

PopShop Online User's Manual Addendum

Custom Products Module

This document is intended to outline the features and procedures of the PopShop Online Custom Products Module. Using this module, retailers may create up to 5,000 products of their own design and sell them exactly like in-stock items with Diamond.

Key Effects of Enabling Module:

- \$49 charge per year for usage.
- A new menu appears on your website with two options (defaults to first option)
 - Previews- Your normal PopShop Online site.
 - Back Issues & More – Your new custom products
- A new option menu appears on your dealer dashboard.
 - Manage Items

Things to Note:

- When you sell an item, it will appear at the top of your item list. You may relist the item immediately from this menu.
- An item that is in a prepay users cart will appear to be sold BUT an order will not appear. You may either relist the item, which will have no effect on the user's cart, or you can await the order.

Section 1: Manage Products

When you first login after enabling the back-issue function, you will see a new menu, Manage Items, and a new button, Manage Products on your Dealer Dashboard. Clicking on Manage Products will bring up a list of your current custom items. The first option you will see is to add a new product. You may add up to 5,000 products and host the images through the upload process detailed below. Products must be of a GENERAL AUDIENCE nature, meaning non-adult non-nudity. If you have an item that is technically not adult material but has nudity involved, please do not upload an uncensored photo. Remember that there is no way to prevent underage users from seeing your site.

The next list, if it appears, will be the list of items you've sold. You will then be able to either relist these items for sale or delete them entirely.

The following list lists all the active unsold items on your site. This list will correspond to what users will see on the front end of the site. Here you may edit products, add and edit photos and delete the product permanently.

Section 2: Add A New Product

At the top of the Manage Products Screen is a link to Add A Product. Clicking this link brings you to the product entry page.

Simply enter the Title, Issue or Volume (if needed), MSRP (meant to draw contrast to your pricing), Your Selling Price (do not use the \$ sign, just the numbers). Then choose a Category, Brand (Choose Other if not on list), Collection and Crossover (leave on None is ok).

If you are interested, enter a UPC number for this product and then enter a description up to 2,000 characters long.

Finally, you may specify the way the product will be displayed:

- **HomePick**- This is the first product that gets displayed in the Top Picks section of your page. If there are more than 1 HomePick products they will appear in alphabetical order before all other items in the rotating Top Picks section.
- **TopPick**- These items will appear in alphabetical order following the Home Picks
- **Featured Items**- Underneath the Top Pick rotator are the 3 items that are Featured Items. This is how you indicate their inclusion. Keep in mind that each category can have it's own featured products.

When you are satisfied, click Insert Record to create the item. This will take you to the photo upload page. Here you will click browse to find the image for your product on your hard drive. When you have selected it, click the submit button and your product entry will be complete. You will be returned to the product list where you may then edit the item.

Photos **MUST**:

- Be 72 dpi
- Be Jpg's in the .jpg format (.jpeg, .gif and .bmp will NOT show on your site)
- Be under 50k each (larger files will be deleted)
- Be in 2x3 proportion (preferably 200 x 300) with white backgrounds.
- NOT contain nudity or offensive imagery.

If you need help processing images to these specifications, contact us at lee@popshonline.com for processing rates. We will typically process images for \$10 per hundred.

Section 3: Edit Products

To edit a product, simply click Edit Product from the Product List. You will then see your existing setting for the product and be able to update in any way you like.

At this point, you can also update or add an image (if you did not add one earlier). Just click Add / Edit Photo to be taken to the Photo Upload screen. The photo you upload here will either be added or overwrite your existing photo for this item.

Section 4: Deleting Items

To delete a product, simply click Delete Product from the Product List. You will then have one opportunity for a confirmation before permanently deleting the product.

Section 5: Misc.

Other than the notes above, these products will function exactly like in-stock diamond products. You will receive emails when a real order is placed (not just a cart placement), you will be able to fill the order and hopefully sell a lot of product in your shop.