

# Field Guide for Ad Tools Plus Template

Use these guidelines to help you fill in the Ad Tools CSV template when uploading your stock in bulk.

- You should upload any pictures you want to use for these stock items **before** you upload your stock.

## Character & Field Guidelines

The table below outlines the valid values for the fields you need to complete for each stock item.

- Use the values as they appear.
- Do not use spaces, unless you are completing a free text field.
- You may enter **most** standard and special characters into the format free text fields. However, Ad Tools will not import files that contain the following characters: ^ @ < > |
- Fields that require you to enter a value are **Case Sensitive**.
- Do not enter commas, unless the specified
- Do not enter a \$ symbol in pricing fields.
- Do not enter square brackets [ ] – these define the value to be entered into the field.

Field	Mandatory or Optional?	What is this field for?	What to enter
Catalogue Name	Optional	Specifies which catalogue the ads should appear in	Type the exact catalogue name. Can use drop down on import page to specify. If you have multiple Catalogues leave the drop down on import page blank
Ad Type	Mandatory	Specifies what type of ad you are placing for the item.	Type one of: <ul style="list-style-type: none"> <li>Classified</li> <li>Buy Now</li> </ul>
Category	Mandatory	Determines which category your ad will display under.	Enter the category number for category your ad will display under. Refer to the TradingPost Category file for a complete list.
Price	Mandatory	Sets the price for your item.	Type any number. Do not include \$ symbol.
Negotiable	Optional	Indicates if you are willing to negotiate on the price for this item.	If you wish to display the item as negotiable type "True". Leave blank if the item is not negotiable.
SKU / Stock ID <i>Free text field</i>	Mandatory	Your unique code for this stock item.	Type a unique code for this item (up to 50 characters). You may use numbers, letters and special characters.
Condition	Mandatory	Specifies if the item is new or used, and the condition it is in	Type one of: <ul style="list-style-type: none"> <li>New</li> <li>Excellent</li> <li>Good</li> <li>Very Good</li> <li>Fair</li> </ul>
Title <i>Free text field</i>	Mandatory	This will be the ad title for this item.	Enter a title for your ad (up to 55 characters). Note: Do not use all UPPERCASE. You may use uppercase to highlight individual words
Short description <i>Free text field</i>	Mandatory	Provides extra information that a buyer can search on.	Enter a short description (up to 55 characters) to help describe the item (eg. Model number, brand, colour etc). Note: Do not use all UPPERCASE. You may use uppercase to highlight individual words.
Long description <i>Free text field</i>	Mandatory	This is where you enter as much information as possible to describe your item.	Enter a detailed description of the item. You may use HTML characters to determine formatting. Note: Do not use all UPPERCASE. You may use uppercase to highlight individual word
Attributes	Optional	Includes additional things about this item that helps interested buyers search for it	Enter any attributes and values that apply to this item. Refer to the TradingPost Category file for a complete list. Format: <ul style="list-style-type: none"> <li>You must enter the attributes and values exactly as Trading Post spells them.</li> <li>Attributes must be separated by a &lt; &gt; without spaces (eg Attribute1:value1 Attribute2:value2 Attribute3: Value3 </li> </ul> Example for a printer: Brand:Canon Features:Fax Resolution:600 DPO

	Mandatory Microchip Attribute	For Victorian based customers placing ads in one of the following categories: <ul style="list-style-type: none"> <li>Dogs for sale</li> <li>Cats for sale</li> </ul>	Ads in these categories in Victoria MUST include this attribute. In other states it is optional. The attribute is MicrochipNumber:value value can be anything from 1 to 300 characters.
Suburb <i>Free text field</i>	Optional	Indicates where the item is located	Enter the Suburb the item is located. The location will auto populate to the location of your Catalogue if left blank.
State <i>Free text field</i>	Optional	Indicates where the item is located	Enter the State the item is located. The location will auto populate to the location of your Catalogue if left blank.
Post Code	Optional	Indicates where the item is located	Enter the Post Code the item is located. The location will auto populate to the location of your Catalogue if left blank.
Image 1-9	Optional	Tells Ad Tools Plus where to find the images for your ad.	For each image you wish to display with your ad, enter the exact file path or url. Note: You will need to upload your images to My Pictures before uploading your stock. Examples: <ul style="list-style-type: none"> <li>mypictures/item/image1.jpg</li> <li>http://flickr.com.au/mypictures/image1.jpg</li> </ul>
Payment Method	Mandatory for Buy Now ads, N/A for Classified ads	Specifies payment options you will accept for this item. If you accept PayPal simply add details in the following fields.	Enter one or more of the following: <ul style="list-style-type: none"> <li>Cheque</li> <li>MO (money order)</li> <li>Deposit (direct deposit accepted)</li> <li>COD (cash on delivery)</li> </ul> Note: Separate multiple options using a comma without a space (eg. COD,MO)
PayPal ID	Optional for Buy Now ads, N/A for Classified ads	Provides buyers will the details to pay you	Enter the email address you use for your PayPal account.
Other Payment Method <i>Free text field</i>	Optional for Buy Now ads, N/A for Classified ads	Offer other payment options	Enter the details for other payment options you are offering. This is a free text field
Delivery Method	Optional for Buy Now ads, N/A for Classified ads	Specifies the delivery options you will accept or provide for this item. If you will post via Regular Post, Express Post or Courier simply enter the price in the relevant field.	Enter one or more of the following: <ul style="list-style-type: none"> <li>REGULAR</li> <li>EXPRESS</li> <li>REGISTERED</li> <li>COURIER</li> <li>PICKUP</li> <li>LOCAL</li> <li>CONTACT</li> </ul> Note: Separate multiple options using a comma without a space (eg. PICKUP,LOCAL,CONTACT)
Regular Post Price	Optional	Provides the cost of sending the item via Regular Post. This amount is added to the selling price	Enter any number. You may use decimals (up to two decimal places). Do not enter a \$ symbol
Express Post Price	Optional	Provides the cost of sending the item via Express Post. This amount is added to the selling price.	Enter any number. You may use decimals (up to two decimal places). Do not enter a \$ symbol
Registered Post Price	Optional	Provides the cost of sending the item via Registered Post. This amount is added to the selling price.	Enter any number. You may use decimals (up to two decimal places). Do not enter a \$ symbol
Courier Price	Optional	Provides the cost of sending the item via a Courier. This amount is added to the selling price.	Enter any number. You may use decimals (up to two decimal places). Do not enter a \$ symbol
Other Delivery Method <i>Free text field</i>	Optional	Lets you offer other delivery options	Enter the details for other delivery options you are offering