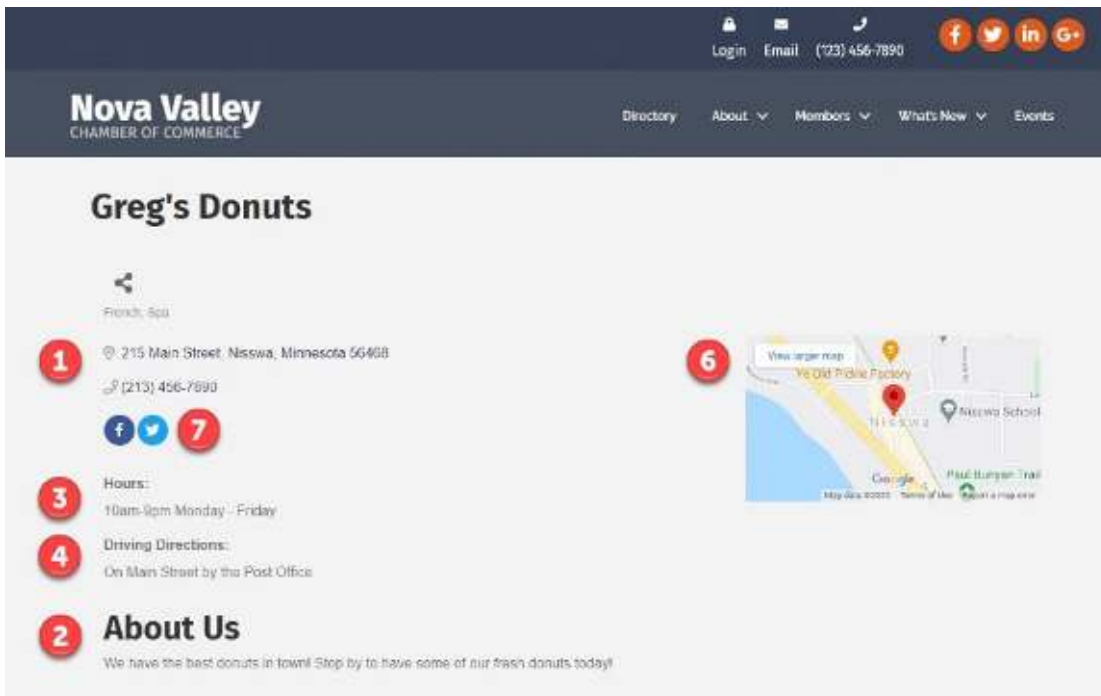


Marketing Package User Guide

Features of the Basic Listing

1. Business address and contact information
2. 200 characters for Business description
3. 100 characters for Hours of Operation
4. 200 characters for Driving Directions
5. Basic map pin
6. Share links (this may not be turned on for all member pages)
7. Web link on search results listing



Nova Valley
CHAMBER OF COMMERCE

Directory About ▾ Members ▾ What's New ▾ Events

Greg's Donuts

French, Spa

1 215 Main Street, Nisswa, Minnesota 56468
(213) 456-7890

3 Hours:
10am-9pm Monday - Friday

4 Driving Directions:
On Main Street by the Post Office

2 **About Us**
We have the best donuts in town! Stop by to have some of our fresh donuts today!

6 **7**

Features of the Enhanced Listing

1. Banner ad
2. Priority placement highlights the listing and keeps it above the basic listings
3. Search results icon shows
4. 240 characters for keywords – this information is used for keyword searches within the Business Directory
5. Random placement on a Business Directory Search
6. Search Results summary shows (Shows if directory is viewed in list view)
7. Web link on search results listing

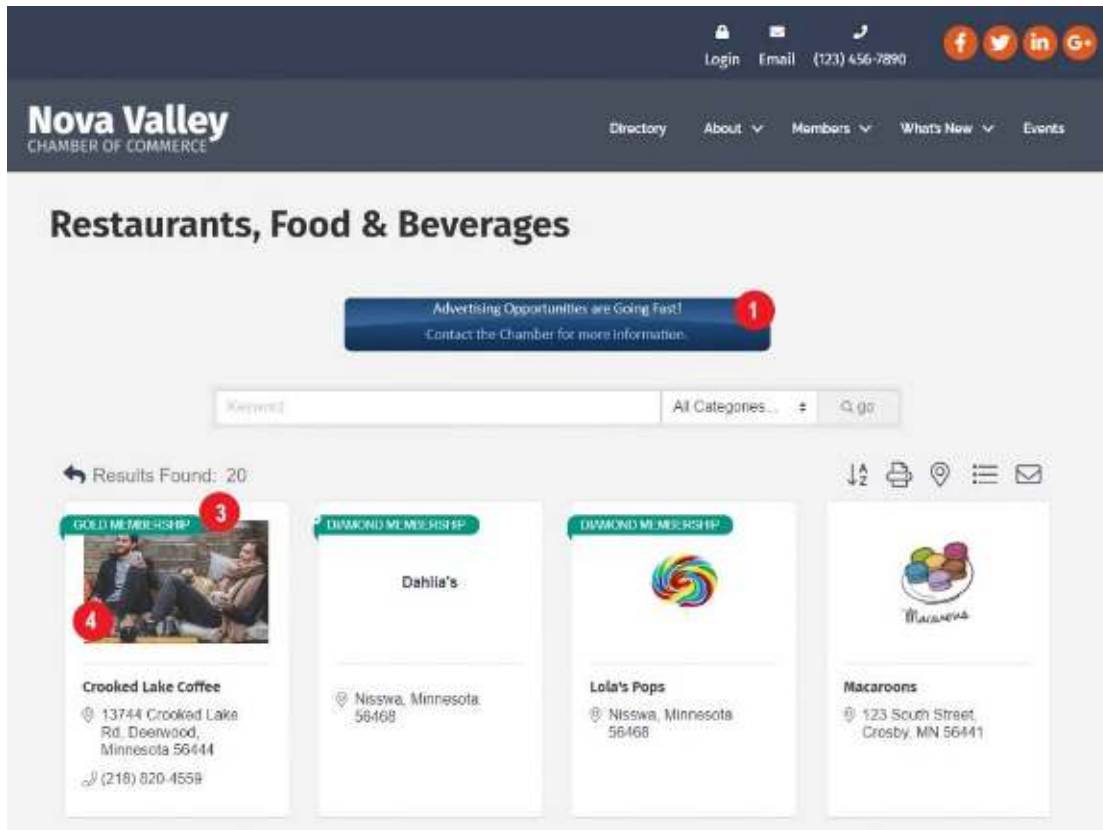


Image Specifications for Enhanced Members

All images can be JPEG, PNG, or GIF

- Member page Header – Max size 1200x225 pixels. This is enabled by going to Dashboard > Customer Service box > View Website Integration Instructions > Click on Settings Page and log in > General Settings tab # 11
- Member logo – Max size is 150x100 pixels
- Search Results Icon – Max size is 75x75 pixels
- Banner ad – 480x60 pixels
- Photos for photo gallery – 200x200 pixels
- Video link – The video must first be added to your YouTube channel, then the share link is added to the listing through the MIC

Features of the Enhanced Member Page

1. Member page header
2. Member page logo
3. 1600-character description
4. 5 bullet points that can link to different pages of a member's website
5. Ability to show a YouTube video and 8 photo slide shows.

The screenshot displays a member page for 'Crooked Lake Coffee' on the Nova Valley website. The page features a dark blue header with the Nova Valley logo and navigation links. The main content area includes a large image of coffee beans (1), a location map (2), an 'About Us' section (3) with a 1600-character description, a 'Video Media' section (5) with a YouTube video, a 'Highlights' section (4) with five bullet points, an 'Images' section with a photo gallery, and a 'Rep/Contact Info' section with a contact card for Cheri Meyer. The footer contains the Nova Valley logo, resources, and contact information.

1 Member page header

2 Member page logo

3 1600-character description

4 5 bullet points that can link to different pages of a member's website

5 Ability to show a YouTube video and 8 photo slide shows.