

Content Accuracy Checklist

- Complete display contact information**

Submit any changes to your website URL, phone number, address, or email.
- Your logo**

Submit a new logo if your organization has updated it.
Provide a **square only**, .png image, at least 300 by 300 pixels, with a transparent background.
- Copy**

Read through your copy to ensure its current accuracy. If changes are needed, copy the text from your TourLouisiana webpages into a Word Doc. Strike through anything that needs to be removed or changed. Write in the new text and **highlight** the part you added, including any URLs. This lets the team know exactly what should come out and exactly what should be put in.

Note: If you have a new section to add - arts district; festival, etc. - something that should be written or requires more than a tweak to current copy - write it into the proper page in the document and highlight it, providing links and any information you have. The team can then write that portion to be added, ensuring that keywords are included and maintaining the TourLouisiana voice.
- Images**

Review the images in your slideshow and within your copy. If an image should be removed, make note of it in the Word Doc. If an image should be added, provide the new image file(s). Make a note of it in the Word Doc, stating the name of the new image file and where it should be in the copy.

Image specs: Static .gif, .jpg or .png greater than 400px by 400px. The larger the photos, the more useful they can be. Images should not have any text on them. If the Hero/Header image needs to be changed, provide an image at least 1200 px wide. Name the image file "new_hero".jpg. **Images should not have any text on them.**
- Most recent PDF of your Visitor Guide/Brochure**

Specs: PDF only; **5MB max file size**; No Flip-books or HTML.
- YouTube** Video link/URL for the video - ***not a YouTube Channel***.

If you don't have a video on YouTube, but do have a video, you can upload the video file.

File specs: .mp4, avi, .mov, .mpeg, .mpg, .wmv; 95MB max file size; 5 min max runtime.
- Links to your:**

<p>Social</p> <ul style="list-style-type: none"> <input type="checkbox"/> Facebook <input type="checkbox"/> X (Twitter) <input type="checkbox"/> Pinterest <input type="checkbox"/> Instagram 	<p>Apps</p> <ul style="list-style-type: none"> <input type="checkbox"/> iOS <input type="checkbox"/> Android 	<p>Ticketing</p> <ul style="list-style-type: none"> <input type="checkbox"/> Booking page <input type="checkbox"/> Ticketing page 	<p>eNewsletter</p> <ul style="list-style-type: none"> <input type="checkbox"/> eNewsletter sign up page
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- Materials should be uploaded - preferably in a single upload**

The easiest way to upload materials is to contain everything in a zip folder.

 - The maximum upload file size 99 MB. If your zip file exceeds that, you'll need to perform more than one upload.
 - Go to: Materials.AJRmediagroup.com and select the publication TourLouisiana and complete all fields.
 - In the notes section write: *Updates for our TourLouisiana content pages.*
 - Choose all files to upload and then hit the green Submit Materials button.

If you have any questions, please reach out to us at Admin@AJRmediagroup.com