



## Deliverables:

### **Welcome to CharityTunes.com!**

This document is your first step to becoming a part of a growing socially concious community worldwide. The following document has been created to help you get your information onto CharityTunes.com as efficiently as possible while still maintaining your brand and image.

## Please Read:

To ensure accuracy and efficiency, we do not accept the following file types in program formats including Quark Xpress, InDesign, Publisher, Page Maker, Corel Draw. All images must be converted to a standard format.

All logos and images must be good quality with a solid color or transparent background. The required resolution required is 72dpi for web and minimum 300dpi fir orubt. It is preferred that you also send a vector version such as .ai, .eps if any problems were to occur.

### **We accept the following files:**

#### **JPEG, GIF, PNG, PDF**

- ▶ **Photoshop PSD's: All images and fonts flattened as one layer.**
- ▶ **Illustrator EPS: All images and fonts converted to outlines and embedded.**
- ▶ **MS Word: For text files only**
- ▶

If you are unsure what is acceptable, please contact your CharityTunes representative or email our marketing department at [marketing@soundrevolution.com](mailto:marketing@soundrevolution.com).

All files must be zipped before emailing and named accordingly. If sending by email, please send zipped files to [marketing@soundrevolution.com](mailto:marketing@soundrevolution.com). Final zip files must not exceed 5mb. All files exceeding the email limit must be mailed to our head office at:

**Sound Revolution**  
**c/o Marketing Dept**  
1511 West 40th Avenue  
Vancouver, BC, Canada  
V6M 1V7

**GIVING NEVER SOUNDED SO GOOD**

[www.charitytunes.com](http://www.charitytunes.com)



## Charity Listing Specifications

All areas marked with an asterisk \* are required for a listing with CharityTunes.com.

### 1. Charity Short Description for Search Listing \*

- ▶ Charity Title: Max 30 chars.
- ▶ Slogan or Tagline option - Max Chars. 40 - Charity Short Description: Max. Chars: 300chars. or 35 approx. words
- ▶ Logo size 120x80, background must be solid color, no images with logo visible on at least 70% of the box. 72 dpi web resolution

### 2. Charity Long Description \*

- ▶ Minimum of 35 words (*Short Description Length*)
- ▶ Maximum of 500 words or roughly 2000 characters

### 2a. Special Key Note Area \*

- ▶ Max. 50 words of featured highlighted text (*great place for statistics or special events*)  
For example: "Covenant House provided residential and non-residential services to over 76,000 youth last year"

### 2b. Photo Gallery

- ▶ Charity related photo submission related to your charity
- ▶ 8 Photos at 300 width – 72 dpi
- ▶ 8 Thumbnails 60x40 pixels - 72 dpi

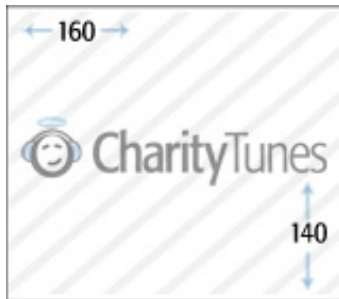
\*\*\* Charities MUST submit a link back to CharityTunes.com on their site in order to proceed with listing. A link back image has been sent to you and must go to [www.charitytunes.com](http://www.charitytunes.com).



## Featured Box Specifications

### Promotions Box - Side Bars

Example:



- ▶ 160 pixels x 140 pixels
- ▶ 72dpi web resolution in .JPG, .GIF, or .PNG.
- ▶ Content indiscretion of charity. Please make sure that the font is comprehensible with a minimum 8pt font.
- ▶ Please do not include text within 10 pixels of border edge.

Animation of graphic in Flash .swf is acceptable for this PromoBox. File may not exceed 50kb. Please contact [marketing@soundrevolution.net](mailto:marketing@soundrevolution.net) for further instructions on link embed if required.

### Promotions Box 2 - Horizontal Body Ads



Example:



- ▶ 560 pixels x 95 pixels
- ▶ 72dpi web resolution in .JPG, .GIF, or .PNG.
- ▶ Please make sure that the font is comprehensible with a minimum 8pt font.
- ▶ Please do not include text within 10 pixels of border edge.

Don't forget to include the link of where the ad will be directing to when clicked when submitting your ad.

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## Email Marketing Promo Image

### Mailer Graphic - Additional Marketing Option & Ecard Promo



- ▶ 550 pixels x 300 pixels
- ▶ 72dpi web resolution in .JPG, .GIF, or .PNG.
- ▶ Content indiscretion of charity. Please make sure that the font is comprehensible with a minimum 8pt font.
- ▶ Please do not include text within 10 pixels of border edge.
- ▶ Custom animation is available for CharityGram e-card Promotion.

#### **Get more exposure!**

Contact us at  
[marketing@soundrevolution.com](mailto:marketing@soundrevolution.com)  
for promotional and marketing ideas  
that will set you above the rest!

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## Artist & Album Feature Promotions

Custom promotional materials will be created by the CharityTunes.com design team using the receivables. If there are any branding and style guide issues that you or your company may have, please include a pdf attachment.

For multiple images and source files, please make sure that you compress your files. Compression will make the file transfer faster and protect your files from corruption during transfer.

**To ensure quality & efficiency, Artist or Record labels are required to provide all of the following deliverables:**

- ▶ **Artist/Album Bio**  
At least Minimum of 35 words (Short Description Length) and Maximum of 500 words or roughly 2000 characters.
- ▶ **Album artwork**
- ▶ **Songs/Track List**  
Additional song and track listings may be requested.
- ▶ **Related photos of Artist or Album**  
Please send 72dpi files
- ▶ **Current marketing ads & artwork**
- ▶ **Other related promotional materials including videos, audio tracks, press releases, new clips, radio ads etc.**

Graphic turnover and ETA dates onto CharityTunes.com is dependant on arrival of deliverables. Average estimated times range from 4 - 7 days.

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