

FINDING FUN FAST: PROFILE SET-UP & SPECS

*NOTES ALL REQUIRED FIELDS

Who Are You?

First off, we'll need your **BUSINESS NAME*** (up to 70 characters) which will appear at the top of your profile page and on your thumbnail (home screen) tile.

Where Are You?

Select a best **DESTINATION*** match from our network of featured cities, states & provinces.

Visitors need directions to your front door from wherever they are. Ettractions platforms are geo-aware and do require a single **EXACT ADDRESS*** (or latitude and longitude coordinates) for Google mapping to work properly.

How Can Visitors Reach You?

Making sure visitors can quickly connect to you is our priority. We'll cover all the bases by including a primary business **CONTACT E-MAIL ADDRESS, PHONE NUMBER** and **WEBSITE URL**. (Limit: 1 of each)

We do highly recommend providing ticketing or reservation details including a custom **BOOKING MESSAGE** (250 character/space maximum) and any specific **BOOKING E-MAIL ADDRESS, BOOKING PHONE NUMBER** and **BOOKING URL** to your desired ticketing or reservation site.

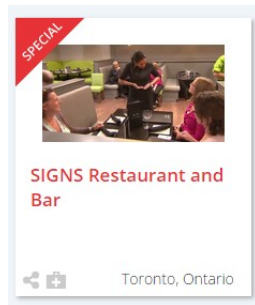
What's Your Kind of Fun?

Select a best match to your business type from our expansive **PRIMARY CATEGORY*** list. If you provide multiple services, select all other options that apply as **SECONDARY CATEGORIES**.

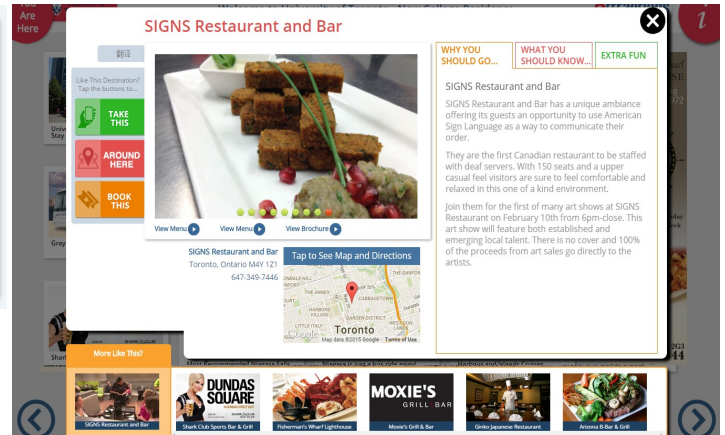
Now show visitors the fun you offer with **5-10 UNIQUE PHOTOS*** of your business. Our specs are 502 pixels wide x 270 tall, but we can handle most landscape/horizontal pictures you send as **.jpg, .png** or **.gif** files. Specify one single image to use as your **THUMBNAIL** (home screen tile image.)

Keep visitors on your profile longer by adding one action-packed **VIDEO FILE**. We recommend 30-90 second videos and can accept most **.mov, .mp4**, or **.avi** files up to 50 MB in size or may be able to download a video from your specified url link.

Add up to **3 PDF DOCUMENTS** to your profile, including menus, schedules, brochures, or even a site or trail map. **Up to 5 MB each.**



Thumbnail tile (shown above),
ExploreBoard touch
screen profile (right),
and web profile (below.)



IMPORTANT: We can only publish photos, logos, images and video that you have express permission to use and share. Be prepared to provide necessary copyright clearance, photo credits, licenses, photographer or model releases, etc.

Why Are You Fun?

In your own words, briefly tell us about the experience a customer can expect and what specifically sets you apart from your competition (up to 1,000 characters - including spaces.) Ettractions Content Editors will review your answers and create a compelling and unique SEO-friendly description for the section titled **"WHY YOU SHOULD GO..."**

The **"WHAT YOU SHOULD KNOW..."** section covers standard business details like your months and hours of operation, transit options, amenities, discounts, pricing, etc.

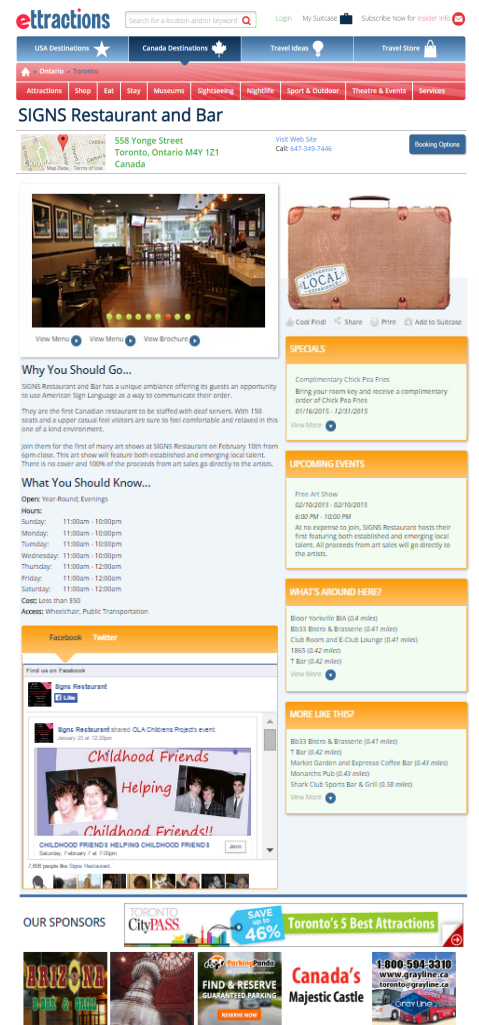
INSIDER INFO: Provide a few helpful tips or advice for first-time visitors. Up to 3 tips per profile. (300 character/space max. per tip.)

FUN FACTS: Share a few fun details about your business that set you apart. Up to 3 facts per profile. (Up to 300 character/space per fact.)

SPECIALS: Feature up to 3 offers or discounts per profile. (100 character/space maximum title plus a 200 character/space maximum per offer description. Include expiration dates.)

EVENTS: Include up to 3 events per profile. (100 character/space maximum per event title. 200 character/space maximum event copy. Include event start and end dates and times.)

Have an active business Twitter, Facebook or YouTube Channel? We can feature your live **SOCIAL MEDIA FEEDS** on your Ettractions web and mobile profile. (Social feeds do not appear on touch screens.)



SENDING FILES & INFORMATION:

BY E-MAIL | UP TO 10 MB: Send files and any instructions to editor@ettractions.com

BY FTP | FILES OVER 10 MB:

Load to ftp.ctmpower.com

Username: **Ettractions**

Password: **CTM2013** (case sensitive.)

Please notify us when you have loaded files.