

## SOCAST CLIENT PREPARATION LIST

Name	Description
<b>ACCOUNT SET-UP</b>	
Account Names	Full names of the radio stations, regions or networks
Company Administrator	Names and Emails of users responsible for administering accounts
Network Admin Contact	Name and email of first point of contact for DNS and Amazon SES changes
Facebook App ID (optional)	Enables social tracking, such as Facebook likes. Provide ID if already created, otherwise SoCast will provide support
<b>ARTWORK</b>	
Account or Station Logos	<ul style="list-style-type: none"> <li>Scalable vector files (<b>AI, EPS, PS</b>) or</li> <li>High resolution artwork with transparent backgrounds (<b>PSD, PDF, PNG</b>)</li> </ul>
Brand Guidelines and Other Assets	Program Assets, such as high resolution personality photos, logos etc. for web template development
Site Header	Site Header Logo Image ( <b>302x122</b> )
Site Header Background (optional)	Background Image for site (web template design)
Site Background Colour	Background colour hex code (web template design)
<b>TRAINING MATERIALS</b>	
Current Website URLs	Websites to be redirected at SoCast platform after DNS changeover
Website Descriptions	Displayed in search results
Website Keywords	Meta tags for search results
Website Names	Displayed in the title of the website and search results
Report Abuse Email	SoCast provides template in training
Website Terms of Service	SoCast provides template in training
Website Privacy Statement	SoCast provides template in training
Blog Description (optional)	Same as website description
Social Media URLs	Facebook and Twitter accounts to be configured
Listen Live player information	URL of popup player
Advertisement Code Information	Existing ad server set up information to configure: <ul style="list-style-type: none"> <li>Leaderboard Ad (<b>768x90</b>)</li> <li>Big Box Ad (<b>300x250</b>)</li> <li>Mobile Ad (<b>300x50</b>)</li> <li>Blog Header Ad (<b>640x125</b>)</li> <li>Interstitial Big Box Ad (<b>300x250</b>)</li> <li>Light Box Sponsor Ad (<b>300x50</b>)</li> </ul>
Content Migration	<ul style="list-style-type: none"> <li>Content to be downloaded from existing website, and moved onto the SoCast Platform</li> </ul>
Membership Data for Importing (optional)	<ul style="list-style-type: none"> <li>Username &amp; Password</li> <li>First &amp; Last name</li> <li>Email</li> <li>Postal Code</li> </ul>

SOCAST CLIENT PREPARATION LIST

	<ul style="list-style-type: none"><li>• Gender</li><li>• Birthdate</li></ul>
Analytics Code	Google Analytics or Omniture code for tracking web views