



MWS REQUIREMENTS FOR VENDOR SUBMISSIONS

MWS-ASSOCIATES.COM



MWS EARLY ORDER GUIDELINES

Every year this project has proven to be more and more valuable to MWS and our partners as a pivotal tool in our sales cycle. This production is being mailed to in excess of 1250 retailers, and followed up with repeated digital sends. It is an extremely important tool for our team to maximize their time on the road and in the office.

To capitalize on the maximum amount of effectiveness of this tool, we will continue our accelerated timeline. We will need you to confirm your participation by 7/15 via email so we can confirm page counts and get the overall layout in process.

In order to make our deliverable deadline of 11/1, I will need all specials and manufacturer pages no later than 9/15.

- This catalog will be going to **ALL** independent dealers and **ALL** buy groups. Please keep this in mind while submitting specials
- The specials included in this book need to be available from 11/1- 4/1 to be written, no exceptions
- Each manufacturer will receive two full 8.5x11 pages
- This year, each manufacturer will create their own pages and submit them using our updated website portal in either a full page format, or by individual item submissions (as available in previous years)
- **ALL** submissions are **REQUIRED** to go through our online website portal, directly to our creative team. Dropbox links, WeTransfer, and email attachments cannot be accepted anymore. They must go through <https://mws-associates.com/early-order-guide-data>
- Please note that the Early Order Guide is organized in alphabetical order by manufacturer
- This year, our creative team will not be designing or building any of the left hand page layouts. They **MUST** be completed and submitted by the manufacturer through the above-mentioned link
- Here is the link to the 2024 Early Order Guide for reference
<https://mws-associates.com/mws-all-access-login/early-order-guide/>

We thank you for your partnership!. Please understand this project is a significant investment of time and resources. We will continue to invest in the infrastructure to streamline and make the Early Order Guide more effective and efficient. This manual was developed to help increase efficiency for all parties.

Thank you for your support!

LEFT SIDE LAYOUT SAMPLE

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GRAYL® | PURIFY WATER. ANYWHERE.

FILL. ↓ PRESS. ↗ DRINK.®

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*ONLY REPRESENTED IN MN, ND, SD, NE, IA, WI, IL, KS, MO





MWS EARLY ORDER GUIDELINES

(a) Object requirements

- i. **Logo:** Max. file size: 64 MB. EPS, PSD or PNG file types preferred for logos (*.tiff and .jpeg files discouraged*) put in the top right spread
- ii. **Left spread should be your ad spread**
- iii. **Right spread should be your product information** (*6 products, 2 rows of 3*)
- iv. **Notes box in the lower right side of the spread**
- v. Enter Any State Representation Restriction Directions in the lower left side of the spread:
Please list states where MWS represents your brand in only Example: **ONLY REPRESENTED IN CA, KS, KY, MD, MO, NJ, NY*
- vi. **Enter the Early Order Program Information in the top right spread**
 - Early Order Program
 - Discount %
 - Pre-Paid Freight Minimum
 - Order Terms
 - Minimum Order Amount

(b) Dimension requirements : 8.5x11 page size

(c) Color number requirements : Printer friendly and meets WEB AIM guidelines

(d) Font requirements : Recommend you use your brands official font but if your brand does not have one we recommend you use our brand font Media Gothic; minimum font size of 10 for all content

(e) Resolution requirements : Requires above 72 ppi and highly preferred 300 ppi or better to meet printer friendly and WEB AIM guidelines for imagery/files

(f) File type requirements : Vendors may have a 2 page spread each and we request PDF format files with assets provided

(g) Photo sizing recommendations

- **3.8373" W x 3.535" H** 300 dpi
- **3.3947" w x 1.945" H** 300 dpi
- **3.66" W x 1.945" H** 300 dpi
- **3.94" W x 3.235" H** 300 dpi
- **2.3749" W x 1.6175" H** 300 dpi
- **2.54" W x 2.195" H** 300 dpi

(h) Text recommendations per item

- **Item name:** 35 max characters
- **3 Bullet points :** 70 max characters each
- **Dealer Price**
- **Early Order Price**
- **Case pack quantity**

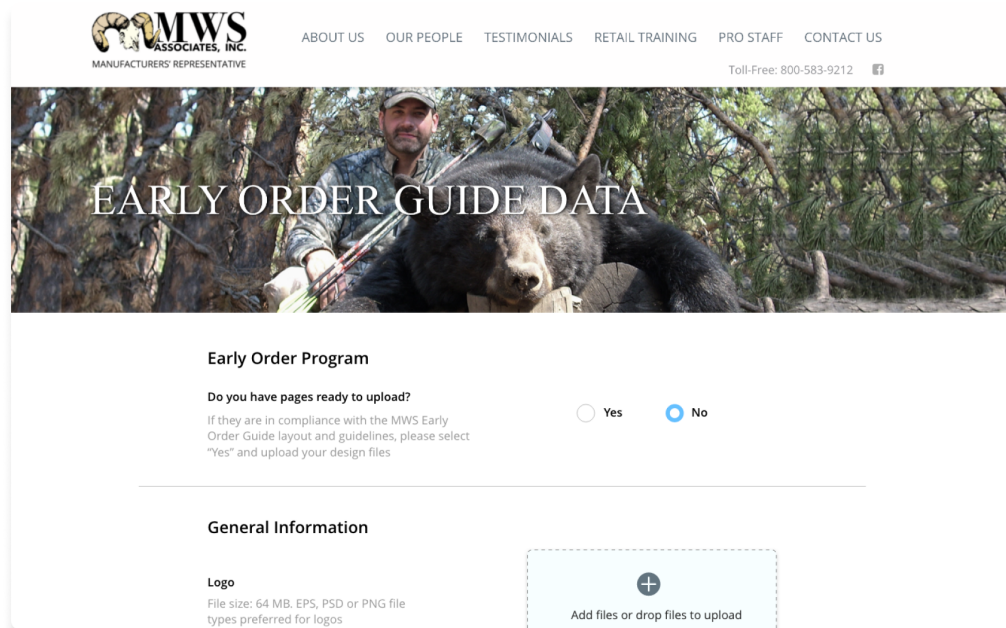
(i) Terminology : Use Dealer cost , Early order cost



VENDOR SUBMISSION PORTAL INSTRUCTIONS

1

Go to <https://mws-associates.com/early-order-guide-data/>



The screenshot shows the MWS Associates, Inc. logo and navigation menu at the top. The main heading is "EARLY ORDER GUIDE DATA". Below this is the "Early Order Program" section with a question: "Do you have pages ready to upload?". The "No" radio button is selected. Below the question is a note: "If they are in compliance with the MWS Early Order Guide layout and guidelines, please select 'Yes' and upload your design files". The "General Information" section is partially visible, showing a "Logo" upload area with a file size limit of 64 MB and a preferred file type of EPS, PSD or PNG.

2

If you already designed the layout SELECT "YES" , if not SELECT "NO"

Early Order Program

Do you have pages ready to upload?

If they are in compliance with the MWS Early Order Guide layout and guidelines, please select "Yes" and upload your design files

☐ Yes ☒ No

VENDOR SUBMISSION PORTAL INSTRUCTIONS

3

Once You Select “NO”, Fill the general information and product informations for each item and hit “SUBMIT” button

General Information

Logo

File size: 64 MB. EPS, PSD or PNG file types preferred for logos



Add files or drop files to upload

Discount %
(Required)

Pre-Paid Freight Minimum
(Required)

Order Terms
(Required)

Minimum Order Amount
(Required)

Enter Any State Representation Restriction Directions Here

Please list states where the offers are represented by MWS in only. Example: *ONLY REPRESENTED IN CA, KS, KY, MD, MO, NJ, NY

Product Submission Details

Item 1

Item 2

Item 3

Item 4

Item 5

Item 6

Item 1 Information

Item 1 Name
(Required)

Bullet 1
(Required)

Bullet 2
(Required)

Bullet 3
(Required)

Dealer Price
(Required)

Early Order Price
(Required)

Case Pack Quantity

4

If you SELECT “YES”, Upload the LEFT side and RIGHT side of your document separately and hit “SUBMIT” button

Upload Document

[> MWS Requirements For Vendor Submissions \(Download\)](#)

Left Hand Page Upload



Add files or drop files to upload

Right Hand Page Upload



Add files or drop files to upload

Submit