**Manual Part 4.6 – Advertisement, Splashes**

A Splash is a special advertising opportunity for your clients. Each Splash runs seasonally and is perfect for your client to highlight a seasonal product or event (think Summer Camps, Back-to-School programs, Holiday Sales)

The Splash link is featured on your homepage and directs to a separate Splash page. A link to the Splash is also found on your Events Email for the duration of the Splash. Once a month (usually toward the end) you will send out a Splash Email to your subscriber list. In addition, you should promote your Splash on your social media. Finally, each Splash client receives one personalized facebook post which you will post during the Splash at the client’s direction.

We require that our Splash clients offer an exclusive promotional discount to our subscribers—it can be anything from a registration fee waiver to a gift bag. This ensures that our subscribers receive value from our Splash Emails and they do not discard them as junk mail.

We have three Splashes which run seasonally. Our Summer Splash, Back to School Splash and Holiday Splash run as follows:

Summer Splash January 10 – July 31

Back to School Splash August 1 – October 31

Holiday Splash November 1-January 5

**Adding Splashes**

To add a Splash, first create an invoice for the appropriate splash. Once invoiced and paid, go to that client’s **B-page** and click on the “**Something’s Happening**” multiple sheets of paper icon to manage your documents. This will take you to that client’s “**Documents**” page.

You will see a list of documents for that client in the form of purchased products (Splashes, Shout Outs!, Open Houses and/or Giveaways). The expired products are highlighted in red. The current products reflect an Active status. Next to each product you will see the following icons.



The sheet of paper shows you a preview of the document, the pencil allows you to edit the document and the red circle allows you to delete the document.

Find your purchased Splash and click the pencil icon to edit. From the “**Edit Document**” page you can now enter the client’s Splash content.

The fields for “**Class:”** and “**Type:”** are automatically completed with the correct product information. The “**Headline:**” should be changed to the name of your client. For example, delete “Splash for Bounce U” and replace with “Bounce U.” For “**Published Date**” enter the current date.

The “**Summary**:” will appear underneath “**Something’s Happening**” on your client’s **B-page**. In the text box type “**Splash Discount:**” in bold followed by the client’s exclusive PunchBugKIDS discount. Remember to make sure there are no extra spaces after the text since that will throw off your formatting.

The remainder of your Splash content should be posted in the “**Text:**” field. In the text box type “**Details:**” in bold and then add the specifics about the Splash.

Be consistent with how you enter your Splash information in the **Summary** and **Text** boxes so that the content appears consistently on the Splash page and in the Splash Emails.

Next, upload your “**Image:**” for the Splash (usually the client’s logo) and enter a “**URL for More Info:**” (usually the client’s homepage).

The system will automatically enter the start date (“**Active Date:**”) and the end date (“**Inactive Date:**”) for the duration of the seasonal Splashes (Summer, Back to School and Holiday). Your Splash will automatically be removed from the site on the Inactive Date.

Click “**Save.**”

**Trouble shooting:**

1. If your listings do not appear in alphabetical order you should first look at the out of order listing and see if there is an extra “blank space” in front of the business listing name. This will place that listing at the top of the list. Alternatively, check to see if you should have used the “Sort Name” function to alphabetize your listings.