One” is the first and default item.

Credit card expiration date year: A dropdown menu listing the current year and the next four years. “Select One” is the first and default item.

Card Identification Number: Text field. Displays 10 characters. Below the field is an image showing the location of the Card Identification Number. The image changes based on the credit card type selected. The initial image is of a generic card. Optional.

If the selected credit card type is “Diner’s Club,” the asterisk next to the “Card Identification Number” field is not displayed.

Payment schedule: Dynamic text that appears in the “Bill Me Only” interface or when the user has selected the “Bill Me Later” radio button.

You will be billed: <n> payments of <CND>\$<amt.> (plus <CND>\$<amt.> shipping & handling)

When the number of payments equals 1, the phrase “n payments of” is not displayed. When the product is a book or packaged media and shipping is free, the phrase “(plus \$<amt.> shipping & handling)” is replaced with “FREE shipping & handling!” When shipping is free for any other type of product, the

phrase is deleted. If the country of the billing address is Canada, the amount is displayed in Canadian currency.

Billing Address section

Billing Address section: The entire section is optional. If a Billing Address section is not included, the shipping address is the billing address.

“Same as My Shipping Address” checkbox: Checked by default. Un-checked by default if the order consists entirely of gifts. When the box is checked, the billing address does not appear; only the phone number field appears in this case. When the box is un-checked, the billing address fields appear.

First and last name: Text entry fields. Each field displays 15 visible characters. Appears when the “Same as Shipping Address” box is unchecked.

Address line 1 and 2: Text entry fields. Each field displays 50 visible characters. Appears when the “Same as Shipping Address” box is unchecked.

City: Text entry field. Displays 24 visible characters. Appears when the “Same as Shipping Address” box is unchecked.

State/Province: Text field for entering a state or province abbreviation. Displays 5 visible characters. Appears when the “Same as Shipping Address” box is unchecked.

Zip/Postal Code: Text entry field. Displays 10 visible characters. Spaces and hyphens should be stripped from the user input. Appears when the “Same as Shipping Address” box is unchecked.

Country: Dropdown menu listing all countries in alphabetical order. Appears when the “Same as Shipping Address” box is unchecked. The default selection is the country of the shipping address for the first item in the order.

Phone number: Text entry field. 24 visible characters. Optional.

“Place Order” button: Submits the order and goes to the upsell page (or to the user name and password page if the offer includes an online subscription).

Page title: The page title for payment pages is: “<Brand>: Payment Information”

Payment: Error Messages

Error	Message	Highlighted Field
The payment method is credit card, but no credit card type has been selected.	Please select a credit card.	Credit Card Type
The payment method is credit card, but no credit card number has been entered.	Please enter your credit card number.	Credit Card Number
The credit card number is not in a valid format.	The credit card number is not in a valid format.	Credit Card Number
The payment method is credit card, but a month and year have not been selected for the expiration date.	Please enter your credit card expiration date.	Expiration Date
The user has been prompted for a card identification number AND the credit card type is not "Diner's Club," but no number has been entered.	Please enter your card identification number.	Card Identification Number
The user has been prompted for a card identification number AND the credit card type is not "Diner's Club," but the number is not in a valid format.	The card identification number is not in a valid format.	Card Identification Number
The credit card failed authorization.	We're sorry. Your credit card was not authorized.	None
The billing address appears, and the first name field has been left blank.	Please enter your first name.	First Name
The billing address appears, and the last name field has been left blank.	Please enter your last name.	Last Name
The billing address appears, and the Address Line 1 field has been left blank.	Please enter the address.	Address Line 1
The billing address appears, and the City field has been left blank.	Please enter the city.	City
The billing address appears, and the State/Province field has been left blank.	Please enter the state/province.	State/Province
The billing address appears, and the Zip/Postal Code field has been left blank.	Please enter the zip/postal code.	Zip/Postal Code
The zip code is not in a valid format for a U.S. address.	Please enter a valid zip code.	Zip/Postal Code
The postal code is not valid in a valid format for a Canadian address.	Please enter a valid postal code.	Zip/Postal Code
The zip code does not match the city in a U.S. offer.	The zip code does not match the city.	Zip Code
The postal code does not match the city in a Canadian offer.	The postal code does not match the city.	Postal Code

Use Case: Displaying the Payment Method Section

Trigger: The system is displaying a page that includes the Payment Method section.

If the payment method is “Bill Me Only”

If “Hide Payment Information” is not selected in the admin tool

Display the section header: “Payment Information.”

Display: You will be billed: <n> payments of \$<amt.> (plus \$<amt.> shipping & handling)

Note: If the number of payments equals 1, the phrase, “<n> payments of,” does not appear.

Note: If the product is a book or package media, and shipping is free, the phrase, “(plus \$<amt.> shipping & handling),” is replaced with “(FREE shipping & handling!)”

Note: If the product is a magazine or online subscription and shipping is free, the phrase, “(plus \$<amt.> shipping & handling),” does not appear.

If the payment method is “Credit Card Only”

Display the section header: “Choose Your Payment Method”.

Display the Credit Card Type menu.

Display the Credit Card Number field.

Display the Credit Card Expiration Date menus.

If “Include Card Identification Number” is selected in the admin tool

Display the Card Identification Number field.

Display the generic Card Identification Number graphic.

If the payment method is “Credit Card or Bill Me”

Display the section header: “Choose your payment method.”

If the offer includes a credit card upsell

Display the credit card upsell copy.

If “Display Thumbnail Graphic” is selected in the admin tool, display the thumbnail graphic of the credit card upsell.

Display two radio buttons: “Credit Card” (default) and “Bill Me Later.”

When the “Credit Card” radio button is selected

Display the contents of the section as if the offer were “Credit Card Only.”

Include the credit card upsell in the shopping cart.

When the “Bill Me Later” radio button is selected

Display the Payment Method section as if the offer were “Bill Me Only.”

If the payment method is “Credit Card or Bill Me with Credit Screening”

Perform the credit check when the user submits his or her e-mail address and shipping information.

If the user passes the credit check, display the Payment Method section as though the offer were “Credit Card or Bill Me.”

If the user fails the credit check, display the Payment Method section as though the offer were “Credit Card Only.”

Use Case: Displaying the Billing Address Section

Trigger: The system is displaying a page that includes a Billing Address section.

If “Hide Billing Address” is not selected in the admin tool

If the order includes any item that is not a gift

Display the section header: “Billing Address.”

Display a checkbox, checked by default: “Same as my shipping address.” (Do not show the billing address fields.)

Note: If the user un-checks the box, display the billing address fields as described below.

If the order consists entirely of gifts

Display the section header: “Enter **Y**our **B**illing **A**ddress”.

If the offer country is “United States”

Display text entry fields for: first name, last name, address line 1, address line 2, city, state, and zip code.

Display the Country menu, which includes “United States” (default) and “Canada,” followed by an alphabetical list of all countries.

If the offer country is “Canada”

Display text entry fields for: first name, last name, address line 1, address line 2, city, province, and postal code.

Display the Country menu, which includes “Canada” (default) and “United States,” followed by an alphabetical list of all countries.

If the offer country is “International”

Display text entry fields for: first name, last name, address line 1, address line 2, city, region/province, and postal code.

Display the Country menu, which includes an alphabetical list of all countries. Default to the country of the shipping address.

If “Prompt User for Phone Number” is selected in the admin tool, display the phone number field.

Password Page

The password page appears when the user has signed up for an online subscription service and has specified an e-mail address for which a registration does not already exist.

An author can choose to have the password creation interface appear either on its own page or on the receipt page.

The page should follow the precedents set by the Universal Registration project.

Password Page Design Example



To be able to access your online subscription, you must create a password.

Username	<Email address>
Password*	<input type="password"/>
Confirm Password*	<input type="password"/>
Secret Question*	<div>Select a Question ▾</div>
Answer*	<input type="text"/>


If you forget your password, you will be required to answer this question.

Continue ▶

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Password Page Wireframe

<Branding Graphic>	
<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>	
To be able to access your online subscription, you must create a password.	
E-mail Address:	<e-mail address>
Password*	<input type="password"/>
Confirm Password*	<input type="password"/>
Secret Question*	<div>Select a Question </div> If you forget your password, you will be required to answer this question.
Answer*	<input type="password"/>
<input type="button" value="Continue"/>	
<Footer: Lorem ipsum dolor sit amet.>	

Password Page Elements

User name: Displays the user's e-mail address.

Password and confirm password: Password fields. 24 characters each.

Secret Question: A dropdown menu of questions. The questions will be the same as those used on the registration page for Universal Registration.

Answer: A text entry field. Displays 24 characters.

Continue button: Creates a registration, and goes to the upsell page.

Footer: The Password page always gets the default footer without the "Customer Service" and "Privacy Policy" links.

Page title: The page title for password pages is: "<Brand>: Create Your Password"

Password Page Error Messages

Error	Message	Highlighted Field
The Password field has been left blank.	Please enter a new password.	Password
The password entered is not in a valid format.	Passwords must be... (Message T.B.D.—based on password rules for Universal Registration)	Password
The Confirm Password field has been left blank.	Please re-type the password.	Confirm Password
The re-typed password does not match the first.	The passwords you typed do not match.	Password and Confirm Password
Nothing has been selected in Question menu.	Please choose a question.	Question menu
The Answer field has been left blank.	Please type your answer to the selected question.	Answer

Upsell Pages

Interstitial Upsell Requirements

1. Support the use of up to 3 upsell pages, displayed between payment info submission (or, if used, create password page) and confirmation page.
2. Upsell takes will be included in the same order, and listed accordingly as a separate line item(s) on confirmation page, even though payment and fulfillment may be split (separate transaction and billing on back-end, but displayed to user on as all one transaction) – ideally, if fulfilled from the same location, products purchased under the main offer and products purchased under the upsell offer should be shipped together in one package.
3. If the user abandons the funnel on an interstitial upsell page, the original order that was placed before the upsell was displayed must still be trapped and fulfilled.
4. Upsell purchases will be accepted or declined with one click (per functionality outlined later in the document), and the confirmation/receipt page will be displayed either with the upsell purchase reflected (if accepted) or without (if declined) – the payment method selected before the original order was placed will be used as the payment method for any upsell purchases within the session:
 - If user selected/was given credit card as payment method, clicking to accept an upsell(s) will add the item to the order and be charged to credit card provided.
 - If user selected/was given ‘bill me’ as payment method, clicking to accept an upsell(s) will add the item to the order for which the user will be billed.
 - In installment billing cases, the marketer will need the ability to choose whether the upsell purchase is rolled into the installment schedule, or billed as a one-time charge.
5. Upsell pages and their components will be displayed in the funnel dynamically based on source, brand, offer and A/B/C test segment as defined by marketer; like other pages, components will be driven by combo of unique source code, keycode and offer ID:
Different upsell offers may be split tested within a single main/primary offer.
 - Upsell offers will need to be set up as separate offers with new parameters to track take activity – new source code will track conversion to originating session, and stand-alone reports should be available to view only upsell activity.
6. Support 3 different interstitial page templates:
 - Pre-selected single or bundled product/service and offers at 1 price point - upsell can be either a Rodale or third party product(s)/service(s):
 - Offer Example 1 – Exclusive Offer: Get [PRODUCT/BUNDLE] for just \$[PRICE] plus [FREE] shipping
 - Offer Example 2 - Exclusive Offer: Get [PRODUCT/BUNDLE] for just \$[PRICE] plus \$[PRICE] shipping
 - Offer Example 3 – Exclusive Offer: Get [PRODUCT/BUNDLE] for just \$[PRICE] plus [FREE] shipping [ON YOUR ENTIRE ORDER]

Marketers will require the ability to associate one of the following *premium* sub-offer types to the any of the above upsell offers:

- Single pre-selected premium gift:
 - < Example 1 - ...plus, get [PRODUCT D] [FREE]
 - < Example 2 - ...plus, get [PRODUCT D] [FOR \$PRICE OFF]
 - < Example 3 - ...plus, get [PRODUCT D] [FOR X% OFF]
- Multiple (max of 5) pre-selected premium gifts:
 - < Example 1 - ...plus, get [PRODUCT D and PRODUCT E] [FREE]
 - < Example 2 - ...plus, get [PRODUCT D and PRODUCT E] [FOR \$PRICE OFF]
 - < Example 3 - ...plus, get [PRODUCT D and PRODUCT E] [FOR X% OFF]

- User selects single product from multiple (up to 12) products with a radio button - upsell can be either a Rodale or third party product(s)/service(s):
 - Example 1 - Take [PRODUCT A or PRODUCT B] at \$[PRICE] plus [FREE] shipping
 - Example 2 - Take [PRODUCT A or PRODUCT B] at \$[PRICE] plus \$[PRICE] shipping
 - Example 3 - Take [PRODUCT A or PRODUCT B or PRODUCT C] at \$[PRICE] plus [FREE] shipping
 - Example 4 - Take [PRODUCT A or PRODUCT B or PRODUCT C] at \$[PRICE] plus \$[PRICE] shipping

Marketers will require the ability to associate one of the following *premium* sub-offer types to the any of the above upsell offers:

- Single pre-selected premium gift:
 - < Example 1 - ...plus, get [PRODUCT D] [FREE]
 - < Example 2 - ...plus, get [PRODUCT D] [FOR \$PRICE OFF]
 - < Example 3 - ...plus, get [PRODUCT D] [FOR X% OFF]
- Multiple (max of 5) pre-selected premium gifts:
 - < Example 1 - ...plus, get [PRODUCT D and PRODUCT E] [FREE]
 - < Example 2 - ...plus, get [PRODUCT D and PRODUCT E] [FOR \$PRICE OFF]
 - < Example 3 - ...plus, get [PRODUCT D and PRODUCT E] [FOR X% OFF]
- Multiple user-selected email permissions/opt-ins – opt-in(s) can be for either/both a Rodale or third party service(s):
 - Support option to display email permission and opt-in/out functionality dynamically on page:
 - < Marketer can display a combo of 1-10 permissions and opt-in/out offers
 - < Support both Rodale and third-party email offers
 - < Support integration of third-party service, e.g., Cool Savings
 - < Checkbox with each promotion can be clicked either true/false by default, depending on business/legal rule associated with each

Upsell Page Design Example: Product (Book or Packaged Media)

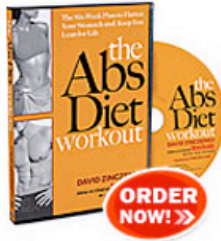


GET ABS LIKE THESE IN JUST
6 WEEKS - **GUARANTEED!**

the
Abs Diet

Thank you for your order - Here's a special offer!

Get The Abs Diet Workout on DVD For Just \$15.95 [Details](#)



Sale: CND\$15.95

Reg: CND\$19.95

- Save 15% off reg price!
- FREE shipping & handling!

Payable in 4 installments of CND\$4.99 (plus CND\$1.99 shipping & handling).



Upsell Copy

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Yes, Place Order!

No Thanks



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Upsell Page Design Example: Product (Magazine)



Thank you for your order - here's a special offer!

Get Bicycling For CND\$19.97 a year! [Details](#)



Upsell Copy

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Choose a Subscription Option

- ☒ Special Limited Time Offer: Get Runner's World for \$19.97 + \$4.97 delivery
- ☐ Canada: 1 year (10 issues) for \$19.97 + \$4.97 delivery, save a bundle off the single copy price!
- ☐ Canada: 1 year (10 issues) for \$29.97 Canadian dollars + \$4.97 delivery (GST included)

Yes, Place Order!

No Thanks



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Upsell Page Design Example: Product Choice



GET ABS LIKE THESE IN JUST
6 WEEKS - **GUARANTEED!**

the
Abs Diet

Thank you for your order - Here's a special offer!

Choose any one of the books below for CND\$12.95 plus, FREE shipping & handling. [Details](#)

Payable in 4 installments of CND\$4.99 (plus CND\$1.99 shipping & handling).



Upsell Copy

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Choose from the items below:



The Testosterone Advantage Plan

EAT LIKE A MAN! LOOK LIKE A MAN!
Burn fat, build muscle - the all-natural way! Has what you've done in the past worked? Why not try it our way? You have everything to gain and nothing to lose - except your gut!



The Supermarket Choices for Permanent Weight Loss

This invaluable companion to the best-selling Dr. Shaprio's Picture Perfect Weight Loss will lead you straight to the great-tasting brand-name foods you need to help you lose weight for good.



8 Minutes In The Morning

Jorge Cruise the most popular online fitness trainer reveals his quick, full-body fitness and weight loss program.



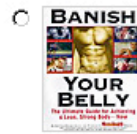
The Men's Health Cover Model Workout

Discover body-sculpting secrets of the world's top fitness models.



The Men's Health Belly Off Program

How 80,000 Guys Lost Their Guts...And You Can Too!
Thousands of 'Average Joes' have reduced their weight and silhouettes by using the amazingly popular Belly-Off Club on the Men's Health Website. Now this popular online health club is available in a book!



Banish Your Belly

PEEL OFF POUNDS, INCHES, AND YEARS! Banish Your Belly will show you how to shed that spare tire forever!

Yes, Place Order!

No Thanks



©2005 Rodale Inc. All rights reserved.

Men'sHealth®

**Choose any one of the books below for CND\$12.95
plus, FREE shipping & handling. [Details](#)**



Upsell Copy

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

<Opt-In directional copy>

- ☐ <Opt-In 1: Lorem ipsum.>
- ☐ <Opt-In Link 2: Lorem ipsum.>
- ☐ <Opt-In Link 3: Lorem ipsum.>
- ☐ <Opt-In Link 4: Lorem ipsum.>
- ☐ <Opt-In Link 5: Lorem ipsum.>
- ☐ <Opt-In Link 6: Lorem ipsum.>
- ☐ <Opt-In Link 7: Lorem ipsum.>
- ☐ <Opt-In Link 8: Lorem ipsum.>
- ☐ <Opt-In Link 9: Lorem ipsum.>
- ☐ <Opt-In Link 10: Lorem ipsum.>

Continue ▶

[Customer Service](#) | [Privacy Policy](#)



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Upsell Page Wireframe: Product (Book or Packaged Media)

<Branding Graphic (can be page-specific)>		
<Upsell introductory phrase: Lorem ipsum.>		
<Upsell Headline: Lorem ipsum dolor sit!> Details		
<Upsell Graphic>	<Payable in <n> payments of <CND>\$<Amt.> (plus <CND>\$<Amt.> shipping & handling)>	
	<table border="1"><tr><td><Supporting Graphic></td><td><Upsell Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</td></tr></table> <p>Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet.</p> <p>Maecenas egestas condimentum sem. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.></p> <p>Yes, Place Order!</p> <p>No Thanks</p>	<Supporting Graphic>
<Supporting Graphic>	<Upsell Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.	
SALE! <Price> (reg. <Reg. Price>) - Save <n>% <off cover>! - FREE Shipping & Handling!	<Footer (with no links)>	

Upsell Page Wireframe: Product (Magazine)

<Branding Graphic (can be page-specific)>

<Upsell introductory phrase: Lorem ipsum.>

<**Upsell Headline:** Lorem ipsum dolor sit!> [Details](#)

<Upsell Graphic>

<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>

<Supporting Graphic>

<Upsell Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet.

Maecenas egetas condimentum sem. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem.>

Choose a subscription option

- <Country>: <n> year<s> (<n> issues) <Price> plus <\$n> delivery – Save <n>% off cover price
<Payable in <n> payments of <CND>\$<Amt.> (plus <CND>\$<Amt.> delivery)>
- <Country>: <n> year<s> (<n> issues) <Price> plus <\$n> delivery – Save <n>% off cover price
<Payable in <n> payments of <CND>\$<Amt.> (plus <CND>\$<Amt.> delivery)>

Yes, Place Order!

No Thanks

<Footer (with no links)>

Upsell Page Wireframe: Product Choice

<Branding Graphic (can be page-specific)>					
<Upsell introductory phrase: Lorem ipsum.>					
<Upsell Headline: Lorem ipsum dolor sit!> Details					
<Payable in <n> payments of <CND>\$<Amt.> (plus <CND>\$<Amt.> shipping & handling)>					
<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>					
<div><Supporting Graphic></div>	<p><Upsell Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p>Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet.</p> <p>Maecenas egestas condimentum sem. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.></p>				
Choose one of the items below.					
<div><Upsell Choice Thumbnail Graphic></div>	<input type="radio"/> <Upsell Title> <Upsell Blurb: Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.>	<div><Upsell Choice Thumbnail Graphic></div>	<input type="radio"/> <Upsell Title> <Upsell Blurb: Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.>	<div><Upsell Choice Thumbnail Graphic></div>	<input type="radio"/> <Upsell Title> <Upsell Blurb: Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.>
<div><Upsell Choice Thumbnail Graphic></div>	<input type="radio"/> <Upsell Title> <Upsell Blurb: Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.>	<div><Upsell Choice Thumbnail Graphic></div>	<input type="radio"/> <Upsell Title> <Upsell Blurb: Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.>	<div><Upsell Choice Thumbnail Graphic></div>	<input type="radio"/> <Upsell Title> <Upsell Blurb: Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.>
Yes, Place Order!					
No Thanks					
<Footer (with no links)>					

Upsell Page Wireframe: E-mail Opt-ins

<Branding Graphic (can be page-specific)>	
<Upsell introductory phrase: Lorem ipsum.>	
<Upsell Headline: Lorem ipsum dolor sit!>	
<div><Supporting Graphic></div>	<p><Upsell Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p>Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet.</p> <p>Maecenas egetas condimentum sem. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egetas condimentum sem.></p>
<div><input type="checkbox"/> <Opt-In: Lorem ipsum dolor sit amet.></div> <div><input type="checkbox"/> <Opt-In: Lorem ipsum dolor sit amet.></div> <div><input type="checkbox"/> <Opt-In: Lorem ipsum dolor sit amet.></div> <div><input type="button" value="Continue"/></div>	
<Footer (with no links)>	

Upsell Page Elements

Banner graphic: Each upsell page can have a page-specific banner graphic that is different from the graphic used elsewhere throughout the offer.

Upsell introductory phrase: Optional copy specified by the author. May include HTML tags.

Payment schedule: Appears when the order is to be paid in installments and the author has chosen to have the price of the upsell rolled into the installments (rather than in a separate bill). When the product is a book or packaged media and shipping is free, the phrase “(plus CND\$<amt.> shipping & handling)” is replaced with “(FREE Shipping & Handling!)” When shipping is free for any other type of product, the phrase is deleted.

Note that if the upsell is a magazine, the payment schedule is presented with each of the subscription option radio buttons.

Offer headline and upsell copy: Copy specified by the author. May include HTML text formatting tags. Upsell copy is optional.

Upsell graphic: A product graphic from the product database. Dimensions are the same as for product graphics in the Rodale store, which have a standard width of 141 pixels and variable height (usually about 200 pixels).

Supporting graphic: An optional graphic specified by the author. Dimensions can vary, but should be no larger than 141 wide x 120 high.

Upsell choice thumbnail graphic, title, and blurb: Appear when the upsell is a choice. Dimensions of the graphics are the same as for thumbnail images in the Rodale store, which have a standard height of 80 pixels and variable width (usually 65 pixels). The titles and blurbs are from the product database. None of the radio buttons is selected by default.

“Yes, Place Order!” button: Adds the upsell product to the order and goes to the confirmation page (or to the next upsell page, if there is another upsell).

“No Thanks” button: Goes to the receipt page (or to the next upsell page, if there is another upsell).

Opt-in checkboxes: 1-10 optional checkboxes. The author chooses the checkboxes from an approved set for each brand. The author specifies the order of multiple checkboxes.

Continue button: Appears when the upsell consists of e-mail opt-ins. Captures the users choices and goes to the receipt page.

Footer: Note that the Customer Service and Privacy Policy links do not appear in the footer for upsell pages. The footer for upsell pages cannot be customized by the author.

Page title: The page title for upsell pages is: “<Brand>: Exclusive Bonus Offer!”

Upsell Page Error Messages

Error	Message	Location of Message
Product choices are presented, and the user clicks “Yes” without choosing a product.	Please choose an item.	Above the product choices (but below the “Choose one of the items below” section header)

Use Case: Displaying Upsell Pages

Trigger: The user clicks the Place Order button (or the Continue button on the Password page).

If an offer includes upsell page(s), for each page:

If a page-specific banner is specified

Display the page-specific banner.

Otherwise

Display the offer-wide banner.

Display the upsell introductory phrase (if displayed), upsell headline (if displayed), upsell copy (if displayed), and supporting graphic (if displayed).

If the initial purchase was on installment billing AND “Include Upsell in Installment Billing” is selected in the admin tool AND the upsell type is not magazine

Display: “Payable in <n> payments of \$<amt.> (plus <amt.> shipping)”

If the upsell type is “Book or Packaged Media,”

Display the upsell graphic, upsell pricing*, a “Yes, Place Order” button, and a “No Thanks” button.

If the upsell type is “Magazine,” display:

Display the upsell graphic, subscription options, a “Yes, Place Order” button, and a “No Thanks” button.

If the upsell type is “Product Choice,” display:

A section header: “Choose from the items below:”

For each choice, display a radio button, a thumbnail graphic, a title, a blurb, a “Yes, Place Order” button, and a “No Thanks” button

If the upsell type is “E-mail Opt-ins,” display the e-mail opt-in checkboxes


If a checkbox is to be selected by default (as specified in the admin tool), pre-select the checkbox.

Confirmation Page


Confirmation Requirements

1. Provide static thank you header, “order is being processed” message and print summary instructions.
2. Option to dynamically display:
 - Create username/password module – create account fields and instructions (per UPP functionality and process)
 - Up to two modules giving user access to online/downloadable premiums promoted in the offer
 - Additional authored promotional content and text link driving user to a destination defined by the marketer:
 - < Example 1 – Check out more great offers!
 - < Example 2 – See what our partners have to offer!
 - < Example 3 – Get started now!
 - < Example 5 – Go to [URL] now!
3. Detailed item-level order summary info – including premiums and/or any upsells taken:
 - Marketer requires flexibility to suppress price amounts, display price amounts with total, or display price amounts with installment billing payment schedule
 - Items in the cart will need to be grouped by shipping address (with email address included), with gift recipients (if applicable) listed first
 - Each item in the order summary will require a note stating the estimated shipping or delivery based on the product type:
 - < Book Example – ‘(Allow 4-6 weeks for delivery)’
 - < Magazine Example – ‘(Allow 4-6 weeks for delivery of first issue)’
 - < Online Subscription Example – ‘(Immediate online access)’
 - < Specific shipping notes TBD
 - Shipping costs will not be displayed at the item level, rather, they will be totaled and displayed as one charge for the entire order
 - Order summary will need to display tax in applicable states
3. For Canadian offers (defined as orders being shipping to Canada), amounts in the order summary will need to be presented in Canadian currency.
4. The order summary will need to include a note on the currency conversion rates if:
 - The order is presented in U.S. dollars, but the country of the billing address is Canada; or
 - The order is presented in Canadian dollars, but the country of the billing address is not Canada
5. Summarize payment info the user entered:
 - Payment Method: [CREDIT CARD TYPE/BILL ME LATER]
 - (If applicable) Credit Card Number: [XXXX LAST 4 DIGITS]
 - (If applicable) Expiration: [MM/YYYY]
6. Summarize billing address the user entered
7. Support up to 5 advertising modules stacked on the right side of the page – initially, these modules will be used to serve Rodale house ads
 - Ads will be served using Rodale’s ad serving solution for content site house ads
 - Ads for products the user was shown in the funnel will need to be suppressed (ideally, suppression should be dynamic, but manual serving may be needed for launch)
 - Marketers will have 3 different ad module sizes to choose from

Confirmation Page Design Example



GET ABS LIKE THESE IN JUST
6 WEEKS - **GUARANTEED!**



Thank you!

Your order is being processed. Your confirmation number is **<number>**. Please print this page for your records.

[Print](#)

To access your online subscription, you must first create a password

User Name
<Rules for valid password: Lorem ipsum.>

Password*

Confirm Password*

Secret Question*

(If you forget your password, you will be required to answer this question.)

Answer*

[Log on](#)

Order Summary

B. Charles
1 Jack Road
Suite Carolina
Atlanta, Georgia 31191 United States
Email: ray@raycharles.com

The Abs Diet	CND\$9.99
Allow 2 weeks for delivery	
Men's Health: Canada 1 year (12 issues)	CND\$9.99
Allow 4-6 weeks for delivery of first issue	

Ray Charles
2159 Lonely Avenue
Suite Potato Pie
St. Augustine, Florida 34748 United States
Email: <Recipient's Email Address>

The ABS Diet DVD	FREE
Allow 2 weeks for delivery	
The Sugar Solution	CND\$11.99
Allow 4-6 weeks for delivery	
Shipping & handling	CND\$1.99
Tax	CND\$2.05

Total CND\$36.01

You will be billed: 4 installments of CND\$8.00 (plus CND\$1.99 shipping & handling).

You will be charged in Canadian dollars, based on the current exchange rate.

Date: Jan. 1, 2006

Payment Information
Payment Method: AMEX
Card Number: xxxx xxx 6058
Expiration: 02/09


Billing Address
Ray Charles
2159 Lonely Avenue
Suite Potato Pie
St. Augustine
Florida
United States
Email:
ray@raycharles.com

[Customer Service](#) | [Privacy Policy](#)



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Confirmation Page Wireframe

<Branding Graphic>	
<Icon> <Error Messaging: Lorem ipsum dolor sit amet.>	
<div><div>Thank you! Your order is being processed. Your confirmation number is <nnnnnnnn>. Please print this page for your records.</div><div>Print</div></div>	
<Premium Thumbnail Graphic>	<Instructions for Downloading Online Premium:> To download your <Online Premium>, click the link<s> below:> <Online Premium Download Link(s)>
<Credit Card Upsell Thumbnail Graphic>	<Instructions for Downloading Online Credit Card Upsell:> To download your <Online Credit Card Upsell>, click the link<s> below:> <Online Credit Card Upsell Download Link(s)>
<Optional Content: Lorem ipsum dolor sit amet.> <Link to Member Site>	
<div><div>To access your online subscription, you must first create a password. User Name <e-mail address> Password* <input type="password"/> Confirm Password* <input type="password"/> Secret Question* <div>Select a Question </div><div>If you forget your password, you will be required to answer this question.</div> Answer* <input type="password"/> <div>Log On</div></div></div>	
<div><div>Order Summary</div><div><div><Recipient's First Name> <Last> <Shipping Address Line 1> <Shipping Address Line 2> <State/Province> <Zip/Postal Code> <Country> E-mail: <Recipient's E-mail Address> <Product Name> <CND>\$<Amt.> <Shipping/Delivery note> <Magazine>: <Country> <n> year<s> (<n> issues) <CND>\$<Amt.> <Shipping/Delivery note></div><div><Donor's First Name> <Last> <Shipping Address Line 1> <Shipping Address Line 2> <State/Province> <Zip/Postal Code> <Country> <Premium Name> <CND>\$<Amt.> <Shipping/Delivery note> <Credit Card Upsell Name> <CND>\$<Amt.> <Shipping/Delivery note></div><div>Shipping/Delivery <CND>\$<Amt.> Tax <CND>\$<Amt.> Total <CND>\$<Total> You will be billed: <n> payments of <CND>\$<amt.> (plus <CND>\$<amt.> shipping). You will charged in <U.S./Canadian> dollars, based on the current exchange rate.</div></div></div>	
<div>Date: <Date> Payment Information Payment Method: <Method> Credit Card Number: xxxx xxx <Last 4 Digits> Expiration: <Expiration Date></div>	<div>Billing Address <Billing First> <Billing Last> <Billing Address Line 1> <Billing Address Line 2> <Billing City> <Billing State/Province> <Billing Country> E-Mail: <E-Mail Address></div>
<Footer: Lorem ipsum dolor sit amet.>	

Confirmation Page Elements

“Thank You” message: A generic message supplied by the system: “Thank you! Your order is being processed. Your confirmation number is <nnnnnn>. Please print this page for your records.”

Print button: Prints a printer-friendly version of the page, excluding the ads.

Instructions for downloading online premium: Appears when the order includes an online premium. By default, this reads: “To download <Premium Name>, click the link<s> below:”. An author can override the default content. The content can include HTML text formatting tags.

Instructions for downloading online credit card upsell: Appears when the order includes an online credit card upsell. By default, this reads: “To download <Credit Card Upsell Name>, click the link<s> below:”. An author can override the default content. The content can include HTML text formatting tags.

Download links: Links specified by the author that appear when the order includes an online premium and/or an online credit card upsell. Up to 10 links may be included for the online premium, and up to 10 links may be included for the credit card upsell.

Optional content: Optional content specified by the author. Can include HTML text formatting tags and hyperlinks.

Link to Member Site: Appears whenever the user is a registered user of a member site associated with an offer. The link opens in a new window. The author specifies the link label and URL.

Password creation interface: Appears when the user has received an online subscription for an e-mail address that is not already registered, and the author has chosen to put password creation on the receipt page. The Log On button takes the user to the home page of the subscription site in a new window. Otherwise, all of these elements function as they do on the password page.

Order summary: Displays the same information as displayed in the shopping cart on the payment page. Amount and total are option. The payment schedule is also optional.

Items in the cart are grouped by shipping address, with gift recipients listed first. The gift recipient’s e-mail address is displayed only if it has been specified.

Below each item in the order summary is a note regarding the estimated shipping or delivery time. Each note is based on the product type.

- For books, the note reads: “Will ship within 1-3 business days.”
- For magazines, the note reads: “Allow 4-6 weeks delivery.”
- For online items, the note reads: “Immediate online delivery.”

Unlike the shopping cart, the order summary can display tax. The order summary does not display the “(*Does not include tax.)” message or the asterisk next to the word “Total.”

In Canadian offers, amounts in the order summary are presented in Canadian currency.

The payment schedule appears here only if the payment method is “Bill Me.” Display of the payment schedule follows the same rules as on the payment page.

A note regarding currency conversion appears if:

- the order is presented in U.S. dollars but the country of the billing address is Canada, or
- the order is presented in Canadian dollars, but the country of the billing address is not Canada

Date: Today’s date. Use a 3-letter abbreviation for the month—or the complete name for May, June, or July. For example, “Jan. 1, 2006”.

Ad links: Up to five clickable graphics that link to external web sites. Specs include:

- Three sizes can be used: 300 wide X 100 high, 300 wide X 250 high, or 300 wide X 400 high.
- All confirmation page ads carry a max file size rule of 20K.
- All confirmation page ads will support unlimited looping animation

- All confirmation page ads will support Flash with a 30K max initial load, and an additional 20K streaming available. Flash files must be submitted as an SWF, default GIF/JPG, and click through URL.
- Confirmation page ads must use the clickTAG variable. In order for Rodale to track clicks, URLs must not be hard coded into Flash file. Click-through must be targeted to open in a new window (target="_blank").

Footer: The confirmation page always uses the default footer.

Page title: The page title for confirmation pages is: "<Brand>: Thank You!"

Confirmation Page Error Messages

When the password creation interface is included on the Confirmation page, page should use the error handling described earlier in the "Password Page Error Messages" section.

Use Case: Displaying the Confirmation Page

Trigger: The user clicks the Place Order button (or the Continue button on the Password page, or the "Yes," "No," or "Continue" button on an upsell page).

Display the "Thank You" section.

Display the generic thank you message.

Display the Print button.

If the offer includes a downloadable premium

Display the premium thumbnail graphic.

If "Include customized download instructions" is selected for the premium in the admin tool

Display the customized download instructions.

Otherwise

Display:

"To download:

<Premium>

click the link<s> below:"

Note: Display the "s" in "links" only if there is more than one link.

Display the download link(s).

If the offer includes a downloadable credit card upsell

Display the credit card upsell thumbnail graphic.

If "Include customized download instructions" is selected for the credit card upsell in the admin tool

Display the customized download instructions.

Otherwise

Display:

"To download:

<Credit Card Upsell>

click the link<s> below:"

Note: Display the “s” in “links” only if there is more than one link.

Display the download link(s).

If “Include a Customized Confirmation Message” is selected in the admin tool

Display the customized confirmation message.

If “Include Registration for Web Site” is selected in the admin tool AND the user is already logged in

Display the link to the member site.

If “Include Registration for Web Site on the Confirmation Page” is selected in the admin tool AND the user is not already logged in

Display the password creation user interface. (See the “Displaying the Password Page” use case.)

Display the order summary.

For each shipping address (starting with gift recipients), display:

First name and last name

Shipping address line 1

Shipping address line 2

City, State/Province, Country Zip/Postal Code

For each item in the order (product, premium, and credit card upsell), display:

Product name (or names if a bundle) (See the Shopping Cart use case for rules regarding the display of magazines)

Shipping/Delivery note (based on the product type)

If “Display Prices in Shopping Cart and Order Summary” is selected in the admin tool, display price.

If “Display Prices in Shopping Cart and Order Summary” is selected in the admin tool

Display “Shipping/Delivery” and the total shipping costs.

If tax is greater than 0, display the tax.

Display “Total” and the total cost of the order.

If the payment method is “Bill Me”

Display: “You will be billed: <n> payments of <CND>\$<amt.> (plus <CND>\$<amt.> shipping) (See the Shopping Cart use case for rules regarding the display of the payment schedule.)

If the offer country is Canada AND the billing address country is not Canada

Display: “You will be charged in U.S. dollars, based on the current exchange rate.”

If the offer country is not Canada AND the billing address country is Canada

Display: “You will be charged in Canadian dollars, based on the current exchange rate.”

Display the date, payment information, and shipping information:

Display “Date” and the date.

If the user paid by credit card, display “Payment Information,” the credit card type, the last 4 digits of the credit card number, and the credit card expiration date.

Display “Billing Address,” the first and last name of the billing address, the billing address, city, state/province, country, “E-mail address:” and the e-mail address.

Display the ads.

Display the default footer.

Abandonment Offers

Abandonment Offer Requirements

1. Support re-solicit/abandonment offers in a pop up window should user leave the process (close browser) before making purchase – abandonment offers will be displayed/suppressed dynamically based on brand, originating offer and A/B/C test segment as defined by marketer:
 - Pop up will display a more aggressive offer than what was originally provided – offer and image display flexibility will mirror what is defined for landing page.
 - Form fields will not be displayed in pop up – if user clicks to continue, a new browser will launch displaying a new landing page/funnel that reflects the new offer.
 - Only the user's name and email address (if completed in the previous session) will be pre-populated in the new funnel fields.
 - Users that abandon abandonment offers will not be shown a second abandonment offer.
 - Abandonment offers will need to be set up as separate offers with new parameters to track the session – new source code will track conversion to originating session, and reporting should tie activity to specific page that was abandoned.
2. Support distribution of re-solicit emails to abandoners that have provided an email address:
 - Ability to define and trigger (on a time-delay basis) emails based on brand, originating offer and A/B/C test segment.

Abandonment Offer Page Design Example



Lose up to 24 pounds in as few as 12 weeks



Wait! - here's something else you might like...

Buy Body for Life for Women for \$9.99
plus, get Maximum Immunity For Women for \$5 OFF [Details](#)



Sale: \$9.99
Reg: \$26.95
• Save 60% off reg price!
• FREE shipping & handling!



\$5 Off

Sale: \$24.99
Reg: \$29.95
• Save 15% off reg price!
• FREE shipping & handling!

Lorem ipsum dolor sit amet, consectetur adipiscing!

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Nunc vitae nunc id tellus condimentum volutpat. Praesent consectetur, urna sed condimentum congue, erat lacus laoreet sem, in aliquam tortor lacus id leo. Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Continue ➤

Abandonment Offer Page Wireframe: With No Premium

<Branding Graphic>	
<Abandonment Offer Introductory Phrase: Lorem ipsum.>	
<Offer Headline: Lorem ipsum dolor sit consectetur adipiscing!> Details	
<Product Graphic>	<div><Supporting Graphic></div> <div><Abandonment Offer Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.></div>
SALE! Price> (reg. <Reg. Price>) - Save <n>% <off cover>! - FREE Shipping & Handling!	<div>Continue</div> <div>Close Window</div>

Abandonment Offer Page Wireframe: With Premium

<Branding Graphic>		
<Abandonment Offer Introductory Phrase: Lorem ipsum.>		
<Offer Headline: Lorem ipsum dolor sit consectetur adipiscing!> Details		
<Product Graphic>	<Premium Graphic>	<Abandonment Offer Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
	SALE! <Price> (reg. <Reg. Price>) - Save <n>% <off cover>! - FREE Shipping & Handling!	Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.
SALE! <Price> (reg. <Reg. Price>) - Save <n>% <off cover>! - FREE Shipping & Handling!	Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.>	
<div>Continue</div> <div>Close Window</div>		

Abandonment Offer Page Elements

The Abandonment Offer page can appear optionally when a user closes the browser window before completing a purchase. It is displayed in a fixed-size popup window large enough to display content that is 730 pixels wide and 550 pixels deep.

Abandonment offer introductory phrase: Optional text specified by the author. May include HTML tags.

Offer headline and abandonment offer copy: Content written specifically for the Abandonment Offer page. Can include HTML text formatting tags. Abandonment offer copy is optional.

Continue button: Closes the window and goes to the landing page for the new offer.

Details link: Goes to the new offer AND opens the offer details popup window.

Note: An abandonment offer cannot call another abandonment offer.

Page title: The page title for abandonment offer pages is: "<Brand>: Order Now!"

Offer Details

Offer Details Page Design Example

Offer Details

Buy The Abs Diet for \$9.99
plus, get The Sugar Solution for
\$5 Off

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum augue mi, dictum in, condimentum sed, vehicula tempus, tellus. Fusce id lorem sit amet arcu volutpat convallis. Cras tincidunt pretium quam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras vestibulum urna sit amet eros. Vivamus ornare scelerisque enim. Mauris est pede, aliquam ac, accumsan at, faucibus vitae, ante. Quisque magna magna, consectetur id, viverra nec, tempor a, dui. Cras ac sem. Sed pretium, magna sit amet congue consequat, lorem sapien tincidunt augue, id gravida arcu elit quis risus. Curabitur consequat. Curabitur semper, dolor quis blandit malesuada, nulla ligula malesuada purus, eu vehicula elit mi sed ipsum. Curabitur nonummy, nisl a eleifend egestas, nibh lorem mattis purus, in tristique magna augue vitae est. Fusce in magna id neque auctor pharetra. Aliquam bibendum lorem. Suspendisse potenti. Etiam rutrum.

Close Window

Offer Details Page Wireframe

Offer Details
<Offer Headline: Lorem ipsum.>
<Offer Details Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas egestas condimentum sem.>
[Close Window](#)

Offer Details Page Elements

The Offer Details page appears in a popup window 400 pixels wide by 500 pixels tall.

Offer Headline: The same headline as displayed on the landing page.

Offer Details content: Content specified by the author. Can include HTML tags.

Close Window: Closes the popup window.

Page title: The page title for privacy policy pages is: “<Brand>: Offer Details”

Privacy Policy

Privacy Policy Page Design Example

Privacy Policy

✕

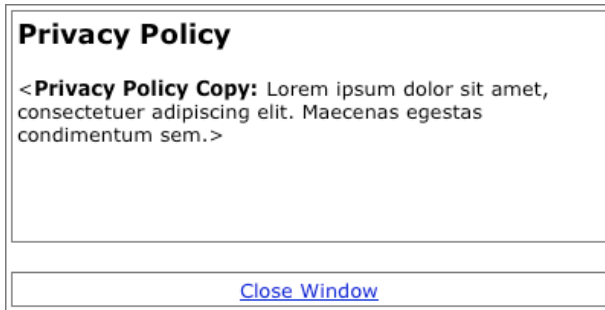
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum augue mi, dictum in, condimentum sed, vehicula tempus, tellus. Fusce id lorem sit amet arcu volutpat convallis. Cras tincidunt pretium quam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras vestibulum urna sit amet eros. Vivamus ornare scelerisque enim. Mauris est pede, aliquam ac, accumsan at, faucibus vitae, ante. Quisque magna magna, consectetur id, viverra nec, tempor a, dui. Cras ac sem. Sed pretium, magna sit amet congue consequat, lorem sapien tincidunt augue, id gravida arcu elit quis risus. Curabitur consequat. Curabitur semper, dolor quis blandit malesuada, nulla ligula malesuada purus, eu vehicula elit mi sed ipsum. Curabitur nonummy, nisl a eleifend egestas, nibh lorem mattis purus, in tristique magna augue vitae est. Fusce in magna id neque auctor pharetra. Aliquam bibendum lorem. Suspendisse potenti. Etiam rutrum.

Curabitur consequat, tellus vel pulvinar vestibulum, erat sapien lobortis ligula, nec cursus est sapien quis felis. Morbi in mauris sed tortor ultricies auctor. Aliquam hendrerit wisi ac augue. Donec ac magna eu justo scelerisque feugiat. Aliquam vel erat. Nam a magna eget quam hendrerit cursus. Sed sit amet tellus. Donec nec wisi ac nunc dapibus consectetur. Nam convallis. Nunc faucibus tincidunt sapien. Morbi a est id quam tristique mollis. Praesent purus nunc, semper id, mollis vitae, tempus id, erat. Etiam pede ligula, molestie nec, blandit at, gravida convallis, dui.

Close Window

✕

Privacy Policy Page Wireframe



Privacy Policy Page Elements

The Privacy Policy page appears in a scrolling popup window 400 pixels wide by 500 pixels tall.

Privacy Policy content: Generic content provided by the system.

Close Window: Closes the popup window.

Page title: The page title for privacy policy pages is: “<Brand>: Privacy Policy”


Customer Service

Customer Service Requirements

1. Users will need to access a universal FAQ page to help address basic questions and limit customer service contacts as much as possible:
 - Ideally, the content should be static, yet address general questions for all brand/property, product and offer scenarios
 - Sample questions and answers displayed on the page include:
 - What is the status of my order?
 - How do I cancel an order?
 - How do I return an item?
 - Why wasn't my complete order shipped to me?
 - Do I need to pay tax?
 - Contact us (displays HTML email form – see below)
 - Product Development will seek assistance from the customer service team in crafting FAQ content displayed on the page
2. Users will need a method for contacting customer service from OAE sites via email – clicking a customer service link in the footer nav or on the FAQ/help page will display a pop up window with a standardized HTML email form:
 - Form will display brand name dynamically (non-editable)
 - Form will need to include messaging indicating the period of time it will take for Customer Service to respond to the contact
 - Form will display user's offer dynamically – offer (with keycode and offer ID) will need to be passed along to Customer Service with the email
 - Form will pre-populate user's email address (if entered) in an editable field – form cannot be submitted without the user's email address
 - Form will include a drop down menu with pre-defined email subjects for the user to select – marketers will need the ability to customize subject drop-downs, if need be.
 - Form will include a message field
 - Form will need to reflect the color scheme and font used throughout the rest of the site
3. Incoming customer service emails will need to be bucketed by brand and subject (or mapped to existing subjects), and routed to the appropriate reps – inquiries will need to be tracked and reported by bucket to provide insight into issues that are prompting the most contacts
4. Customer Service reps will need insight into the exact offer displayed to the user:
 - Any email response the user receives will need to include a URL to that same offer
 - If the user is requesting access to a different (and specific) offer, the email should include a URL to that particular offer
5. Customer Service reps will need to be well-trained on the OAE sites, features/functionality, business rules, offers/offer types and offer access
6. 'From' addresses and subject lines in email replies to users will need to reflect the specific brand/property that drove the customer contact
7. More precise customer service rules and requirements – including phone contacts – will be defined in the project's Documentation Phase (Rodale Customer Service players will be looped into the project planning for assistance)

Book FAQ Page Design Example

Please note that final/approved help content is displayed in the wireframe on the page that follows.

Customer Service 

Books **Magazines** **Contact Us**

For questions about the specific terms of this offer, see the [Offer Details](#) page.


What is the status of my order?
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum augue mi, dictum in, condimentum sed, vehicula tempus, tellus. Fusce id lorem sit amet arcu volutpat convallis.

How do I cancel an order?
Cras tincidunt pretium quam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras vestibulum urna sit amet eros.

How do I return an item?
Vivamus ornare scelerisque enim. Mauris est pede, aliquam ac, accumsan at, faucibus vitae, ante. Quisque magna magna, consectetur id, viverra nec, tempor a, dui.

Why wasn't my complete order shipped to me?
Cras ac sem. Sed pretium, magna sit amet congue consequat, lorem sapien tincidunt augue, id gravida arcu elit quis risus. Curabitur consequat.

Do I need to pay tax?
Curabitur semper, dolor quis blandit malesuada, nulla ligula malesuada purus, eu vehicula elit mi sed ipsum. Curabitur nonummy, nisl a eleifend egestas, nibh lorem mattis purus, in tristique magna augue vitae est.

[Close Window](#) 

Book FAQ Page Wireframe and Content

Customer Service

>[Books](#) | [Magazines](#) | [Contact Us](#)

For questions about the specific terms of this offer, see the [Offer Details](#) page.

When will I my order be shipped?

Your order will ship in 1-3 business days. If your order includes more than one item, the items may be shipped separately.

My order includes a magazine subscription, as well as book. Will these arrive in the same shipment?

Books and magazines are shipped from different warehouses, so if your order includes both, you'll receive them in separate shipments with separate invoices and separate e-mail confirmations.

Can I return an item?

Yes. We offer a 100% guarantee on your book purchase. To contact us about a return, go to the [Contact Us](#) page.

Do I need to pay tax?

We collect taxes in states where applicable. That tax is paid to your state and/or local tax authorities. Many states require us to collect tax on the total cost of your order, including any shipping and handling charges.

What are your policies regarding privacy and security?


We value your right to privacy and have developed specific guidelines to help protect your personal information. For a complete explanation, see our [Privacy Policy](#). Your personal information is encoded and protected using Secure Sockets Layering (SSL) technology, which is the Internet standard for secure transactions.

Who can I contact if I have other questions?

This offer is brought to you by Rodale, the world's leader in health and well-being. To contact Rodale with any question, go to the [Contact Us](#) page.

Magazine FAQ Page Design Example

Please note that final/approved help content is displayed in the wireframe on the page that follows.

Customer Service 

Books **Magazines** **Contact Us**

For questions about the specific terms of this offer, see the [Offer Details](#) page.


What is the status of my order?
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum augue mi, dictum in, condimentum sed, vehicula tempus, tellus. Fusce id lorem sit amet arcu volutpat convallis.

How do I cancel an order?
Cras tincidunt pretium quam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras vestibulum urna sit amet eros.

How do I return an item?
Vivamus ornare scelerisque enim. Mauris est pede, aliquam ac, accumsan at, faucibus vitae, ante. Quisque magna magna, consectetur id, viverra nec, tempor a, dui.

Why wasn't my complete order shipped to me?
Cras ac sem. Sed pretium, magna sit amet congue consequat, lorem sapien tincidunt augue, id gravida arcu elit quis risus. Curabitur consequat.

Do I need to pay tax?
Curabitur semper, dolor quis blandit malesuada, nulla ligula malesuada purus, eu vehicula elit mi sed ipsum. Curabitur nonummy, nisl a eleifend egestas, nibh lorem mattis purus, in tristique magna augue vitae est.

[Close Window](#) 

Magazine FAQ Page Wireframe and Content

Customer Service

[Books](#) | [> Magazines](#) | [Contact Us](#)

For questions about the specific terms of this offer, see the [Offer Details](#) page.

When will I receive my first issue?

Allow 4-6 weeks for delivery of your first issue.

I am already a subscriber. Will my new subscription be added on to my existing subscription?

Yes. If you are already a subscriber, your subscription will be extended.

My order includes a book as well as a magazine subscription. Will these arrive in the same shipment?

Books and magazines are shipped from different warehouses, so if your order includes both, you'll receive them in separate shipments with separate invoices and separate e-mail confirmations.

Where can I go for information about my subscription?

Once you've become a subscriber, you can go to the Customer Service section of the magazine's web site to look up information about your subscription. You'll be able to change your address, look up your payment status, and look up the expiration date of your subscription.

Can I cancel a subscription?

Yes. We offer a risk-free trial period on magazine subscriptions. To contact us about canceling a subscription, go to the [Contact Us](#) page.

Do I need to pay tax?

We collect taxes in states where applicable. That tax is paid to your state and/or local tax authorities. Many states require us to collect tax on the total cost of your order, including any shipping and handling charges.

What are your policies regarding privacy and security?

We value your right to privacy and have developed specific guidelines to help protect your personal information. For a complete explanation, see our [Privacy Policy](#). Your personal information is encoded and protected using Secure Sockets Layering (SSL) technology, which is the Internet standard for secure transactions.

Who can I contact if I have other questions?

To contact us with any question, go to the [Contact Us](#) page.

Customer Service Page Elements

The Customer Service page appears in a resizable popup window that is initially 400 pixels wide by 500 pixels tall.

Tabs: Tab graphics for “Books,” “Magazines,” and “Contact Us.” The Customer Service page defaults to “Magazines” if the offer category is “Magazines” or “Mixes (Magazine Owned).” It defaults to “Books” for all other offer categories. The default tab always appears first.


FAQ Content: The first sentence, which refers to the Offer Details page, appears only if the offer includes an Offer Details page. The rest of the content appears in all offers.

The Offer Details and Privacy Policy links in the content open new popup windows. The Contact Us link stays within the same window.

Page title: The page title for Customer Service page is: “<Brand>: Customer Service”

Contact Us Page Design Example

Please note that final/approved page content is displayed in the wireframe on the following page.

Customer Service 

Books **Magazines** **Contact Us**


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum augue mi, dictum in, condimentum sed, vehicula tempus, tellus. Fusce id lorem sit amet arcu volutpat convallis.

First Name*

Last Name*

Email Address*


Zip/Postal Code*

Subject* 

Message*

☒ Send a copy of this message to my email address.

Send Message

[Close Window](#) 

Contact Us Page Wireframe and Content

Customer Service

[Books](#) | [Magazines](#) | **>Contact Us**

Please send us your message or question using the form below. A Customer Service representative will respond to you promptly by e-mail.

<Icon> <Error Messaging: Lorem ipsum dolor sit.>

First Name*

Last Name*

E-mail Address*

Zip/Postal Code*

Subject*

Select a Subject ▾

Message*

☐ Send a copy of this message to my e-mail address.

Send Message

Contact Us Page Elements

First name, last name, and e-mail address: If a user has already provided this information, these fields are pre-populated.

Subject dropdown menu: Includes:

Select a Subject (default)
Account Balance
Change of Address
International Orders
Gifts
Offer Details
Payment Information
Privacy Policy
Problems Placing an Order
Returning a Book
Replacements
Shipping and Delivery
Subscription Cancellations
Subscription Expiration Date
Other

Send Message button: Sends the content of the message, along with the offer ID, to a Rodale Customer Support e-mail address, and goes to the Contact Us Confirmation page.

E-mails should be sent to the following addresses, based on the offer category:

- If the offer category is “Book,” e-mail should be sent to: customer_service@rodale.com.
- If the offer category is “Mixes (Book Owned),” e-mail should be sent to: bookcombo@rodale.com.
- If the offer category is “Mixes (Magazine Owned),” e-mail should be sent to: magcombo@rodale.com.

- If the offer category is “Magazine,” e-mail should be sent to one of the following addresses, based on the brand associated with the offer:

Backpacker: bpkcustserv@rodale.com
 Best Life: blfcustserv@rodale.com
 Bicycling: bkecustserv@rodale.com
 Men's Health: hlhcustserv@rodale.com
 Organic Gardening: ogdcustserv@rodale.com
 Organic Style: rolcustserv@rodale.com
 Prevention: pvncustserv@rodale.com
 Runner's World: rwdcustserv@rodale.com
 Women's Health: wmhcustserv@rodale.com

The subject line of the e-mail should include the 3-letter brand code, followed by the subject chosen by the user.

The e-mail content should include the offer ID number and offer name, followed by the user's message. If a Customer Service rep clicks the offer ID number, a browser window is launched displaying the offer in preview mode.

Page title: The page title for Contact Us page and the Contact Us Confirmation page is: “<Brand>: Contact Us”.

Contact Us Page Error Messages

Error	Message	Highlighted Field
The first name field is blank	Please enter your first name.	First Name
The last name field is blank	Please enter your last name.	Last Name
The E-mail Address field is blank	Please enter your e-mail address.	E-mail Address
The e-mail address is not in a valid format.	Please enter a valid e-mail address (example jdoe@aol.com).	E-mail Address
No subject has been chosen.	Please choose a subject.	Subject menu
The Zip/Postal Code field is blank.	Please enter your zip code or postal code.	Zip/Postal Code
The message field is blank.	Please type your message	Message
The message exceeds 10,000 characters.	Sorry. The message cannot exceed 10,000 characters.	Message

Contact Us Page with Errors Design Example

Customer Service ✕

Books **Magazines** **Contact Us**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum augue mi, dictum in, condimentum sed, vehicula tempus, tellus. Fusce id lorem sit amet arcu volutpat convallis.

 **• Error Description 1: Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi.**
• Error Description 2: Curabitur turpis purus, fringilla id, pulvinar nec, euismod sed, mi.

First Name*

Last Name*

Email Address*

Zip/Postal Code*

Subject*

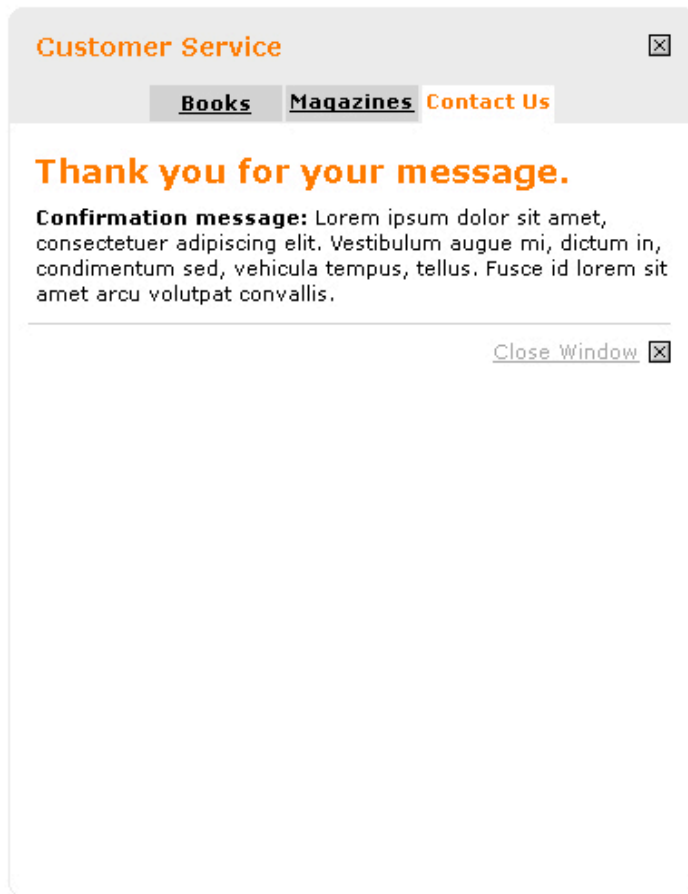
Message*

☒ Send a copy of this message to my email address.

[Close Window](#) ✕

Contact Us Confirmation Page Design Example

Please note that final/approved page content is displayed in the wireframe on the following page.



Contact Us Confirmation Page Wireframe

Customer Service

[Books](#) | [Magazines](#) | **>Contact Us**

Thank you for your message.

A Customer Service representative will respond to you by e-mail within two business days.

[Close Window](#)

Administration Tool

Global Elements

Title/Logo: The title and logo for the application.

Global navigation bar: Appears on all pages except the Log On page and any “modal” pages, such as the Offer Picker and Graphic Picker. Includes:

Offers link: Links to the Offers page. Disabled on the Offers page itself.

Splits link: Links to the Splits page. Disabled on the Splits page itself.

Brands link: Links to the Brands page. Disabled on the Brands page itself.

Help link: Links to the Help page. Disabled on the Help page itself.

Page titles: The title of each page is “OAE,” followed by the name of the page as given in this document (for example, “OAE: Offers”).

Save Changes behavior: Many pages have a Save Changes button at the bottom. An author clicks Save Changes to save any changes that have been made on the page. If an author leaves any of these pages before saving changes, an alert appears: “Do you want your changes before leaving this page?” “Don’t Save Changes” “Save Changes.”

Logging In

Login Page Wireframe

Rodale Online Acquisition Engine

Login

User Name:

Password:

☐ Change my password.

[I forgot my password.](#)

Login Page Elements

User name: Text entry field. 24 visible characters.

Password: Password entry field. 24 visible characters.

Change my password box: If a user logs in while this box is checked, he or she goes immediately to the Change Password page.

Login button: Logs in the user and goes to the Offers page.

“I forgot my password” link: Goes to the Forgotten Password page.

Login Page Error Messages

Error	Message
The user name field is empty.	Enter your user name.
The password field is empty.	Enter your password.
The user name or password is not valid.	The user name or password is not valid.

Change Password Page Wireframe

Rodale Online Acquisition Engine

Change Password

Old Password:

New Password:

Retype New Password:

Change Password Page Elements

Old password, new password, and retype old password: Password entry fields. 24 visible characters.

Login button: Changes the user's password and goes to the Offers page.

Change Password Page Error Messages

Error	Message
The old password field is empty.	Enter your old password.
The new password field is empty.	Enter your new password.
The "retype new password" field is empty.	Retype your new password.
The "retype new password" field does not match the new password field.	Your retyped new password does not match your new password.

Forgotten Password Page Wireframe

Rodale Online Acquisition Engine

Forgotten Password

Enter your user ID, and your password will be sent to your e-mail address.

User ID:

Forgotten Password Page Elements

“Enter your user **name...”**: Static text.

User ID: Text entry field. 24 visible characters.

Submit button: Sends an e-mail with the user’s password to the user’s e-mail address and goes to the Login page.

Cancel button: Goes to the Login page.

Change Password Page Error Messages

Error	Message
The user name field is empty.	Enter your user name .
The user name is not recognized.	Your user name was not recognized.

Forgotten Password Confirmation Page Wireframe

Rodale Online Acquisition Engine
Forgotten Password
<p>Your password has been sent to your e-mail address.</p> <p><input type="button" value="OK"/></p>

Forgotten Password Page Elements

“Your password has been sent...”: Static text.

OK button: Goes to the Login page.

Viewing and Creating Offers

Offers Page Wireframe

Rodale Online Acquisition Engine [Offers](#) | [Splits](#) | [Brands](#) | [Users](#) | [Help](#)

Offers Welcome, Jane Doe.

Offers for **Bicycling** **Magazines** containing By Name **Update**

- 0000000202 - Bicycling 1-page
- 0000003748 - Bicycling 2-page
- 0000006394 - Bicycling 3-page
- 0000003227 - Bicycling Alternate Copy
- 0000004439 - Bicycling Bill Me Only
- 0000008988 - Bicycling Credit Card Only
- 0000002998 - Bicycling Canada
- 0000002388 - Bicycling Free Shipping
- 0000002558 - Bicycling International
- 0000003307 - Bicycling No Credit Card Upsell
- 0000004444 - Bicycling Red Banner
- 0000004344 - Bicycling Sweepstakes
- 0000004358 - Bicycling With Tour de France Premium

View **New** **Duplicate** **Delete**

Offers Page Elements

Welcome message: Displays the word “Welcome,” followed by the user’s name.

Brand menu: Includes “Select a Brand” (default) and “All Brands,” followed by an alphabetical list of brands.

Offer category menu: Includes: “Select a Category” (default), “All Categories,” “Books,” “Magazines,” “Merchandise,” “Mixes (Book Owned),” “Mixes (Magazine Owned),” “Music,” “Online Services,” and “Packaged Media.”

By Name/By Number menu: Includes “By Name” (default) and “By Offer ID Number.” Allows the user to sort the list by either name or number.

Update button: Refreshes the list of offers based on the specified filtering and sorting criteria. Each list item includes the offer number, a dash, and the offer name. When a user returns to the Offers page within a session, the criteria and list should be as they were when the user left.

View button: Goes to the Offer Info page for the selected offer. The button is disabled unless an offer is selected in the list.

New button: Goes to the New Offer page.

Duplicate button: Goes to the Duplicate Offer page. The button is disabled unless an offer is selected in the list.

Delete button: Deletes the selected offer. The button appears only if the user has permission to delete offers. It first displays an alert: “Are you sure you want to delete <offer ID> <offer name>?” “Yes” “No.” The button is disabled unless an offer is selected in the list.

New Offer Page Wireframe

Rodale Online Acquisition Engine

New Offer

Brand:

Select a Brand

Offer Category:

Select a Category

Offer Name:

Create Offer

Cancel

New Offer Page Elements

The New Offer page appears when a user clicks “New” on the Offers page.

Brand menu: Includes “Select One” (default), followed by an alphabetical list of brands.

Offer category menu: Includes: “Select a Category” (default), “All Categories,” “Books,” “Magazines,” “Merchandise,” “Mixes (Book Owned),” “Mixes (Magazine Owned),” “Music,” “Online Services,” and “Packaged Media.”

Offer name: Text entry field. 40 visible characters.

Create Offer button: Creates an offer ID and goes to the Offer Info page for the new offer.

Cancel button: Goes back to the Offers page.

New Offer Page Error Messages

Error	Message
No brand is selected.	Select a brand.
No product category is selected.	Select a product category.
The Offer Name field is blank.	Enter an offer name.
An offer with the same brand, product category, and name already exists.	An offer with that brand, category, and offer name already exists.

Duplicate Offer Page Wireframe

Rodale Online Acquisition Engine

Duplicate Offer

Brand:

Bicycling

Offer Category:

Magazines

Offer Name:

Bicycling with Tour de France Premium

Create Offer

Cancel

Duplicate Offer Page Elements

The Duplicate Offer page appears when a user clicks “Duplicate” on the Offers page.

Brand menu: Includes an alphabetical list of brands. The brand of the duplicated offer is pre-selected.

Offer category menu: Includes an alphabetical list of product categories. The category of the duplicated offer is pre-selected.

Offer name field: Pre-populated with the name of the duplicated offer. Text is pre-selected upon entering the page. 40 visible characters.

Create Offer button: Creates an offer ID and goes to the Offer Info page for a new offer, which has all the attributes of the duplicated offer.

Cancel button: Goes back to the Offers page.

Duplicate Offer Page Error Messages

Error	Message
The Offer Name field is blank.	Enter an offer name.
An offer with the same brand, product category, and name already exists.	An offer with that brand, category, and offer name already exists.

Site Options

Site Options Page Wireframe

Rodale Online Acquisition Engine[Offers](#) | [Splits](#) | [Brands](#) | [Users](#) | [Help](#)

Offer 0000004839: Bicycling With Tour de France Premium

> Site Options

[Copy](#)
[Design](#)
[Product](#)
[Premium](#)
[C.C. Upsell](#)
[Ads](#)
[Upsell 1](#)
[Abandonment](#)
[Keycodes](#)
[Preview](#)

Site Options

Brand:

Bicycling

Offer Category:

Magazines

Offer Name:

Bicycling With Tour de France Premium

Offer Type:

Product with Premium

Dates: through (mm/dd/yyyy)
Leave one or both dates blank to make the offer open-ended.

Notes:

Pages

Funnel Type:

3-Page

Upsell Pages:

1

☒ Include an abandonment offer.

☐ Include pixel tracking at <https://>

Shipping

Country:

United States

☒ Include a Canadian offer:

0000003948 - Bicycling Canada [View](#) | [Change](#) | [Remove](#)

☒ Include an international offer:

0000003950 - Bicycling International [View](#) | [Change](#) | [Remove](#)

Gifts:

Include a link to a gift offer

0000003250 - Bicycling Gifts [View](#) | [Change](#) | [Remove](#)

☒ Pre-populate personal and shipping information for logged in users.

E-mail Permissions

Permission 1: "I would like to receive updates and special offers from *Bicycling* and its publisher, Rodale."
[Primary, Checked]
[Move Down](#) | [Make Unchecked](#) | [Remove](#)

Permission 2: "I would like to receive special offers from carefully selected third parties."
[Third Party, Unchecked]
[Move Up](#) | [Move Down](#) | [Make Checked](#) | [Remove](#)

Permission 3:

I would like to receive special offers from Honda.

[Auxiliary, Unchecked]
[Move Up](#) | [Move Down](#) | [Make Checked](#) | [Remove](#)

Permission 4: "I would like to receive the *Bicycling* newsletter."
[Newsletter, Unchecked]
[Move Up](#) | [Move Down](#) | [Make Checked](#) | [Remove](#)
[Add Primary Permission](#) | [Add Third Party Permission](#) | [Add Auxiliary Permission](#) | [Add Newsletter Permission](#)

☐ Include age verification: "I am at least

18

 years old."

Payment

Method:

Credit Card or "Bill Me"

☐ Include credit card upsell.

☒ Show prices and total in shopping cart and order summary.

☐ Show payment schedule to "Bill Me" customers.

☒ Include Billing Address section.

☐ Prompt user for card identification number.

☐ Prompt user for phone number.

Save Changes

Site Options Page Elements

Offer ID and name: The heading at the top of the page displays the offer ID number and name.

Brand: A menu listing all brands and displaying the brand associated with the offer.

Offer category: A menu listing all product categories and displaying the category associated with the offer.

Offer Name: A text field in which the name of the offer can be edited.

Offer Type menu: Includes “Product Only,” “Product Choice,” “Product with Premium” (default), and “Product with Premium Choice.” This option determines the format of the “Product” and “Premium” pages. The “Premium” link appears in the left nav only when the offer type is “Product with Premium” or “Product with Premium Choice.”

Dates: Text entry fields. 10 visible characters each. If no start and/or end date is specified, the offer is open-ended.

Notes: A scrolling notes field for the author. 70 characters wide. 6 rows high.

Pages

Funnel Type menu: Includes “1-Page” (default), “2-Page (Shipping and E-mail Combined),” “2-Page (Shipping and Payment Combined),” and “3-Page.” Determines the number of pages in the funnel.

Upsell Pages menu: Includes “0” (default), “1,” “2,” and “3.” Determines the number of upsell pages in the offer, as well as the number of upsell page links in the left nav of the admin tool.

Include abandonment offer checkbox: Determines if the offer will include an abandonment offer. Also determines if an “Abandonment Offer” link should appear in the left nav of the admin tool. Un-checked by default.

Include pixel tracking checkbox: Determines if the offer will keep track of page hits by counting the number of times that a transparent, one-pixel GIF is loaded on each page within the offer. To activate pixel tracking, an author checks the box and enters the path to a directory on a third party server where the GIFs will be stored. The checkbox is un-checked by default. The field displays 50 visible characters.

When pixel tracking is turned on:

- A file named landing.gif is inserted in the landing page.
- A file named upsell1.gif is inserted in the first upsell page.
- A file named upsell2.gif is inserted in the second upsell page.
- A file named upsell3.gif is inserted in the third upsell page.
- A file named confirmation.gif is inserted in the confirmation page.

Shipping

Country menu: Includes “United States” (default), “Canada,” and “International.” Determines currency and which version of the shipping page is displayed to consumers.

“Include a Canadian Offer” checkbox: Disabled when the selected country is not “United States.” When checked, an interface appears directly below the menu for choosing a Canadian offer. Initially this is a “Choose Offer” link. After an offer has been chosen, the offer ID and name appear, along with a “View,” “Change,” and “Remove” link. The View link goes to the Offer Info page for the offer. The Change link goes to the Choose Offer page. The Remove link refreshes the current page and restores the section to its original state—with a “Choose Offer” link.

“Include an International Offer” checkbox: Disabled when the selected country is not “United States.” When checked, an interface appears directly below the menu for choosing an international offer. (Same as the interface for choosing a Canadian offer described above.)

Gifts menu: Includes “No gift functionality” (default), “Include a link to a gift offer,” and “Include gift functionality in this offer.” Determines whether a “Send a Gift” link should appear on the landing page and whether gift options should appear within the offer.

When “Include a link to a gift offer” is selected, an interface appears directly below the menu for choosing a gift offer. (Same as the interface for choosing a Canadian offer described above.)

“Pre-populate” checkbox: Un-checked by default. Pre-populates personal and shipping information for logged in consumers accessing a funnel by way of a Rodale house ad.

E-mail Permissions

Permissions: For each e-mail permission, the following is displayed:

- the text associated with the checkbox
- the type of permission (Primary, Third Party, Auxiliary, or Newsletter)
- the default state of the checkbox (Checked or Unchecked)

The primary permission and third party permission for the brand associated with the offer are included by default.

Add Primary Permission: Goes to the Add Primary Permission page. This link appears only when a primary permission has not already been included (i.e., when the default primary permission has been removed).

Add Third Party Permission: Goes to the Add Third Party Permission page. This link appears only when a third party permission has not already been included (i.e., when the default third party permission has been removed).

Add Auxiliary Permission: Adds an auxiliary permission to the Site Options page. The text for an auxiliary permission is editable in a scrolling text field 60 characters wide and 2 rows high. The Add Auxiliary Permission link disappears when 3 auxiliary permissions have already been included.

Add Newsletter Permission: Goes to the Add Newsletter Permission page. This link disappears when 10 newsletter permissions have already been included.

Make Checked and Make Unchecked links: Changes the default state of a permission checkbox.

Move Up and Move Down link: Moves the permission up or down one. “Move Up” does not appear for the first permission. “Move Down” does not appear for the last permission.

Remove link: Removes the permission.

Include Age Verification checkbox: Determines whether an age verification checkbox appears in the offer, as well as the age specified. Un-checked by default. The default age is 18.

Payment

Method menu: Includes: “Credit Card Only” (default), “‘Bill Me’ Only,” “Credit Card or ‘Bill Me,’” or “Credit Card or ‘Bill Me’ (With Credit Screening).” If the method is “Credit Card Only” or “‘Bill Me’ Only,” the “Include Credit Card Upsell” checkbox is disabled.

Include Credit Card Upsell checkbox: Determines if the offer includes a credit card upsell and if a “C.C. Upsell” link appears in the left nav of the admin tool. Un-checked by default. Disabled when the payment method is “Credit Card Only” or “‘Bill Me’ Only.”

Show Prices and Total in Shopping Cart and Order Summary checkbox: Un-checked by default.

Show Payment Schedule to “Bill Me” Customers checkbox: When this box is un-checked, the payment schedule does not appear in the shopping cart, the payment method section, or order summary. In Bill Me only offers, it causes the entire Payment Information section to not be displayed. The box is checked by default. Disabled when the payment method is “Credit Card Only.”

Prompt User for Billing Address checkbox: When this box is un-checked, the Billing Address section does not appear, and the billing address is assumed to be the same as the shipping address. Checked by default.

Prompt User for Card Identification Number checkbox: Un-checked by default. Disabled when the payment method is “Bill Me Only.”

Prompt User for Phone Number checkbox: Un-checked by default. Determines whether a phone number field appears below the billing address.

Site Options Page Error Messages

Error	Message
The Offer Name field is blank.	Enter an offer name.
A date is not in the proper format.	A date is not in the proper format (mm-dd-yyyy).
The end date is earlier the start date.	The end date is earlier than the start date.
The “include pixel tracking” box is checked, but the directory field is blank.	Enter a pathname for the directory where pixel-tracking GIFs will be stored.
The “Include a Canadian Offer” box is checked, but no offer is specified.	Choose a Canadian offer.
The “Include an International Offer” box is checked, but no offer is specified.	Choose an International offer.
“Refer to a Gift Offer” is selected, but no offer is specified.	Choose a gift offer.
An auxiliary permission field is blank.	Enter text for the auxiliary permission.
The “Include Age Verification” box is checked, but no age is specified.	Enter an age.

Offer Left Navigation Bar Elements

A left navigation bar appears on all pages within an offer. The contents of the left navigation bar are dynamic, and may change when an author clicks the Save Changes button on the Offer Info page. The left navigation bar includes:

- **Site Options**
- **Copy**
- **Design**
- **Product**
- **Premium:** Appears only when the offer includes a premium (i.e., when the Offer Type is “Product with Premium” or “Product with Premium” choice).
- **C.C. Upsell:** Appears only when the offer includes a credit card upsell (i.e., when the “Include credit card upsell box is checked).
- **Upsell 1, Upsell 2, and Upsell 3:** Appear when the offer includes upsells (i.e., when the Upsells menu is set to 1, 2, or 3).
- **Ads**
- **Abandonment:** Appears when the offer includes an abandonment offer (i.e., when the “Include an abandonment offer” box is checked).
- **Keycodes**
- **Preview:** Opens the consumer interface in a new window. The pages are pre-populated to allow an author to page through the consumer interface without typing in data. Pages being previewed in the window will need to reflect any images/copy the marketer has defined/added using the tool – if page elements have not yet been defined in the tool, the page being previewed will not display those elements. In other words, the page will reflect only elements that have been defined.

Choose Offer Page Wireframe

Rodale Online Acquisition Engine

Choose an Offer

Offers for Bicycling Magazines containing By Name Update

0000000202 - Bicycling 1-page
0000003748 - Bicycling 2-page
0000006394 - Bicycling 3-page
0000003227 - Bicycling Alternate Copy
0000004439 - Bicycling Bill Me Only
0000008988 - Bicycling Credit Card Only
0000002998 - Bicycling Canada
0000002388 - Bicycling Free Shipping
0000002558 - Bicycling International
0000003307 - Bicycling No Credit Card Upsell
0000004444 - Bicycling Red Banner
0000004344 - Bicycling Sweepstakes
0000004358 - Bicycling With Tour de France Premium

Choose Cancel

Choose Offer Page Elements

Brand menu: Includes an alphabetical list of brands. Defaults to the brand of the current offer.

Offer category menu: Includes “Books,” “Magazines,” “Merchandise,” “Mixes (Book Owned),” “Mixes (Magazine Owned),” “Music,” “Online Services,” and “Packaged Media.” Defaults to the category of the current offer.

By Name/By Number menu: Includes “By Name” (default) and “By Offer ID Number.” Allows the user to sort the list by either name or number.

Update button: Refreshes the list of offers based on the specified filtering and sorting criteria. Each list item includes the offer number, a dash, and the offer name.

Choose button: Goes back to the referring page and populates it with the selected offer. Disabled when no offer is selected.

Cancel: Goes back to the referring page.

Choose Primary Permission Page Wireframe

Rodale Online Acquisition Engine

Choose a Primary Permission

Primary permissions for

"I would like to receive updates and special offers from Bicycling and its publisher, Rodale." [Checked]
[Choose](#)

Choose Third Party Permission Page Wireframe

Rodale Online Acquisition Engine

Choose a Third Party Permission

Third party permissions for

"I would like to receive special offers from carefully selected third parties." [Unchecked]
[Choose](#)

Choose Newsletter Permission Page Wireframe

Rodale Online Acquisition Engine

Choose a Newsletter Permission

Newsletter permissions for

"I would like to receive the Bicycling newsletter." [Checked]
[Choose](#)

"I would like to receive the Bicycling Tour de France newsletter." [Checked]
[Choose](#)

Choose Permission Page Elements

Brand menu: Includes an alphabetical list of brands. Defaults to the brand of the current offer.

Offer category menu: Includes “Books,” “Magazines,” “Merchandise,” “Mixes (Book Owned),” “Mixes (Magazine Owned),” “Music,” “Online Services,” and “Packaged Media.” Defaults to the category of the current offer.

Update button: Refreshes the list of permissions based on the specified filtering criteria. Each list item includes the permission label and (in brackets) the default state of the checkbox.

Choose button: Goes back to the referring page and populates it with the selected permission. Disabled when permission is selected.

Cancel: Goes back to the referring page.

Choose Graphic Page Wireframe

Rodale Online Acquisition Engine

Choose a Graphic [Upload a New Graphic](#)

Supporting Graphics for Abs Diet Books containing

- abs_diet_beauty_shot.jpg
- abs_diet_DVD.jpg
- abs_diet_save_30_percent.jpg

Choose Graphic Page Elements

Upload a Graphic link: Goes to the Upload a New Graphic page.

Graphic Type menu: Includes “Ad Graphics,” “Banner Graphics,” “Button Graphics,” “Call-to-Action Graphics,” and “Supporting Graphics.” Always defaults to the graphic type being requested on the referring page.

Brand menu: Includes an alphabetical list of brands. Defaults to the brand of the current offer.

Offer category menu: Includes “Books,” “Magazines,” “Merchandise,” “Mixes (Book Owned),” “Mixes (Magazine Owned),” “Music,” “Online Services,” and “Packaged Media.” Defaults to the category of the current offer.

Update button: Refreshes the list of graphics based on the specified filtering and sorting criteria. Each list item includes the filename for the graphic.

Choose button: Goes back to the referring page and populates it with the selected graphic. Disabled when no offer is selected.

Preview button: Displays the selected graphic in a new window. Disabled when no graphic is selected.

Delete button: Appears only for users with graphic deletion privileges. Deletes the selected graphic, first displaying an alert: “Are you sure you want to delete <filename>?” “No.” “Yes.” Disabled when no graphic is selected.

Cancel button: Goes back to the referring page.

Upload a New Graphic Page Wireframe

Rodale Online Acquisition Engine

Upload a New Graphic

Brand:

Bicycling

Offer Category:

Magazines

Graphic Type:

Supporting Graphic

Choose File

bicycling_tour_de_france.jpg (141 x 200)

<Image>

Upload

Cancel

Upload a New Graphic Page Elements

Brand menu: Includes an alphabetical list of brands. Defaults to the brand of the current offer.

Offer category menu: Includes “Books,” “Magazines,” “Merchandise,” “Mixes (Book Owned),” “Mixes (Magazine Owned),” “Music,” “Online Services,” and “Packaged Media.” Defaults to the category of the current offer.

Graphic Type menu: Includes “Ad Graphic,” “Banner Graphic,” “Button Graphic,” “Call-to-Action Graphic,” and “Supporting Graphic.” Always defaults to the graphic type from the referring page.

Choose File button: Opens a standard file dialog box in Windows or the Mac OS. When no file has been selected, “no file selected” appears to the right of the button. After a file has been chosen, the file path, dimensions, and image are displayed.

Upload button: Uploads the file and goes back to the Choose Graphic page with the new file added to the list of graphics. Disabled when no file is selected.

If the filename already exists for the specified brand and product category, an alert appears: “A file named <filename> already exists. Do you want to replace it?” “Cancel” “Replace.”

Cancel button: Goes back to Choose Graphic page.

Copy

Copy Page Wireframe

Rodale Online Acquisition Engine[Offers](#) | [Splits](#) | [Users](#) | [Help](#)

Offer 0000004839: Bicycling With Tour de France Premium

[Site Options](#)
> [Copy](#)
[Design](#)
[Product](#)
[Premium](#)
[C.C. Upsell](#)
[Ads](#)
[Upsell 1](#)
[Abandonment](#)
[Keycodes](#)
[Preview](#)

Copy

Brand Name (appears in window title bar):

Bicycling

☒ Include offer headline:

☒ Include offer copy:

☒ Include offer details:

☐ Include customized message on confirmation page:

☐ Include customized footer:

☐ Include boilerplate content in e-mail cards:

Note: This content cannot include sales copy or HTML tags.

Save Changes

Copy Page Notes

Brand Name: The brand name that appears in the window title bar. Its initial value is the brand associated with the offer. Cannot include HTML tags. 24 visible characters.

Offer Headline: Checked by default. The headline appears at the top of the landing page, shipping page, and payment page. Can include HTML tags. The scrolling field is 70 characters wide and 2 rows high.

Offer Copy: Checked by default. The offer copy appears on the landing page. Can include HTML tags. The scrolling field is 70 characters wide and 6 rows high.

Offer Details: Checked by default. Determines whether a “Details” link appears at the top of funnel pages. The content appears in the Offer Details popup window. Can include HTML tags. The scrolling field is 70 characters wide and 6 rows high.

Customized Confirmation Message: Un-checked by default. To include a customized message (which will appear after the generic message) on the confirmation page, an author checks the box and enters content into the field. The content can include HTML tags. The scrolling field is 70 characters wide and 6 rows high.

Customized Footer: Un-checked by default. A custom footer can include hyperlinks and HTML text formatting tags. The scrolling field is 70 characters wide and 6 rows high.

E-mail Boilerplate: Un-checked by default. To include content in e-mail cards (which will appear after the gift donor’s customized message), an author checks the box and enters content into the field. The content cannot include HTML tags. The scrolling field is 70 characters wide and 6 rows high.

Design

Design Page Wireframe

Rodale Online Acquisition Engine

[Offers](#) | [Splits](#) | [Users](#) | [Help](#)

Offer 0000004839: Bicycling With Tour de France Premium

[Site Options](#)

[Copy](#)

> Design

[Product](#)

[Premium](#)

[C.C. Upsell](#)

[Ads](#)

[Upsell 1](#)

[Abandonment](#)

[Keycodes](#)

[Preview](#)

Design

Colors and Fonts

☒ Use customized heading color:

☐ Use customized frame color:

☐ Use customized link color:

☐ Use customized link rollover color:

☒ Use customized font set:

Non-Product Graphics

Banner

bicycling_banner.jpg (730 x 72) [Change Graphic](#)

Include supporting graphic on landing page.

bicycling_burst.jpg (141 x 120) [Change Graphic](#) | [Remove](#)

<Image>

Include call-to-action graphic on landing page.

get_started_now.jpg (500 x 32) [Change Graphic](#) | [Remove](#)

<Image>

Button Graphics

"Continue" Button on Landing Page

get_started_red.jpg (183 x 32) [Change Graphic](#) | [Use Default](#)

<Image>

"Continue" Button on Page 2 of 3

[Change Graphic](#)

<Image>

"Place Order" Button

place_order_now_red.jpg (183 x 32) [Change Graphic](#) | [Use Default](#)

<Image>

"Continue" Button on Password Page

[Change Graphic](#)

<Image>

"Yes, Place Order" Button on Upsell Pages

yes_red.jpg (183 x 32) [Change Graphic](#) | [Use Default](#)

<Image>

"No Thanks" Button on Upsell Pages

no_red.jpg (183 x 32) [Change Graphic](#) | [Use Default](#)

<Image>

"Log On" Button on Confirmation Page

[Change Graphic](#)

<Image>

"Continue" Button in Abandonment Offer Popup Window

[Change Graphic](#)

<Image>

"Send Message" Button on Contact Us Page

[Change Graphic](#)

<Image>

[Save Changes](#)

Design Page Notes

Customized heading color, frame color, link color, and link rollover color: Un-checked by default. To specify a customized color, a user checks a box and enters a 6-digit HTML color code. The text fields each display 10 visible characters. If a customized color is not specified, the heading color is <t.b.d.>, the frame color is <t.b.d.>, the link color is <t.b.d.>, and the link rollover color is <t.b.d.>.

Customized font set: Un-checked by default. To specify a customized font set, a user checks a box and enters a font set. The text field displays 40 visible characters. If a customized font set is not specified, the font set is <t.b.d.>.

Sample: The samples display a header, a frame, and a link using the current font heading color, frame color, link color, and link rollover color.

Non-product graphics: Initially displayed for each graphic is a “Choose Graphic” link, which goes to the “Choose Graphic” page. After a custom graphic has been chosen, the custom graphic and its dimensions appear, along with a “Change Graphic” link.

The supporting graphic checkbox appears only when the offer type is “Product,” “Product Choice,” or “Product with Premium Choice.”

The call-to-action graphic checkbox appears only when the offer type is “Product” or “Product with Premium.”

Button graphics: Initially displayed for each graphic is the default graphic and a “Change Graphic” link. The “Change Graphic” link goes to the “Choose Graphic” page.

After a custom button graphic has been chosen, the name of the graphic, its dimensions, a “Change Graphic” link, and a “Use Default” link are displayed. “Use Default” refreshes the page and returns the section to its initial state.

The “Continue Button on Landing Page” section appears only when the funnel type is not 1-Page.

The “Continue Button on Page 2 of 3” section appears only when the funnel type is 3-page.

The “Continue Button on Password Page” section appears only when there is a password page.

The “Yes, Place Order Button” and “No Thanks Button” sections appear only when there are upsell pages.

The “Continue Button in Abandonment Offer” section appears only when there is an abandonment offer.

Design Page Error Messages

Error	Message
The “Use customized heading color” box is checked, but no color is specified.	Enter a heading color.
The “Use customized frame color” box is checked, but no color is specified.	Enter a frame color.
The “Use customized link color” box is checked, but no color is specified.	Enter a link color.
The “Use customized link rollover color” box is checked, but no color is specified.	Enter a link rollover color.
The “Use customized font set” box is checked, but no font set is specified.	Enter a font set.

Product

Product Page Wireframe: Magazine

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Offer 0000004839: Bicycling With Tour de France Premium

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[Copy](#)
[Design](#)
> Product
[Premium](#)
[C.C. Upsell](#)
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Product

Product ID: 1234 Bicycling [Change Product](#)

Type: Magazine

Title: Bicycling

Title Code: 948293

Product Image: bicycling_cover_lg.jpg (141 x 190) [Change Graphic](#)

<Image>

Thumbnail: bicycling_cover_sm.jpg (65 x 80) [Change Graphic](#)

<Image>

Subscription Options

USA: 1 year (11 issues) \$ plus \$ delivery [Selected]
[Move Down](#) | [Make Un-selected](#) | [Remove](#)



USA: 1 year (22 issues) \$ plus \$ delivery [Un-selected]
[Move Up](#) | [Move Down](#) | [Make Selected](#) | [Remove](#)

[Add Subscription Option](#)

☐ Include registration for web site [+](#)

[Save Changes](#)

Product Page Wireframe: Book or Packaged Media

Rodale Online Acquisition Engine		Offers Splits Users Help
Offer 0000004839: Abs Diet Book		
Site Options Copy Design > Product Premium C.C. Upsell Ads Upsell 1 Abandonment Keycodes Preview	Product <hr/> <div>Product ID: 1234 Abs Diet Book Change Product</div> <div>Type: Book</div> <div>Title: The Abs Diet Book (Expanded Edition)</div> <div>Title Code: 5468723</div> <div>Product Image: abs_diet_cover_lg.jpg (141 x 200) Change Graphic</div> <div><p><Image></p></div> <div>Thumbnail: abs_diet_cover_sm.jpg (65 x 80)</div> <div><p><Image></p></div>	
<hr/> Price		
Sale Price: \$ <input type="text" value="17.99"/>		
Payable in <input type="text" value="1"/> installment(s).		
Reg. Price: \$ 19.99		
Shipping: \$ <input type="text" value="1.99"/>		
<input type="checkbox"/> Display sale price. <input type="checkbox"/> Reg. price		
<input type="checkbox"/> Percent savings <input type="checkbox"/> "Off Cover!" <input type="checkbox"/> "FREE Shipping & Handling!"		
<hr/> <input type="button" value="Save Changes"/>		



Product Page Wireframe: Bundle

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Offer 0000004839: Abs Diet Book with Men's Health

[Offer Info](#)
[Content](#)
[Design](#)
> **Product**
[Premium](#)
[C.C. Upsell](#)
[Upsell 1](#)
[Ads](#)
[Abandonment](#)
[Keycodes](#)
[Preview](#)

Product

Product ID: 1234 Abs Diet Book/DVD [Change Product](#)
Type: Bundle
Product Image: abs_diet_bundle_lg.jpg (141 x 200)

Thumbnail: abs_diet_bundle_sm.jpg (65 x 80)


Price

Sale Price: \$
Payable in installment(s).
Reg. Price: \$ 39.99
Shipping: \$
☐ Display sale price. ☐ Reg. price
☐ Percent savings ☐ "Off Cover!" ☐ "FREE Shipping & Handling!"

Bundle Component 1

Title: The Abs Diet Book (Expanded Edition)
Price: \$
Shipping: \$

Bundle Component 2

Title: Men's Health: USA: 1 year (11 issues)
Price: \$
Shipping: \$

[Save Changes](#)

Product Page Elements

“Choose Product” link: Goes to the Choose Product page. After a product has been chosen, the link label is “Change Product.”

Product ID: The product ID number stored in the product database.

Type: The product type stored in the product database. Can be “Book,” “Book Bundle,” “Download,” “Download Bundle,” “Magazine,” “Magazine Bundle,” “Mixed Bundle (Book Owned),” “Mixed Bundle (Magazine Owned),” “Music,” “Music Bundle,” “Online Subscription,” “Online Subscription Bundle,” “Packaged Media,” or “Packaged Media Bundle.”

Title: The product name stored in the product database. Bundles can include up to 5 titles.

Title Code: The title code stored in the product database.

Product Image: The large product image stored in the product database. Dimensions are the same as for product graphics in the Rodale store, which have a standard width of 141 pixels and variable height (usually about 200 pixels).

Thumbnail: The small product image stored in the product database. Dimensions are the same as for thumbnail images in the Rodale store, which have a standard height of 80 pixels and variable width (usually 65 pixels).

Change Graphic link: Goes to the Choose Product Image page. Appears only if the product has more than one image in the product database.

Price

The Price section appears for books, bundles, and packaged media. It does not appear for magazines and online subscriptions.

Sale Price: The sale price for the product. Initial value is the regular price stored in the product database. If the offer is a Canadian offer, the Canadian price is displayed in Canadian currency. For bundles, this field is disabled; the number in the field is the sum of the price of the bundle components. The field displays 6 visible characters.

Installments: Includes “1” (default), “3,” and “4.” Determines how many installments are in the billing schedule. Does not appear when the payment method is credit card only.

Reg. Price: The regular price for the product stored in the product database. If the offer is a Canadian offer, the Canadian price is displayed in Canadian currency. The field displays 6 visible characters.

Shipping: The shipping rate for the product. Initial value is the shipping rate stored in the product database. If the offer is a Canadian offer, the Canadian price is displayed in Canadian currency. For bundles, this field is disabled; the number in the field is the sum of the price of the bundle components. The field displays 6 visible characters.

Display Sale Price checkbox: Determines whether the sale price is displayed on the landing page. Un-checked by default.

Display Reg. Price checkbox: Determines whether the regular price is displayed on the landing page. Un-checked by default. Disabled when the “Display Sale Price” box is un-checked.

Percent Savings: Determines whether the percent savings appears along with the sale and regular price on the landing page. Un-checked by default. Disabled when the “Display Sale Price” checkbox is un-checked.

“Off Cover Price”: Determines whether the phrase “Off Cover Price” appears after the percent savings on the landing page. Un-checked by default. Disabled when the “Percent Savings” checkbox is un-checked.

“FREE Shipping & Handling!”: Determines whether the phrase “FREE Shipping & Handling!” appears along with the sale and regular price on the landing page. Un-checked by default. Disabled when the “Display Sale Price” checkbox is un-checked.

Subscription Options

The Subscription Options section appears only when the product type is “Magazine” or “Online Subscription.”

Add Subscription Option link: Goes to the Choose Subscription Option Picker page.

Move Up and Move Down link: Moves the subscription option up or down one. “Move Up” does not appear for the first item. “Move Down” does not appear for the last.

Make Selected and Make Unselected links: Determines whether the radio button for the subscription option is selected by default. Only one subscription option can be selected, so making an option selected makes all other options un-selected.

Remove link: Removes the subscription option.

Bundle Components

If the product is a bundle, a section is displayed for each component within the bundle.

Title: The name of the bundle component as it will appear in the shopping cart and order summary.

Price and Shipping: The price and shipping cost of the bundle component. Each field displays 6 visible characters. Canadian offers display Canadian pricing and currency.



Universal Registration option

Include Web Site Registration checkbox: Appears only for online subscriptions and magazines. Checked by default. The dropdown menu includes two options: “As a Separate Page” and “On the Confirmation Page.” The default for online subscriptions is “As a Separate Page.” The default for magazines is “On the Confirmation Page.”

Product Page Error Messages

Error	Message
The Sale Price field is blank.	Enter a price.
The Sale Price is not in a valid numeric format.	The price is not in a valid format.
The Shipping field is blank.	Enter a price for shipping.
The Shipping rate is not in a valid numeric format.	The shipping rate is not in a valid format.
The “FREE Shipping & Handling” box is checked, but the shipping cost is greater than zero.	“FREE Shipping & Handling” cannot be displayed if the shipping cost is greater than zero.
A magazine price is higher or lower than the allowable price range.	A magazine price is outside the allowable price range: <low> - <high>.

Product Page: Product Choice

Rodale Online Acquisition Engine		Offers Splits Brands Users Help
Offer 0000004839: Abs Promotion		
Site Options Copy Design > Product Premium C.C. Upsell Ads Upsell 1 Abandonment Keycodes Preview	Product	
<hr/>		
Product Choice 1 Move Down Remove		
Product ID: 1234 Abs Diet (Expanded Edition) Change Product		
Type: Book		
Title: <input type="text" value="The Abs Diet - Expanded Edition"/>		
Title Code: 382845		
Blurb: <input type="text" value="The Six-Week Plan to Flatten Your Stomach and Keep You Lean for Life."/>		
Thumbnail: abs_diet_sm.jpg (65 x 80) Change Graphic		
		
<hr/>		
Product Choice 2 Move Up Remove		
Product ID: 1234 Essential Abs Change Product		
Type: Book		
Title: <input type="text" value="Men's Health Peak Conditioning Guides: ESSENTIAL ABS"/>		
Title Code: 7968587		
Blurb: <input type="text" value="This step-by-step, 6-week program shows you how to make ab exercises more effective by integrating them into a quick total-body workout."/>		
Thumbnail: abs_workout_sm.jpg (65 x 80) Change Graphic		
		
<hr/>		
Add Product Choice		
Sale Price: \$ <input type="text" value="9.99"/>		
Payable in <input type="text" value="1"/> installment(s).		
Reg. Price: \$ <input type="text" value="14.99"/>		
Shipping: \$ <input type="text" value="1.99"/>		
<input type="checkbox"/> Display sale price. <input type="checkbox"/> Reg. price		
<input type="checkbox"/> Percent savings <input type="checkbox"/> "Off Cover!" <input type="checkbox"/> "FREE Shipping & Handling!"		
<hr/>		
Save Changes		

Product Choice Page Elements

Add Product link: Goes to the Choose Product page. Disappears when 12 products have already been chosen.

In phase 1, a product choice page cannot include product bundles.

Product name and product blurb for each product: These are pulled from the product database, but can then be edited by the author. Can include HTML tags.

Pricing: The pricing section appears when the product type is a book or packaged media; it does not appear for magazines or online subscriptions. The product type is based on the product type of the first product choice added to the page.

Choose Product Page Wireframe

The wireframe shows a web interface titled "Rodale Online Acquisition Engine". Below the title is a section "Choose a Product". It features a search bar with "Products for" followed by a dropdown menu set to "Abs Diet". To the right is another dropdown menu set to "Books", followed by the text "containing" and an empty input field. Further right is a dropdown menu set to "By Name" and an "Update" button. Below these elements is a list box containing three items: "RB1234 - The Abs Diet", "RB1235 - The Abs Diet (Expanded Edition)", and "RB1236 - The Abs Diet Workout DVD". At the bottom of the list box are "Choose" and "Cancel" buttons.

Choose Product Page Elements

Brand menu: Includes an alphabetical list of brands. Defaults to the brand of the current offer.

Product type menu: Includes "All Product Types" (default), "Books," "Book Bundles," "Discounts," "Downloads," "Download Bundles," "Magazines," "Magazine Bundles," "Mixed Bundles (Book Owned)," "Mixed Bundles (Magazine Owned)," "Music," "Music Bundles," "Online Subscriptions," "Online Subscription Bundles," "Packaged Media," and "Packaged Media Bundles."

In phase 1, a product choice page cannot include product bundles. So when an author goes to the Choose Product page from a Product Choice page, no bundles appear in the choice of product types.

By Name/By Number dropdown menu: Includes "By Name" (default) and "By Product ID Number." Allows the user to sort the list by either name or number.

Update button: Refreshes the list of products based on the specified filtering and sorting criteria. Each item in the list includes the product ID number, a dash, and the product name.

Choose button: Goes back to the referring page and populates it with the selected product. If the selected product has more than one associated graphic, it goes to the Choose Product Graphic Page. Disabled when no product is selected.

Cancel: Goes back to the referring page.

Choose Product Graphic Page Wireframe


Rodale Online Acquisition Engine

Choose a Product Graphic

Product ID: 1234 Abs Diet Book

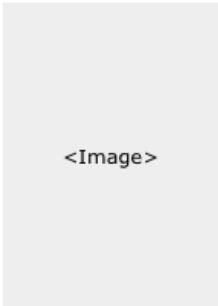
Choose a product image:

☐ abs_diet_cover_lg.jpg (141 x 200)



<Image>


☐ abs_diet_cover_lg_alt.jpg (141 x 200)



<Image>


Choose a product thumbnail:

☐ abs_diet_cover_sm.jpg (65x80)



<Image>

☐ abs_diet_cover_sm_alt.jpg (65x80)



<Image>

Choose Product Graphic Page Elements

The Choose Product Graphic page appears when an author selects a product with more than one associated product graphic, premium graphic, or thumbnail graphic in the product database.

If the author is choosing a product, and there is more than one large product image, the first section of the page is labeled “Choose a product image” and is followed by a set of large product images.

If the author is choosing a premium, and there is more than one premium image, the first section is labeled “Choose a premium image” and is followed by a set of premium images.

If the author is choosing a product, premium, or credit card upsell, and there is more than one thumbnail image, a section labeled “Choose a thumbnail” appears.

Choose: Goes back to the referring page and populates it with the selected product and selected image(s). Disabled when no radio button has been selected within a section of the page.

Cancel: Goes back to the referring page.

Choose Product Graphic Page Error Messages

Error	Message
A graphic has not been chosen.	Choose a graphic.

Choose Subscription Option Page Wireframe

Rodale Online Acquisition Engine

Choose a Subscription Option

Subscription options for

BC3920 - Bicycling: U.S. 1 year: \$17.99
BC3420 - Bicycling: U.S. 1 year: \$18.99
BC1039 - Bicycling: U.S. 2 years: \$29.99
BC1539 - Bicycling: U.S. 2 years: \$28.99

Choose Subscription Option Page Elements

“Choose Subscription Options For...”: Always is pre-populated with the product ID and product name of the “parent” product to which the subscription options belong.

Country menu: Includes “United States,” “Canada,” and “International.” Defaults to the country of the current offer.

By Name/By Number dropdown menu: Includes “By Name” (default) and “By Product ID Number.” Allows the user to sort the list by either name or number.

Update button: Refreshes the list of subscription options based on the specified filtering and sorting criteria. Each list item includes the subscription option ID number, a dash, and the subscription option description.

Choose button: Goes back to the referring page and populates it with the selected subscription option. Disabled when no subscription option is selected.

Cancel: Goes back to the referring page.

Premium

Premium Page Wireframe: Download

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Offer 0000004839: Bicycling With Tour de France Premium

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Premium

Product ID: 1234 250 Cycling Tips [Change Premium](#)

Type: Download

Title: 250 Cycling Tips Online

Title Code: 796858

Premium Image: bicycling_tour_de_france_med.jpg (141 x 120) [Change Graphic](#)

<Image>

Thumbnail: bicycling_tour_de_france_sm.jpg (65 x 80) [Change Graphic](#)

<Image>

Price

Sale Price: \$

Reg. Price: \$ 4.99

☐ Display sale price. ☐ Reg. price

☐ Percent savings. ☐ "Off Cover Price"

Download Instructions

☐ Include customized download instructions on confirmation page.

Links: [Download 250 Best Bicycling Tips \(for PC\)](#)
[Download 250 Best Bicycling Tips \(for Mac\)](#)

Save Changes

Premium Page Elements

The Premium page appears when the offer type is “Product with Premium” or “Product with Premium Choice.” When the offer type is “Product with Premium Choice,” the format of the Premium page is similar to that of the Product Choice page.

The Premium page is different from the Product page in several ways.

Premium image: When a premium is chosen from the product database, it gets the medium-size premium image, rather than the larger product image.

Downloads: A premium can be an online download. When this is the case, the “Download Instructions” module appears. This module includes a checkbox (un-checked by default), which allows an author to specify customized download instructions. The text field is 70 characters wide and 6 rows high. The instructions can include HTML tags. The download links themselves also appear. Note also that the shipping rate field and “FREE Shipping & Handling” checkbox do not appear for downloads.

Premium Page Error Messages

Error	Message
The Sale Price field is blank.	Enter a price.
The Sale Price is not in a valid numeric format.	The price is not in a valid format.
The “Installments” field does not contain an integer.	Enter the number of installments.
The Shipping field is blank.	Enter a price for shipping.
The Shipping rate is not in a valid numeric format.	The shipping rate is not in a valid format.
A magazine price is higher or lower than the allowable price range.	A magazine price is outside the allowable price range: <low> - <high>.

Credit Card Upsell

Credit Card Upsell Page Wireframe

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Credit Card Upsell

Product ID: 1234 Periodic Table of Cycling [Change Product](#)

Type: Download

Title: Periodic Table of Cycling

Title Code: 786875

Thumbnail: periodic_table_sm.jpg (65 x 80) [Change Graphic](#)

<Image>

Sale Price: \$

Reg. Price: \$ 4.99

Copy for Payment Method Section:

☒ Include thumbnail graphic.

☐ Include customized download instructions on confirmation page.

Links: [Download 250 Best Bicycling Tips \(for PC\)](#)
[Download 250 Best Bicycling Tips \(for Mac\)](#)

Save Changes

Credit Card Upsell Page Elements

The Credit Card Upsell page appears when the “Include Credit Card Upsell” box on the Offer Info page is checked.

The Credit Card Upsell page is the same as the Premium page except for the following:

Thumbnail: When a credit card upsell is chosen from the product database, it gets only the small thumbnail image. The “Include Thumbnail Graphic” box is checked by default.

Copy for Payment Method Section: An author specifies the copy that will appear in the Payment Method section. This can include HTML tags.

Discounts: A credit card upsell can be a discount—for example, \$5.00 off an order. In this case, the product is of type “Discount.” A product of type “Discount” has no attributes other than an amount (which would be a negative number).

Credit Card Upsell Page Error Messages

Error	Message
The Sale Price field is blank.	Enter a price.
The Sale Price is not in a valid numeric format.	The price is not in a valid format.
The Shipping field is blank.	Enter a price for shipping.
The Shipping rate is not in a valid numeric format.	The shipping rate is not in a valid format.

Interstitial Upsells

Upsell Page Wireframe

Rodale Online Acquisition Engine

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Upsell Page 1

Upsell Type: Product Update This Page

Product

Product ID: 1234 Abs Diet Book Change Product

Type: Book

Title: The Abs Diet Book (Expanded Edition)

Title Code: 195856

Product Image: abs_diet_cover_lg.jpg (141 x 200) Change Graphic

<Image>

Price

Sale Price: \$ 17.99

☐ Include upsell in installment billing schedule.

Reg. Price: \$ 19.99

Shipping: \$ 1.99

☐ Display sale price. ☐ Reg. price

☐ Percent savings. ☐ "Off Cover!" ☐ "FREE Shipping & Handling!"

Upsell Page Copy

☒ Include "thank you" message:

Thank you for your order. Here's another offer!

☒ Include upsell headline:

☒ Include upsell copy:

☒ Include upsell offer details:

Upsell Page Graphics

☒ Include supporting graphic.

abs_diet_burst.jpg (141 x 120) Change Remove

<Image>

☒ Include page-specific banner graphic.

abs_diet_upsell_banner.jpg (141 x 120) Change Remove

<Banner Image>

Save Changes

Upsell Page Elements

There can be 0-3 Upsell pages, as defined on the Site Options page.

Upsell Type menu: Includes “Select One” (default), “Product,” “Product With Premium,” “Product Choice,” or “E-mail Opt-ins.” Initially this menu and the Update button are the only items that appear on the page. Once a user has selected an Upsell Type, the page refreshes with the appropriate page elements.

Include Upsell in Installment Billing Schedule checkbox: Appears when an offer supports installment billing. Un-checked by default.

Thank You Message: An optional message that appears immediately above the upsell offer. Can include HTML tags. The box is checked by default, and the default message is, “Thank you for your order—here’s another special offer!” The field is 70 characters wide and 2 rows high.

Include page-specific banner graphic checkbox: Un-checked by default.

All other elements on this page are already described in the context of other pages.

Upsell Page Error Messages

Error	Message
The Sale Price field is blank.	Enter a price.
The Sale Price is not in a valid numeric format.	The price is not in a valid format.
The Shipping field is blank.	Enter a price for shipping.
The Shipping rate is not in a valid numeric format.	The shipping rate is not in a valid format.
The “Include Supporting Graphic” box is checked, but no graphic is selected.	Choose a graphic.
A magazine price is higher or lower than the allowable price range.	A magazine price is outside the allowable price range: <low> - <high>.

Ads

Ads Page Wireframe

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Ads

Ad 1
Graphic: mens_health_ad.jpg (300 x 150) [Change Graphic](#)

[Move Down](#) | [Remove](#)

<Image>

URL:

Ad 2
Graphic: abs_diet_ad.swf (300 x 300) [Change Graphic](#)

[Move Up](#) | [Remove](#)

<Image>

☐ Specify URL:

[Add Ad](#)

Ads Page Notes

The Ads page appears in all offers. It identifies any ads that will appear on the confirmation page for an offer.

Add Ad link: Goes to the Choose Graphic page and pre-selects the graphic type “Ads.” Disappears when 5 ads have already been added.

URL: The URL for ad graphic.

Specify URL checkbox: Appears when the ad is a Flash. If a URL is not specified, the ad uses the URLs that are embedded in the Flash.

Ads Page Error Messages

Error	Message
The URL field is blank for a non-Flash graphic.	Enter a URL.
The “Specify URL” box is checked, but the URL field is blank.	Enter a URL.

Abandonment Offers

Abandonment Offer Page Wireframe

Rodale Online Acquisition Engine

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Offer 0000004839: Bicycling With Tour de France Premium

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Abandonment Offer

Offer: 0000003948 - Bicycling Free Shipping
[View Offer](#) | [Change Offer](#)

☒ Include introductory phrase:

☒ Include headline for popup window:

☒ Include copy for popup window:

Abandonment Offer Page Elements

The Abandonment Offer page appears when the “Include Abandonment Offer” box has been checked on the Offer Info page.

Offer: The offer that a consumer goes to when he or she clicks Continue in the abandonment offer popup window. Initially only a “Choose Offer” link appears, which goes to the Choose Offer page. After an offer has been chosen, the offer ID number and name appear, the link label changes to “Change Offer,” and a “View Offer” link appears, which goes to the Offer Info pages for the offer.

Introductory phrase: An optional message that appears immediately above the abandonment offer headline. Can include HTML tags. The box is checked by default, and the default message is, “Wait! Before you leave, try this special offer.” The field is 70 characters wide and 2 rows high.

Popup headline and popup copy: The headline and copy that appear in the popup window a user sees when he or she abandons the original offer. The headline field is 70 characters wide and 2 rows high. The copy field is 70 characters wide and 6 rows high.

Keycodes

Keycodes Page Wireframe

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Keycodes

This offer is associated with the following keycodes in PPS. An asterisk indicates the default keycode.

Keycode	CDS Alias Keycode	Description
* 000500	I59W0010	Default
000600	I59W0020	Blue banner Yahoo
000700	I59W0030	Pink banner Yahoo
000800	I59W0040	Blue banner MSN
000900	I59W0050	Pink banner MSN

Keycodes Page Elements

The Keycodes page lists any keycodes that have been associated with the offer in PPS. An asterisk indicates the default offer. The “CDS Alias Keycode” appears only if the offer includes a magazine fulfilled through CDS.

If no keycodes have been associated with the offer, the copy at the top of the page is replaced with, “There are no keycodes associated with this offer in PPS.” In this case, the table does not appear.

Splits

Splits Page Wireframe

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Splits

Splits for

Bicycling

Magazines

 containing

By Name

Update

0000006394 - Bicycling banner test
0000003748 - Bicycling copy test
0000000988 - Bicycling credit card upsell test
0000000202 - Bicycling funnel test
0000003342 - Bicycling payment methods test
0000004439 - Bicycling premium test

View

New

Delete

Splits Page Elements

Brand dropdown menu: Includes: “Select a Brand” (default) and “All Brands,” followed by an alphabetical list of brands.

Category menu: Includes: “Select One” (default), “All Categories,” “Books,” “Magazines,” “Merchandise,” “Mixes (Book Owned),” “Mixes (Magazine Owned),” “Music,” “Online Services,” and “Packaged Media.”

By Name/By Number dropdown menu: Includes “By Name” (default) and “By Split ID Number.” Allows the user to sort the list by either name or number.

Update button: Refreshes the list of offers based on the specified filtering and sorting criteria. Each list item includes the split ID, a dash, and the split name.

View button: Goes to the Split page for the selected split. The button is disabled unless a split is selected in the list.

New button: Goes to a Split page with no data.

Delete button: Deletes the selected split. It first displays an alert: “Are you sure you want to delete <split ID> <split name>?” “Yes” “No.” The button appears only if the user has permission to delete splits. The button is disabled unless a split is selected in the list.

Returning to the Splits page: When a user returns to the Splits page within a session, the criteria and list should be as they were when the user left.

New Split Page Wireframe

Rodale Online Acquisition Engine

New Split

Brand:

Select One

Category:

Select One

Split Name:

Create Split

Cancel

New Split Page Elements

Brand menu: Includes “Select One” (default), followed by an alphabetical list of brands.

Category menu: Includes: “Select One” (default), “All Categories,” “Books,” “Magazines,” “Merchandise,” “Mixes (Book Owned),” “Mixes (Magazine Owned),” “Music,” “Online Services,” and “Packaged Media.”

Create Split button: Creates a split ID and goes to the Split page for the new split.

Cancel button: Goes back to the Splits page.

New Split Page Error Messages

Error	Message
No brand is selected.	Select a brand.
No category is selected.	Select a category.
The Split Name field is blank.	Enter a split name.
A split with the same brand, category, and name already exists.	A split with that brand, category, and name already exists.

Split Page Wireframe

Rodale Online Acquisition Engine[Offers](#) | [Splits](#) | [Users](#) | [Help](#)

Split BKEM003748: Bicycling Premium Test

Brand: Bicycling

Category: Magazines

Split Name:

Offers:

Weight

Offer

0000003627 - Bicycling 1-page [View](#) | [Change](#) | [Remove](#)

0000003627 - Bicycling With Tour de France Premium [View](#) | [Change](#) | [Remove](#)

[Add Offer](#)

[Save Changes](#)

Split Page Elements

Split ID number and name: The heading of the page displays the split ID number and name. The name is also displayed in an editable field.

Brand dropdown menu: Includes an alphabetical list of brands with the current brand selected.

Category dropdown menu: Includes an alphabetical list of split categories with the current category selected.

Add Offer link: Goes to the Choose Offer page with the brand and product category pre-selected.

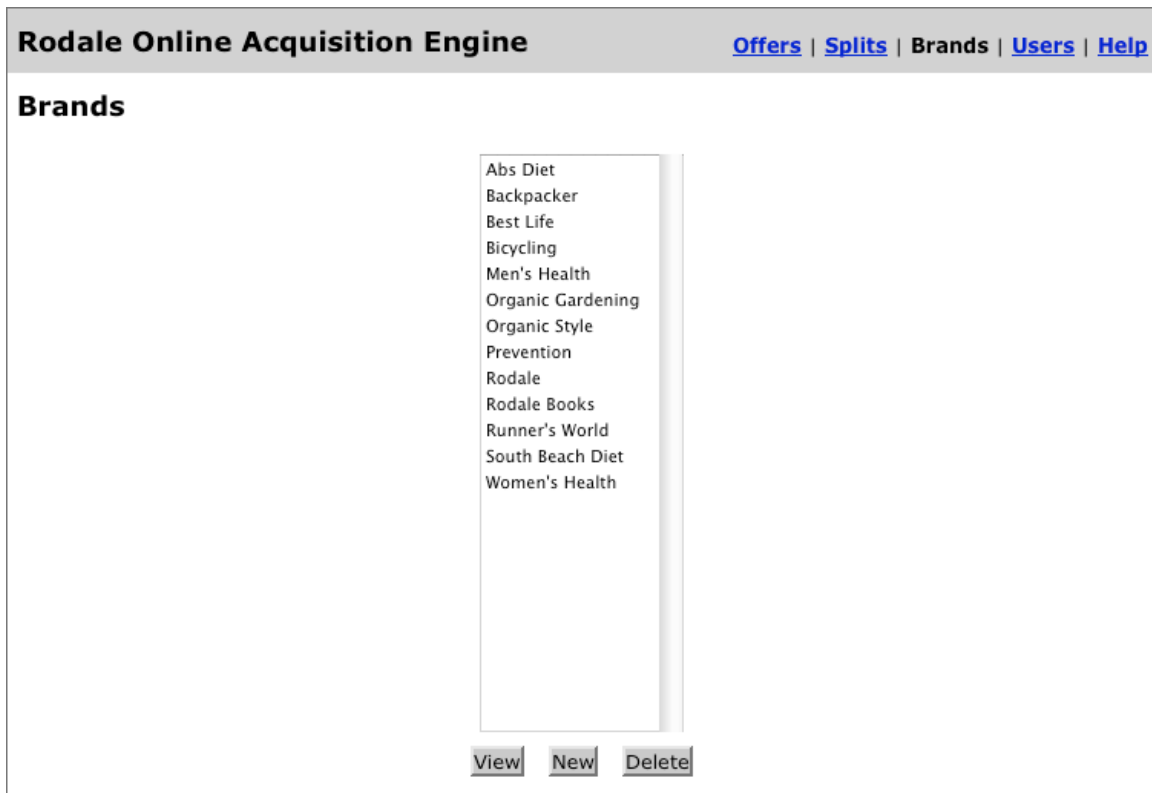
Weight: An author types in an integer to indicate the weight given to an offer relative to other offers in the split. Weights need not add up to any particular number.

Split Page Error Messages

Error	Message
The Split Name field is blank.	Enter a split name.
A Weight field is blank or the weight is not an integer.	Enter an integer.

Brands

Brands Page Wireframe



Brands Page Elements

The Brands page lists all brands in alphabetical order.

View: Goes to the Brand page for the selected brand. Disabled when no brand is selected.

New: Appears only for users with brand creation privileges. Goes to the New Brand page.

Delete: Appears only for users with brand deletion privileges. Disabled when no brand is selected. Deletes the selected brand, first displaying an alert, "Are you sure you want to delete the brand: <brand>?" "No" "Yes."

New Brand Page Wireframe

Rodale Online Acquisition Engine

New Brand

Brand Name:

Create Brand

Cancel

New Brand Page Elements

- Brand Name:** A unique name for the brand.
- Create Brand button:** Creates a new brand and goes to the Brand page for the new brand.

New Brand Page Error Messages

Error	Message
The Brand Name field is blank.	Enter a brand name.
The brand name already exists.	That brand name already exists.

Brand Page Wireframe

Rodale Online Acquisition Engine		Offers	Splits	Brands	Users	Help
Brand: Bicycling						
Brand:	<input type="text" value="Bicycling"/>					
Default Offer(s):	Books: 0000003948 - Bicycling Guide View Change Remove					
	Magazines: 00003922 - Bicycling 1-Page View Change Remove					
	Add Default Offer					
	<input type="button" value="Save Changes"/>					

Brand Page Elements

Default Offer(s): A default offer is an offer to be displayed in place of an expired offer. One default offer can be specified for any combination of a brand and an offer category. (For example, Men’s Health Books and Men’s Health Magazines can each have their own default offer.) An author specifies a default offer by clicking “Add Default Offer,” then choosing an offer on the Choose Offer page.

Each item in the Default Offer section includes: the offer category, the offer ID number, a dash, and the offer name, followed by a “View,” “Change,” and “Remove” link.

If an author chooses an offer from an offer category that already has a default offer, an alert appears: “There is already a default offer for <Brand> <Offer Category>. Do you want to replace it?” “No” “Yes.”

Brand Page Error Messages

Error	Message
The Brand Name field is blank.	Enter a brand name.
The brand name already exists.	That brand name already exists.

Users

Users Page Wireframe



Users Page Elements

The Users page appears only for users with user creation and deletion privileges. The page lists all OAE users by last name.

View button: Goes to the User page for the selected user. Disabled when no user is selected.

New button: Goes to the New User page.

Delete button: Deletes the selected user, first displaying an alert: “Are you sure you want to delete <user>?” “No” “Yes.” Disabled when no user is selected.

New User Page Wireframe

Rodale Online Acquisition Engine

New User

First Name:

Last Name:

E-mail Address:

Rodale User ID:

☐

Give permission to delete offers and splits.

☐

Give permission to delete graphics.

☐

Give permission to create brands.

☐

Give permission to delete brands.

☐

Give permission to create and delete OAE users.

Create User

Cancel

New User Page Elements

First name and last name: Text fields with 10 visible characters.

E-mail address: Text field with 40 visible characters.

Rodale User ID: Text field with 24 visible characters.

All checkboxes are un-checked by default.

New User Page Error Messages

Error	Message
The first name or last name field is blank.	Enter a first and last name.
The e-mail address field is blank.	Enter an e-mail address.
The Rodale user ID field is blank.	Enter the Rodale user ID.
The Rodale user ID already exists.	That Rodale user ID already exists.

User Page Wireframe

Rodale Online Acquisition Engine[Offers](#) | [Splits](#) | [Brands](#) | [Users](#) | [Help](#)

User: Royce Walthrop

First Name:

Royce

Last Name:

Walthrop

E-mail Address:

royce.walthrop@rodale.com

Rodale User ID:

rwalthrop1

☐ Give permission to delete offers and splits.

☐ Give permission to delete graphics.

☐ Give permission to create brands.

☐ Give permission to delete brands.

☐ Give permission to create and delete OAE users.

Update

User Page Error Messages

Error	Message
The first name or last name field is blank.	Enter a first and last name.
The e-mail address field is blank.	Enter an e-mail address.
The Rodale user ID field is blank.	Enter the Rodale user ID.
The Rodale user ID already exists.	That Rodale user ID already exists.

Help

Help Page Wireframe

Rodale Online Acquisition Engine

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Help

Topics

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Help Page Elements

The Help page provides documentation for OAE users. A series of anchor links at the top of the page link to section headings lower in the page.

Customer Service Offer Lookup Tool

A web-based tool will enable Customer Service representatives to look up information about an offer.

Search Page

Rodale Customer Service Offer Lookup Tool	
Search by Order Info	Search by Offer Info
Order Number: <input type="text"/>	Offer ID: <input type="text"/>
First Name: <input type="text"/>	Offer Name: <input type="text"/>
Last Name: <input type="text"/>	Brand: <input type="text" value="All Brands"/>
Zip/Postal Code: <input type="text"/>	Offer Category: <input type="text" value="All Categories"/>
Date: <input type="text"/> (mm/dd/yyyy)	
<input type="button" value="Find Offers"/>	

Search Page Elements

Order Number, First Name, Last Name, Zip/Postal Code, Offer ID, and Offer Name: Text entry fields, each with 24 visible characters.

Date: Text entry field. 10 visible characters.

Brand dropdown menu: Includes All Brands (default), followed by an alphabetical list of brands.

Offer Category dropdown menu: Includes All Categories (default), followed by an alphabetical list of offer categories.

Find Offers button: Goes to the search results page.

If nothing has been typed in any of the fields and nothing has been selected from either of the dropdown menus, an error message appears at the top of the page: "Specify your search criteria."

Results Page

Results of Search on Order Info

Rodale Customer Service Offer Lookup Tool				
Online orders containing: First Name "john" Last Name "smith"				New Search
Order No.	Name/Address/Date	Offer ID	Offer Name	
123456787	Smith, John 111 Bella Circle Doylestown, PA 18901 United States 01/01/2006	0000001235	Abs Diet Book with DVD	View Buy
123456788	Smith, John 222 Pinnacle Ridge Dr. Calgary, AB T3Z3N7 Canada 01/01/2006	0000001236	Men's Health Canada	View Buy
123456789	Smith, John 3333 Bentoak Lane San Jose, CA 95012 United States 02/01/2006	0000001237	Bicycling with Tour de France premium	View Buy
123456799	Smith, John 3333 Bentoak Lane San Jose, CA 95012 United States 01/01/2006	0000001238	Organic Gardening	View Buy
				New Search

Results of Search on Offer Info

Rodale Customer Service Offer Lookup Tool				
Online offers containing: Offer Name "abs"				New Search
Offer ID	Offer Name			
0000001235	Abs Diet Book			View Buy
0000001236	Abs Diet Book Canada			View Buy
0000001237	Abs Diet Book Gift			View Buy
0000001238	Abs Diet Book International			View Buy
				New Search

Results Page Elements

Search criteria: Displays either “Online orders containing:” or “Online offers containing:” depending on whether or not the search criteria includes order information, followed by the name of each search criterion and the specified value in quotes. (The brand and offer category are not displayed as part of the search criteria if they have a value of “All Brands” or “All Categories.”)

Search results list: If the search criteria includes order information, each item in the list includes: order number, address last name, first name, address line 1, address line 2, city, state/province, zip/postal code, country, order date, offer ID, and offer name. (The name and address refer to the billing address.)

If the search criteria includes only offer information, each item in the list includes the offer ID and offer name.

The list is sorted by the following:

1. Last name
2. First name
3. Address line 1
4. Address line 2
5. City
6. State/Province
7. Zip/Postal code
8. Order date (from most recent to least recent)
9. Order number
10. Offer name
11. Offer ID

The color of the rows in the table alternates between white and light gray.

View links: Open the offer in preview mode a new window. The fields are pre-populated with data so that a user can click through the offer without entering data, and no data is ever submitted.

Buy links: Open the offer in a new window. A user can enter and submit data to make a purchase.

New Search link: Goes back to the Search page.