



509.795.5849 | www.lionslight.com | sales@lionslight.com



GETTING STARTED GUIDE

Our Getting Started Guide provides basic starting points and tasks you can complete to help us get your website live fast! Don't worry, if you have any questions whatsoever we're here to help!

GRAPHICS NEEDED BY LIONS LIGHT

If you choose to build your graphics in-house, below are the instructions your designers should follow when creating your website graphics. If you prefer to have our designers build your graphics, just let us know and we'll get right on it.

We recommend you have your designer call us at 509-795-5849 for verbal instructions before starting. All graphics should be properly 'saved for web'. Measurements are width x height.

Masthead Graphics

Full width masthead: masthead_1000x100.png (transparent background).

Standard width masthead: masthead_728x100.png (transparent background).

Small masthead: masthead_260x100.png (transparent background).

Other Graphics

Company logo: companylogo.jpg (260 x 100 .JPG file). This is typically the same graphic as your 'small masthead', but in JPG form and saved for web. Remember JPG files must always be RGB, not CMYK.

Company logo sized for Facebook: companylogo_facebook.png (600 x 315 .PNG file, transparent background). This image will be your company logo on Facebook.

Most Popular icon: mostpopular_default_photo_67x50.jpg (67 x 50 .JPG file). The most popular graphic is a tiny horizontal graphic that appears beside a headline in the 'Most Popular' section when that story doesn't have a photo. Typically it's an icon, not a photo.

Favicon: favicon.ico (This icon will be 16 x 16 pixels. You can create it at <http://www.favicon.cc>).

SECTIONS

When considering the sections at the top of your website, think in terms of organizing your publication into succinct and

simple headings like (News, Sports, Outdoors, Opinion, Obituaries, Business, etc.). Your sections can be whatever you like, but try to keep them as short as possible. When you add up the total number of characters try to keep it below 100 (for example, 'Sports' has 6 characters, News has another 4, and so on).

Under each section on the main navigation, you can opt to have drop-down sub-sections as well. If you plan to have sub-sections, please prepare the list of sub-sections desired. For example, under the 'Sports' section you may have a drop down list of Basketball, Football, Baseball, etc. (The character count on sub-sections doesn't matter and can be as long as desired.)

ADVERTISE & ABOUT PAGES

Your Advertise and About pages need to be populated with text pertinent to your newspaper or magazine. Please provide us with the text you want on these pages.

If you want headshot pictures of your staff on your About page or any other pages then please provide us with these images.



If you want a PDF of your advertising rate card posted in the right column of your Advertise page then please provide us with a good printable quality PDF (one that looks good if your customer prints it off). Having your images at 300 dpi is ideal.

If you would like examples of Advertise and About pages, feel free to contact us and we can assist you.

CLASSIFIEDS & BUSINESS DIRECTORY

If you intend on using our Classifieds and/or Business Directory features, then please put together a list of your

Classified and/or Business Directory categories. You can use whatever categories suit your needs, but our standard lists can be found at:

<http://www.lionslight.org/classifieds>

<http://www.lionslight.org/directory>

Once your list is ready, and after you have access to the staff interface, you'll enter your categories (and delete any already there that you don't want) using the 'Edit Categories' links under the Classifieds and Directory tabs.

ACCEPTING CREDIT CARDS ON YOUR WEBSITE

Securely accepting credit cards on your website is important so that your customers can buy new subscriptions, subscription renewals, classified ads, and order items that may be in your online store.

We use PayPal due to its expertise in the industry and high level of security. PayPal allows your customers to pay via their bank account or credit card.

If you don't have a PayPal account for your business you can set up a free business account at www.paypal.com. If you have an existing PayPal account you can either upgrade it to a business account or create a brand new business account.

In the setup process, PayPal will ask you to choose a payment system. Choose the free 'Website Standard' option. After this is complete contact us and we'll help plug your PayPal account into ROAR.

Have Questions?

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