

## Mecardo Distribution Checklist

Thank you for choosing to distribute Mecardo. We look forward to working with you. This document provides a checklist to make your distribution of Mecardo as simple as possible.

### Getting set up as a Mecardo distributor

- Advise Mecardo of your interest in becoming a distributor.
- Provide your company logo to Mecardo (in high resolution PNG or JPG format).
- Mecardo will set up a unique Mecardo URL for your company. When clients click on this URL, they will be tagged as your client in our system. This linkage ensures that they see your company branding (as 'Mecardo, brought to you by...') on all Mecardo web pages they view. The linkage also provides opportunities for targeted advertising to your clients.
- Mecardo will also provide you with promotional text and a PDF promotional flyer that you can use in an email to your clients, if you wish.

### Promoting Mecardo to your clients

Here are a number of options for promoting Mecardo to your clients

- Send dedicated Mecardo URL to your clients**  
This is required to ensure we identify them as your client in our system. Mecardo will provide you with email text and PDF promotional flyer to adapt and accompany this link. However, please feel free to draft your own client email if you would prefer.
- Mecardo advertisement on your company website**  
Mecardo has available a webtile image to place on your website, and link to your dedicated Mecardo URL. In this way, anyone who visits your website (not just clients) and clicks on the image will be identified as your 'client' in our system.
- Targeting priority clients**  
Have you considered targeting your priority clients individually, to maximise uptake? There is also the opportunity for you to subsidise extended access to Mecardo Premium for key clients.
- Mecardo article for company newsletter / email**  
Consider including links to Mecardo articles in your company newsletter and/or client emails. Alternatively, you could review Mecardo and provide the dedicated URL for clients to access Mecardo.
- Presentations and webinars**  
Mecardo is available to present at client events (time permitting) or via webinar. Mecardo also runs general webinars on markets and their outlook. Alternatively, Mecardo has a general presentation available should you wish to present Mecardo yourself.
- Mecardo RSS feed on your website**  
An RSS feed allows you to automatically display Mecardo analysis on your website. Contact Mecardo for more information on this.

### For further information contact:

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