

MICROSITE GRAPHIC DESIGN SPECIFICATIONS

A consumer who has had their photo taken at an event receives a card with a unique code and the URL of a website. When he or she visits that website URL they will end up on the *Microsite*. The Microsite is hosted on Picture Marketing's servers, but has whatever look and feel the sponsor desires.

This document explains what graphics and information is needed for Picture Marketing to be able to set up the Microsite for a sponsor. Before we get into the specifications, here are a few general issues that it is good to be aware of:

TIMELINE

The client services representative will provide a timeline for when assets are needed. Because of the number of interacting elements, and the need for the site to be integrated and tested before the first public photo is taken, following the timeline is extremely important.

MICROSITE URL

One of the first decisions is what web address to use. This needs to be decided early because it has to be printed on the card, and it needs to be set up on our servers early in the process. There are a number of options for this that are discussed below but registering a new domain for the photo effort is recommended and something that we can handle for you.

DEFAULT SETTINGS

Although this document lists a number of variables that can be customized, in many cases the default setting does not need to be changed. The important thing is to focus on the page design and the text on the web pages and in the email.

FILE DELIVERY

Files can simply be emailed to your client services representative or sent by other mutually agreeable methods. Large files can also be sent using: <https://dropbox.yousendit.com/pmark>

UNDERSTANDING THE PROCESS

If you don't already understand the Picture Marketing process, you can get a quick overview at:

<http://www.picturemarketing.com/process.php>

Briefly, the standard process consists of three pages:

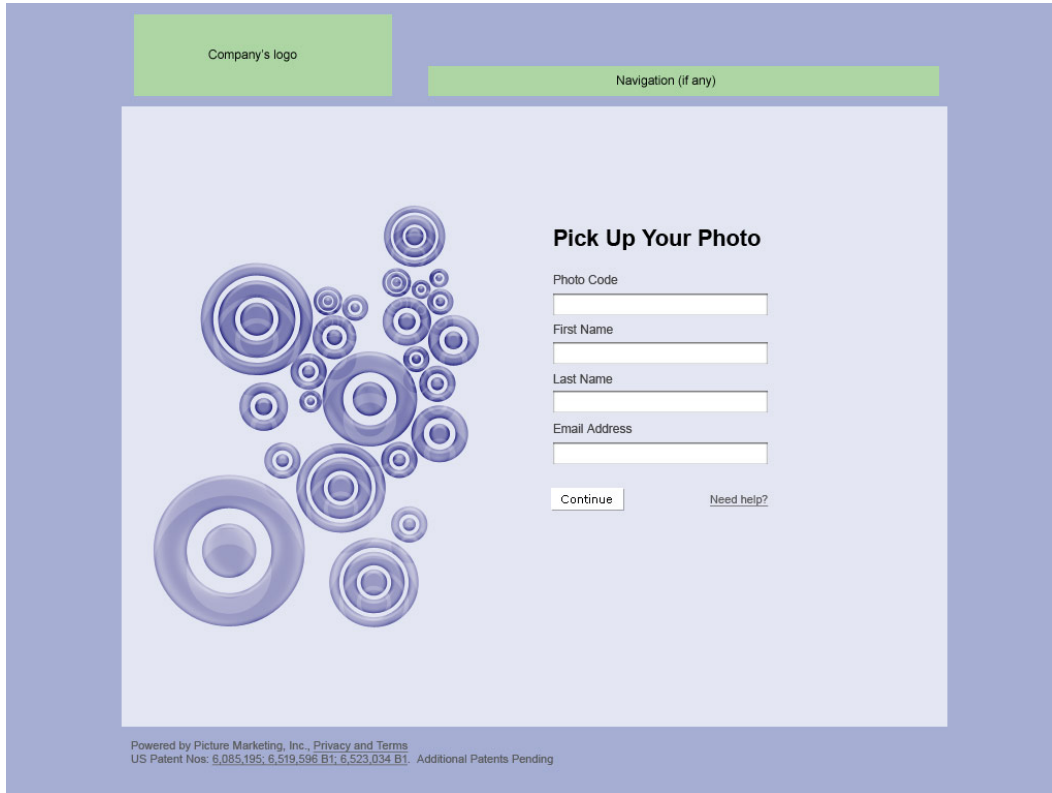
- ▶ The **Entry Page** (or Gateway) is the first page that the consumer sees. It is on this page that they enter their photo code and basic contact information. (Sometimes this page is preceded by an Age Gate page if required).
- ▶ The **Survey Page**. Once the consumer enters their photo code, the system compares their photo code to photos that have been uploaded to the system and redirects them to a page with the campaign survey questions. Sponsors can use one Entry Page for multiple campaigns, each with their own Survey and Photo Pages.
- ▶ The **Photo Page** displays the consumer's photo. This web page also usually includes a form to allow the consumer to forward their photo to friends. Graphics and links to a sponsor's offers and web sites are included which can include custom activities that Picture Marketing offers sponsors to allow consumers to engage in an activity with their own photo (such as a photo game or social network).

CAMPAIGN

A **Campaign** allows you to change some elements while still using the same Survey and Photo Page. This, for example, allows you to create custom survey questions for a particular event.

Specifications for the ENTRY PAGE:

Example of Entry Page:



Other examples:

<http://fotozap.com>

<http://www.venomenergypic.com/>

<http://lunsfordstumbo.fotozap.com/>

<http://bulovaphotos.com>

<http://vegaszap.com/>

<http://vermifoto.com/>

Introduction

The Entry Page (also know as Gateway page) can be designed in any way the sponsor chooses and serves as the page that consumers first visit to retrieve their photo. On this page they enter their photo code and other requested contact information.

An interesting consideration is that a single entry page can be used for many different events (or "campaigns"). The Survey Page and the Photo Page that follow can have different graphics, links and survey questions. So the Entry Page and the corresponding Photo Access Cards might be branded in a more general way and used for a whole season, and then the following pages could have graphics, links and questions for specific events.

Please provide the elements listed on the following pages.

REQUIRED ELEMENTS FOR ENTRY PAGE:

1. Digital Layout File

To produce an Entry Page we need the graphics file showing the design of the page. On the page there will be a form that asks the visitor for their photo code and other contact information. This form will be generated by our system, but the design is up to you. The file should be in a layered Photoshop file or delivered as an html web page. If you have an existing website that has the correct look, we can usually use that as the basis and simply replace the content in the center of the page with the form fields. A web page can be provided with any type of content (flash, animated gifs, forms), as long as we can host it and we can add the necessary form fields as HTML content to the page. Large files can be uploaded at: <https://dropbox.yousendit.com/pmark>

2. List of what information to collect

This page is only for collecting contact information. Please specify which of the following fields should be collected on this page.

Required Fields:

- ▶ Photo Code
- ▶ Email Address

Optional Fields:

- ▶ First Name
- ▶ Last Name

(These two fields allow the name fields to be pre-populated on the "Send to a Friend" form on the photo display page.)

- ▶ Street Address
- ▶ City
- ▶ State
- ▶ Zip

(We suggest only collecting the mailing address if it is going to be used.)

- ▶ Date of Birth

(this can be added as an Age Gate page preceding the Entry Page)

3. Desired Microsite URL

You must specify what URL (Web Address) the website should appear on.

We recommend that a new domain is registered for the photo effort. For example:

Example: <http://YourBrandPhotos.com>

Picture Marketing can take care of registering the domain and setting up the DNS.

If necessary, clients can select a sub-domain of one of our consumer friendly domains.

Example: <http://YourBrand.fotozap.com> or <http://YourBrand.webpix.com>

Although not recommended because of the consumer experience and the need for coordination, the URL printed on the card can be the client's existing website where the consumer will click on prominent banner to get to the Microsite. For example the printed URL might be:

<http://ExistingWebSite.com>

<http://ExistingWebSite.com/Photos>

<http://photos.ExistingWebSite.com>

A banner on that page would link to one of the above websites. Alternatively the site could just instantly redirect the consumer (in that case the administrator of the existing site would set up a

CNAME entry in their site's DNS record, to point at one of the above sites that would be created anyway).

OPTIONAL ELEMENTS FOR ENTRY PAGE:

1. Photo Found/Not Found Confirmation Text

The standard confirmation text does not require customization. But if desired, clients can change the standard response text that consumers see after filling out the form on the Gateway.

There are two possible responses after the consumer submits the form:

If the Photo Was Not Found in the System:

Text appears telling the consumer that their photo was not found and that an email will be sent to them when the photo arrives (this occurs either when the photo has not yet been uploaded or if the consumer typed in their photo code incorrectly). This default text can be customized if desired

Default Text when Photo is Not Found

The Photo Code you entered does not match any photo currently available in the system. The Photo Code you entered was: **1661111111**

If that does not match the code on your card, return to the form (or press the back button on your browser) and enter the correct code.

If the code is correct, then your photo has not yet been uploaded to the FotoZap system. An email will be sent to **user@domain.com** as soon as the photo is available for viewing.

If the Photo is Found:

Normally, if the photo is found, the consumer is immediately redirected to the survey page and then the photo page. But it is possible to set up a campaign to require email validation, so the consumer has to click the link in an email that is sent out. In this case, the default text can be customized if needed:

Default Text when Photo is Found

Your photo is available for viewing.

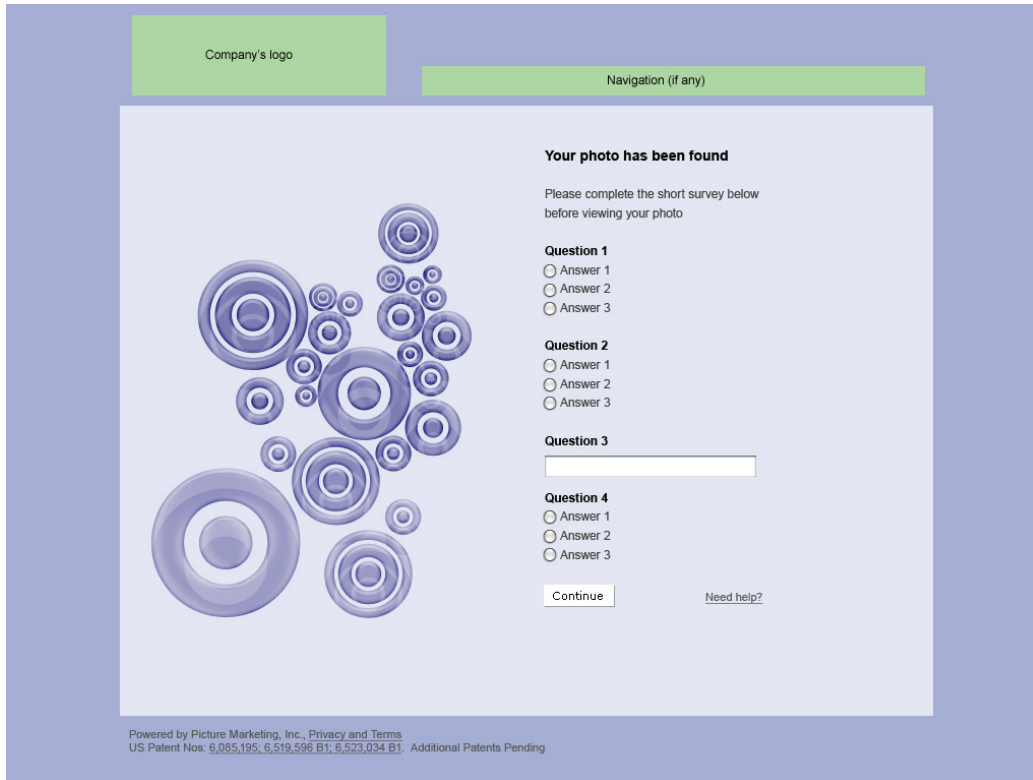
An email with a link to your photo should arrive shortly at the following address:
user@domain.com

If you do not receive this email within 15 minutes, and the address shown above is correct, we suggest the following:

1. Your email provider may have mistakenly routed the email to your Junk Mail folder (or equivalent). If you have a "Junk Mail" folder, look inside that folder to see if the email was placed there.
2. If you have an alternate email address, you can try sending the email there. Please return to the form (or press the back button on your browser) and enter a different email address.

SPECIFICATIONS FOR THE SURVEY PAGE:

Example of Survey Page:



Required Elements

The Survey Page contains questions that the consumer answers before seeing their photo. The questions can be different for each unique campaign, and if no survey questions are needed, this page won't be displayed at all.

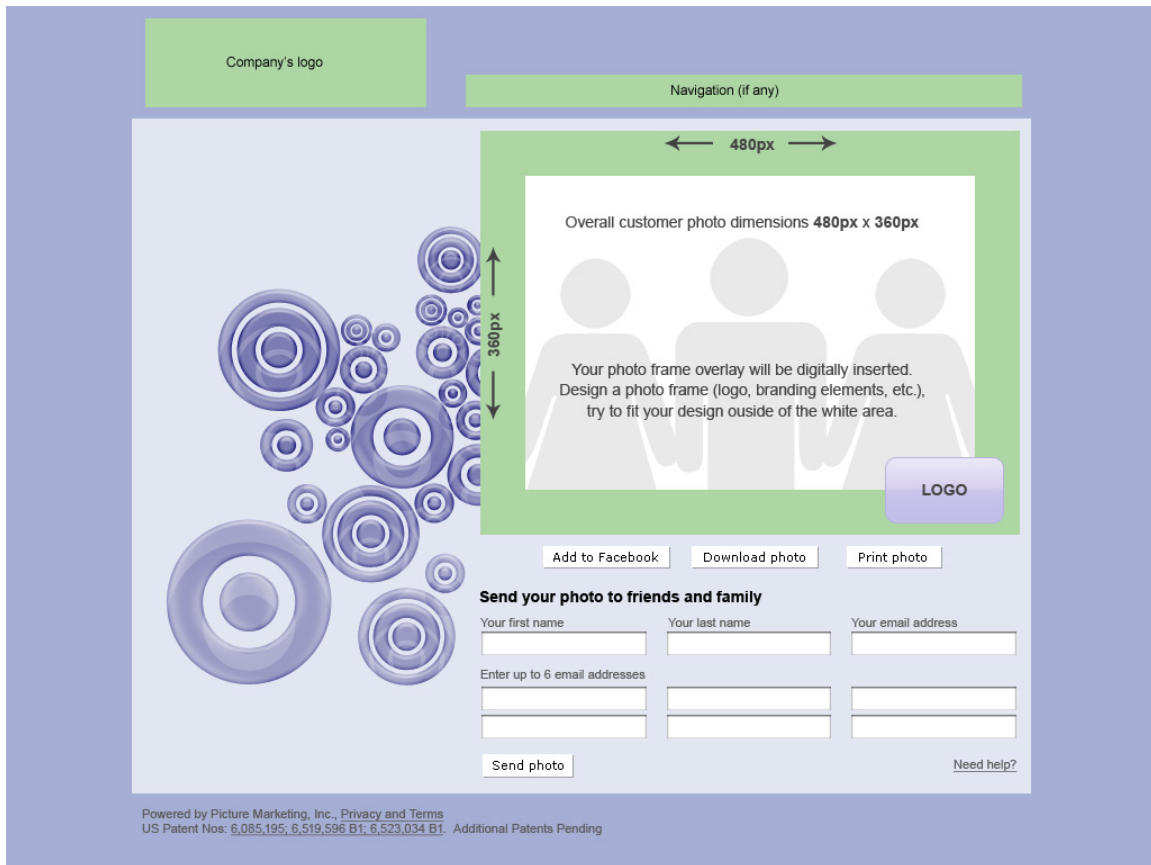
It normally has the same design as the Photo Page, but instead of a photo and Send to a Friend form in the center, it has the survey questions. If the Survey Page should have a different design, please submit a separate file for it.

The page design should include the design style of the questions, but the questions themselves are inserted by the system. Since the same pages can be used for multiple campaigns, the same page can display different questions depending on which event or "campaign" the photo was taken for.

Please see the last section on Campaign Elements for how the survey questions should be delivered.

Specifications for the PHOTO PAGE:

Example of Photo Page:



Other examples:

- <http://fotozap.com/ShowPhotos.do?p=32995&x=7e46cacaf6ea>
- <http://fotozap.com/ShowPhotos.do?p=122049&x=55778df93800>
- <http://fotozap.com/ShowPhotos.do?p=156360&x=cae20458e485>
- <http://fotozap.com/ShowPhotos.do?p=30768&x=a48dc16814a1&e=23207>

Introduction

The Photo Page can be designed in any way the sponsor chooses and shows the consumer their photo and can also include activities to share their photo.

Please provide the elements listed on the following pages.

REQUIRED ELEMENTS FOR CREATION OF A PHOTO DISPLAY LAYOUT:

1. Digital Layout File for Photo Display Page

Provide a file that will allow us to create the page in the system for display of photos and the "Send to a Friend" form. It is best delivered as an HTML file or as a layered Photoshop file. *Allow an area 480 pixels x 800 pixels somewhere in the middle of the layout to accommodate the 480 x 360 photo*, and the "Send to a Friend Form" below the photo which allows visitors to invite friends to see the photo (this form can be omitted if desired).

If the document is delivered as an HTML document, this area should be set up as a single table cell or graphic as a place holder. Other than that, any type of content (jpegs, flash, animated gifs, forms), as long as it can be hosted on our server without special requirements and we can add the necessary content in standard html tags to a 480x800 area on the page. The file can also be in a layered .psd or if that is not available, .jpg format.

Note that while the pages are flexible enough to support custom graphics, custom web application programming on the pages is available only by prior arrangement with Client Services. This includes dynamic links that pass the URL of the full resolution photo and email address as variables to an outside application.

2. Links

Any graphics on the Photo Display Page can be linked to any URL. Please provide a text file to indicate which graphics are linked to which URLs if you are not supplying an HTML file.

3. Changeable Banner Placement:

Some of the banner graphics on the Photo Display Page can be designated as changeable. This allows those graphics and links to be changed using the Picture Marketing Campaign Manager website.

4. Thumbnail page design

The Thumbnail page is the first page that a consumer sees if they had more than one photo taken. Examples:

<http://fotozap.com/ShowPhotos.do?p=30768&x=a48dc16814a1>

<http://fotozap.com/ShowPhotos.do?p=37327&x=655f41522ccd>

The survey page (Lincoln example survey shown above) contains survey questions.

Normally these pages have the same design as the Photo Display Page, but there can be unique design elements on these pages if a digital layout file is provided for these pages.

5. Other Elements (with defaults shown)

Privacy Policy:	http://picturemarketing.com/privacy.shtml (or can be client's)
Technical Support Email:	support@fotozap.com
Patent Text:	Powered by Picture Marketing and patent info (required)
Thumbnail page copy:	"Click on the one of the images below to see it larger"
Photo Page Browser Title:	"Your [client brand] photo"
Photo Size and Orientation:	Horizontal 480 x 360 (required). No vertical photos
Forwarding allowed?:	Yes (default)
Resend form fields:	First name, last name, sender email, 6 spaces for email addresses of recipients (default)
Buy a photo print button:	No (default)
Click to download photo?	No (default)
Click to send photo to printer:	No (default)
Allow full res photo download:	No (default)



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6. Social Networking Elements

Include Post Photo to Facebook?

Title of Facebook Post?

Description of Facebook Post?

Include Facebook Like?

Link to existing Fan Page or create a new one?

Brand's Existing Facebook Fan Page Name?

Include Post to Twitter?

Twitter Message?

Brand's Twitter @user?

Other social networking links to include?

Specifications for CAMPAIGNS:

Since a Survey and a Photo Page can be used for many different events or “campaigns”, after creating the Photo Page design it is necessary to specify the campaign-specific elements. Please provide these elements:

1. Email Validation decision (default is not to require validation)

If the most important goal is to collect valid email addresses, then a campaign can be set up to only show a consumer their photo after they have received an email. If this is not required, consumers will be able to see their photo directly after entering their information. An email will still be sent so the consumer has a link to their photo on record. Since not requiring email validation avoids the problem of lost emails from spam filters, and since many consumers will still enter a valid email, it is often better to not require email validation unless valid email addresses are the primary goal.

2. Photo Overlay

As the example templates show an overlay/watermark can be automatically added to the photo by the system. This can take the form of a photo frame or as a logo watermark in one corner of the photo. If a consumer saves their photo to their hard drive, this graphic will remain with the photo. If the graphic uses transparency, it should be in the PNG format or it can be provided in Photoshop format and we will create the PNG. JPG format can also be used if not transparency is used. The graphic should be sized so that it fits on a 480w x 360h pixel image, so for example if it is a frame around the entire image the graphic should be exactly 480x360. The overlay is optional.

3. Survey Questions

Surveys are asked right before the consumer sees their photo(s). Questions can be either: check boxes, radio buttons, drop downs or free form text fields (single line, approx. 5 words or less). Each question can be designated as required or not, and for multiple choice questions with check boxes minimum or maximum number of boxes checked can be specified. While for most situations, it is usually better to keep the number of questions to a minimum (3 to 5) any number of questions can be asked.

Picture Marketing cannot accommodate logic-based questions on its pages (if Answer to 3 is “yes, then display these answers . . .”)

Picture Marketing cannot accommodate matrix-type questions, such as:

Rate the following statements:	Completely Agree	Somewhat Agree	Somewhat disagree	Completely Disagree
Brand is trustworthy				
Brand provides good value				
Brand cares about my community				
Brand offers leading edge technology				

4. Email Text for Guests

When guests who were at the event fill out the form to see their photo, they are sent an email with a link to their photo. The subject line, email from address, and body text in this email can be customized. Here is the standard body text:

Default Guest Email body text (for attendees at the event)

```
Your photo from the [name of event] event is ready for viewing.  
  
Simply click the following link to view your photo:  
  
[http://link_to_photo_gets_inserted_here]  
  
If the link is not active, please copy and paste the entire  
link into the address bar of your web browser.  
  
[other marketing text can go here]
```

5. Email Text for Invitees

Event guests can fill out a form to invite their friends. Those friends ("invitees") will receive an email inviting them to see the photo. The subject line and body text in this email can be customized. Here is the standard body text:

Default Invitee Email body text (for people invited by the photo owner)

```
Check out my photo from the [name of event] event.  
  
Simply click the following link to view the photo:  
  
[http://link_to_photo_gets_inserted_here]  
  
If the link is not active, please copy and paste the entire  
link into the address bar of your web browser.  
  
[other marketing text can go here]
```

6. Banner changes to existing Photo Page

If you have previously set up a Photo Page, and simply want to change one or more banners on the page for a different campaign, you can simply let us know which page you will be using and what the changes are. In this example, the top and left side banners have been changed. The links can also be changed.

