Using the Marketing Resource Center

Let's Get Started!

METALLIC BUILDING COMPANY
An NCI Company

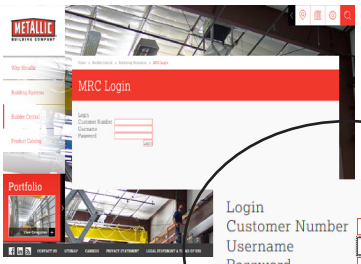


Fig. 1

- Begin by logging onto www.metallic.com/mrc (*See Fig. 1*)

- Type in your customer number, user name and password. If you do not have a user name and password, email: expressplus@ncilp.com to obtain one. (*See Fig. 2*)

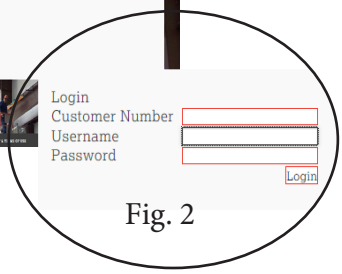


Fig. 2

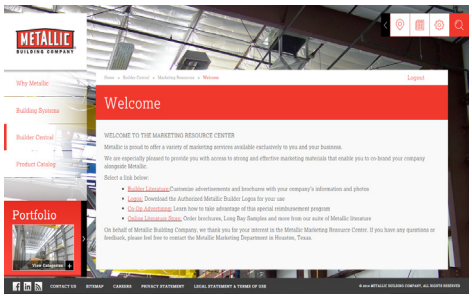


Fig. 3

- To access, Builder Literature, Logos, Co-op advertising guidelines or Online Literature Store, click on the appropriate link. (*See Fig. 3*)

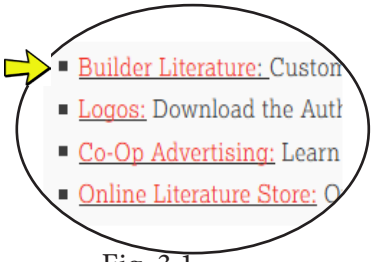


Fig. 3.1

Builder Literature

- To view and create customized ads, brochures and flyers, please click on ***Builder Literature*** and follow the next steps: (*See Fig. 3.1)*

- The Products page will appear.

- Scroll down the page and double-click on the type of advertisement you want to create (i.e. brochure, full-page ad, etc.).

  Example: click on "A Better Way to Build" four-page brochure. This will create a four-page brochure with customizable company name, logo, and images. (*See Fig. 4*)

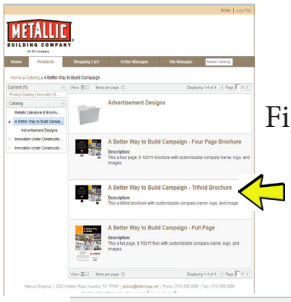


Fig. 4

- You will see "**Form**" - please click on **Company Information**. Fill in company contact information and upload your company logo.

- Next, click on **Brochure Design**. You will be given the option to select a color scheme from a drop down menu. Please choose the color that best compliment your logo, photo choice, etc. (*See Fig. 5*)

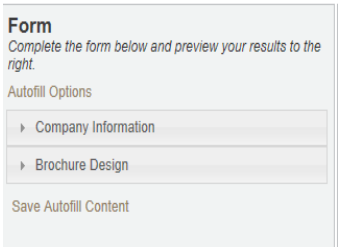


Fig. 5

Fig. 6

- You will then choose pictures that will be used on the front as well as the inside of this piece. You have the option of previewing and choosing images from the Gallery or uploading your own images. Simply click on **Gallery** and a new window will open displaying images. (*See Fig. 6*)

- Should you choose to upload your own photo, click on **Upload** to the right of Gallery and a new window will open. Next, browse your personal computer and choose an image from your files. (*See Fig. 6.1*)

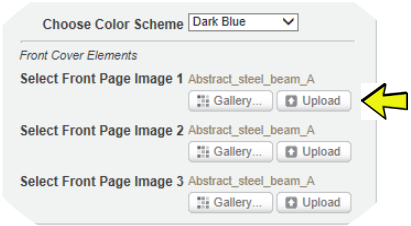


Fig. 6.1

- To preview the piece, first click the green Update button at the top of the image screen. Then, click open PDF to see the full image of the piece. (*See Fig. 7*)

- Be patient, larger marketing pieces will take a little bit longer to load.

- Now you are ready to place your order! Make sure you preview your brochure before you go to the next step. You will not be able to purchase your item without previewing it first.

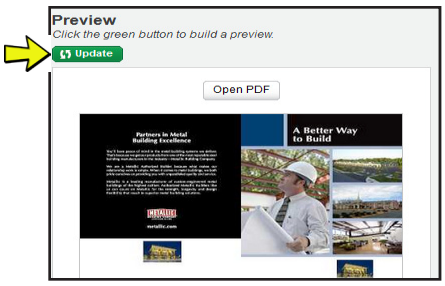
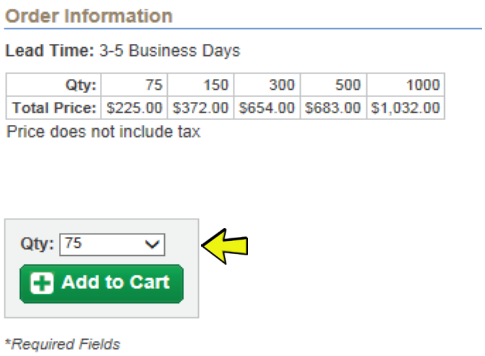
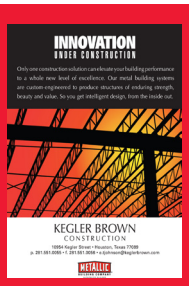


Fig. 7

Fig. 8



- Choose the quantity that you would like to order. Click the Qty: tab. Next a drop down menu appears showing available quantities. Click your desired quantity, then click Add to Cart. (*See Fig. 8*)

- Proceed to checkout to pay for your purchase through the secure site. At checkout, you will be given the option to pay by credit card or be invoiced by Alliance Graphics Printing for your order.

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