

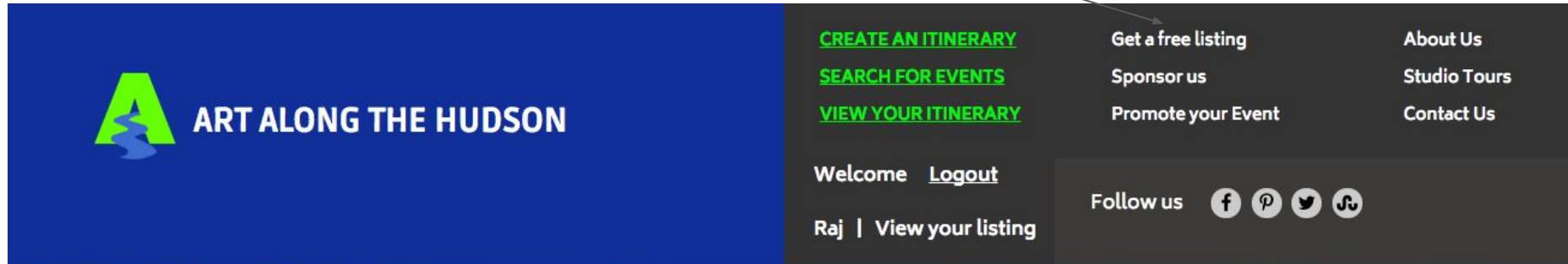


ART ALONG THE HUDSON

How to create and edit a listing

How to create a listing

Click on the “Get a free listing” link



The screenshot shows the top navigation bar of the 'ART ALONG THE HUDSON' website. On the left, there is a blue header with a green 'A' logo and the text 'ART ALONG THE HUDSON'. To the right, a dark grey navigation menu contains several links: 'CREATE AN ITINERARY', 'SEARCH FOR EVENTS', and 'VIEW YOUR ITINERARY' in green; 'Welcome' and 'Logout' in white; and 'Raj | View your listing' in white. A secondary menu on the right side of the dark bar includes 'Get a free listing', 'Sponsor us', and 'Promote your Event' in white, and 'About Us', 'Studio Tours', and 'Contact Us' in white. Below the navigation bar, a background image shows a suspension bridge against a blue sky with clouds, and a green hillside in the foreground.

ART ALONG THE HUDSON

[CREATE AN ITINERARY](#)
[SEARCH FOR EVENTS](#)
[VIEW YOUR ITINERARY](#)

Welcome [Logout](#)

Raj | [View your listing](#)

[Get a free listing](#)
[Sponsor us](#)
[Promote your Event](#)

[About Us](#)
[Studio Tours](#)
[Contact Us](#)

Follow us [f](#) [p](#) [t](#) [u](#)



How to create a listing





Complete the listing form



Free Listing and Sponsorship form.

The Hudson Valley is a popular, all year round destination for visitors from New York City, Philadelphia and beyond. Our area is also home to avid arts enthusiasts who frequent the large number of arts related locations, events and activities available here. The population comprises year-round residents, weekenders who have second homes in the area, and visitors who come to see local events, historic towns and the wonderful flora and fauna. Your sponsorship of Art Along the Hudson will help cover our costs and help us get the word out about our area. In addition, you'll benefit from our popular web based mobile app that creates Itineraries for users, guides them to local resources, and helps to drive new sales and revenue to our sponsors.

You're in good company. Our sponsors include:

 **Council on the Arts**   

Free listing

Rules: Your event or location must be considered within the category of the "ARTS", and must be within the areas that we cover. We reserve the right to exclude any listing that Art Along the Hudson considers unsuitable for any reason.

All submissions posted on this site after noon Eastern Time will be added the following day.

Contact first name *

Contact last name *

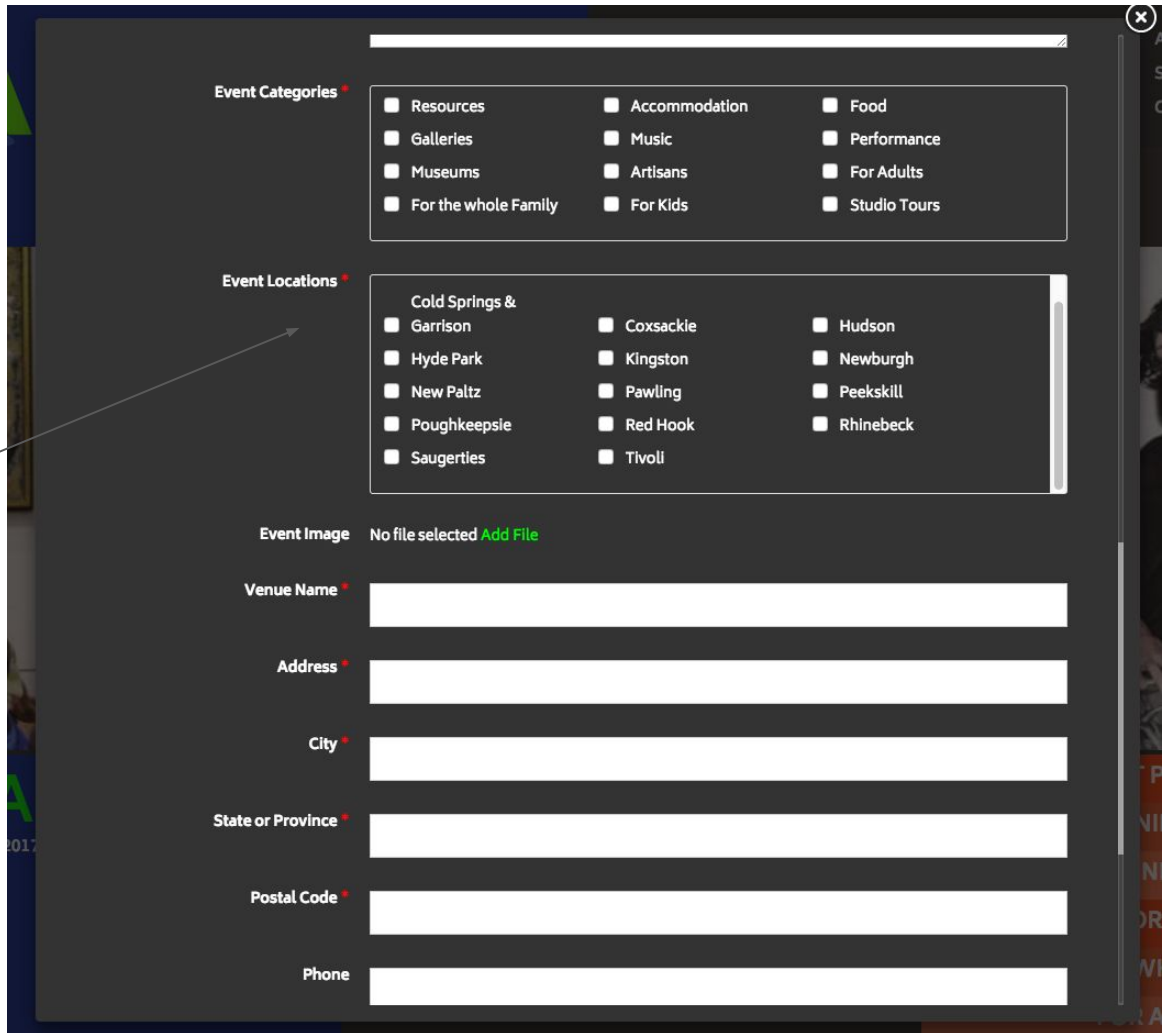
Email *

Phone number *

How to create a listing

Be sure to select the location and categories that fit.

When finished, click the button on the bottom of the form.



The screenshot shows a dark-themed form for creating an event listing. The form is divided into several sections:

- Event Categories ***: A grid of 9 checkboxes for selecting categories: Resources, Galleries, Museums, For the whole Family, Accommodation, Music, Artisans, For Kids, Food, Performance, For Adults, and Studio Tours.
- Event Locations ***: A scrollable list of 12 checkboxes for selecting locations: Cold Springs & Garrison, Hyde Park, New Paltz, Poughkeepsie, Saugerties, Coxsackie, Kingston, Pawling, Red Hook, Tivoli, Hudson, Newburgh, Peekskill, and Rhinebeck.
- Event Image**: A section with the text "No file selected" and a green "Add File" link.
- Venue Name ***: A text input field.
- Address ***: A text input field.
- City ***: A text input field.
- State or Province ***: A text input field.
- Postal Code ***: A text input field.
- Phone**: A text input field.

An arrow from the text "Be sure to select the location and categories that fit." points to the Event Locations section.

How to create a listing

You will see a success panel
And an option to search events.





The screenshot shows the top navigation bar of the 'ART ALONG THE HUDSON' website. The header includes links for 'SEARCH FOR EVENTS', 'VIEW YOUR ITINERARY', 'Sponsor us', and 'Promote your Event'. Below these are user options: 'Welcome Logout', 'Raj | View your listing', and social media icons for Facebook, Pinterest, Twitter, and YouTube. A central modal window titled 'Created an Event' is displayed, containing the message: 'Your update was successful. Please start your search for events to attend.' and a blue 'SEARCH' button. The background of the page shows an art installation with colorful letters.

ART ALONG THE HUDSON

SEARCH FOR EVENTS
VIEW YOUR ITINERARY

Sponsor us
Promote your Event

Welcome Logout
Raj | View your listing

Follow us    

Created an Event

Your update was successful.
Please start your search for events to attend.

SEARCH

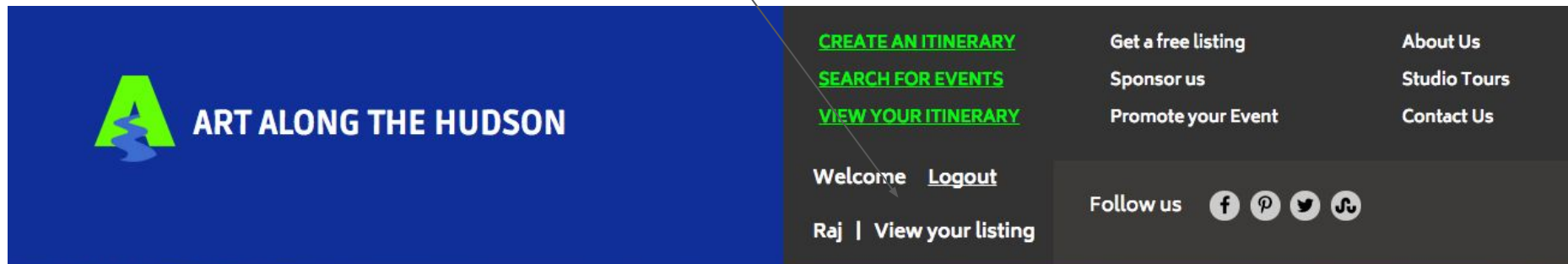
RCH
14

What's happening in the ARTS in Hudson Valley, New York.

MOST
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HAPPE

How to edit a listing

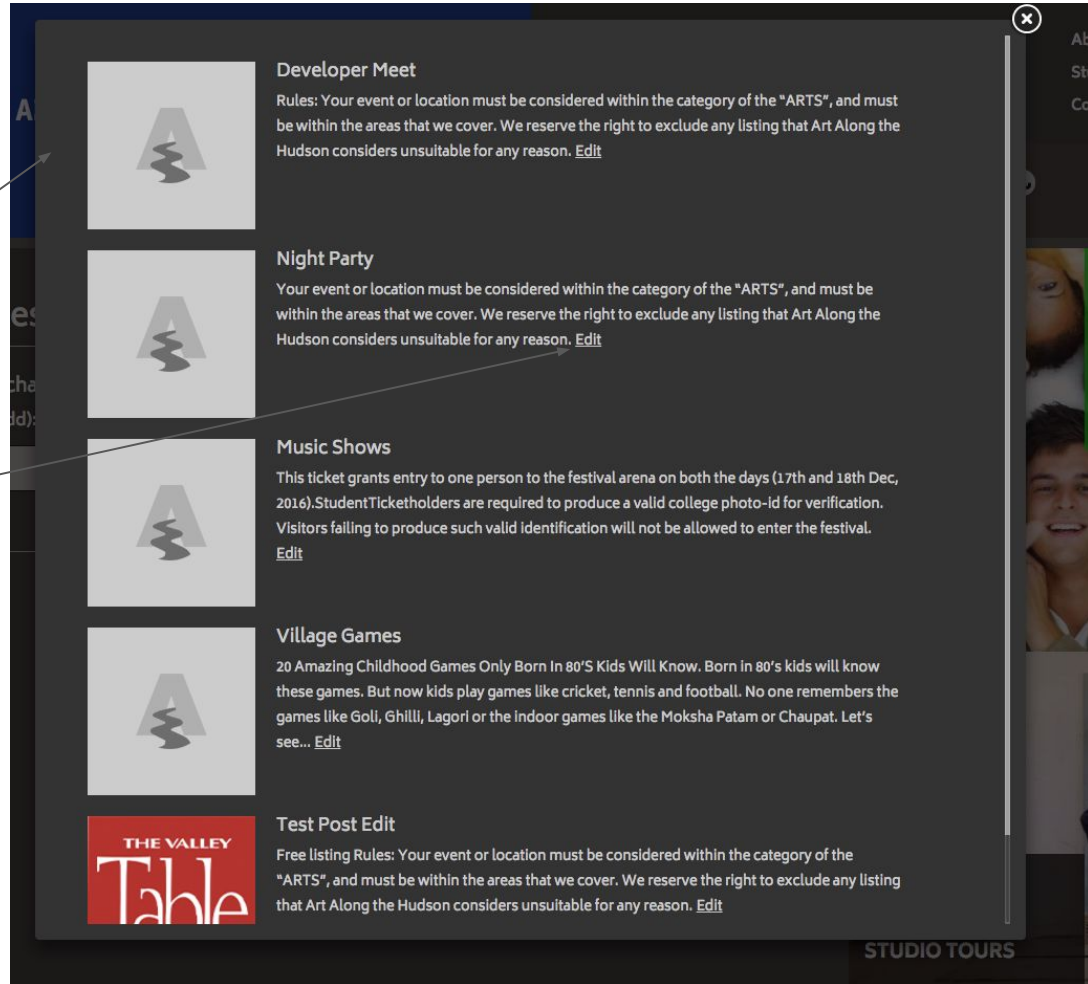
Once you are logged in, click on the “View your listing” link



The screenshot shows the top navigation bar of the Art Along the Hudson website. On the left, there is a blue header with the logo, which consists of a green letter 'A' with a blue wave-like shape below it, followed by the text 'ART ALONG THE HUDSON' in white. To the right of the logo, there are three green links: 'CREATE AN ITINERARY', 'SEARCH FOR EVENTS', and 'VIEW YOUR ITINERARY'. Further right, there are three white links: 'Get a free listing', 'Sponsor us', and 'Promote your Event'. On the far right, there are three white links: 'About Us', 'Studio Tours', and 'Contact Us'. Below these links, there is a user profile section that says 'Welcome Logout' and 'Raj | View your listing'. To the right of the user profile, there is a 'Follow us' section with icons for Facebook, Pinterest, Twitter, and LinkedIn. The background of the header is a dark blue gradient. Below the header, there is a large image of a suspension bridge (likely the George Washington Bridge) against a blue sky with white clouds, and a green hillside in the foreground.

How to edit a listing

- You will see a list of all your current listings.
- Click on "Edit".








How to edit a listing

- You can now edit the listing form, and save it when you are finished.

Free Listing and Sponsorship form.

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Email *

Phone number *



ART ALONG THE HUDSON

How to promote a listing

How to promote a listing

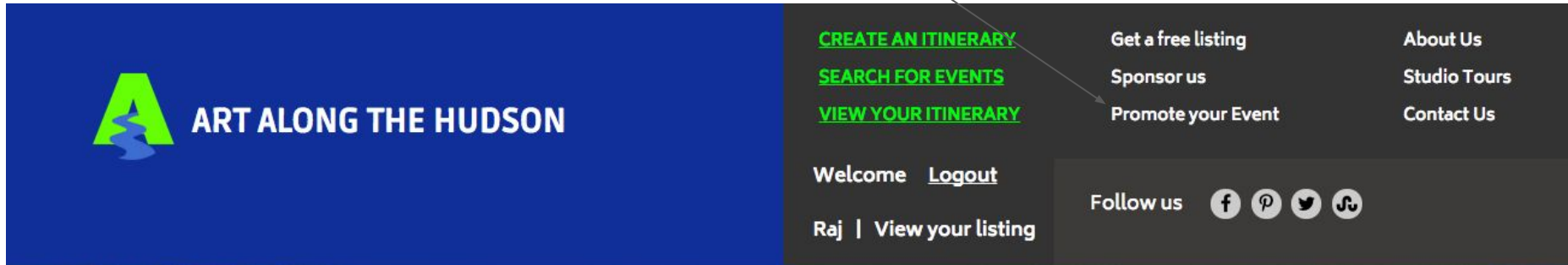
- Promoting a listing ensures that it is listed at the top of any search result that is conducted by a site visitor.
- There are two ways to promote a listing:
 - A **Featured Listing** that is shown for up to one month.
 - A **Happening Today** listing that is only shown at the top of a “Happening Today” search result on the day that the event starts.

Happening today, search button



How to promote a listing

Click on the “Promote your Event” link



The screenshot shows the top navigation bar of the Art Along the Hudson website. On the left, there is a blue header with the logo, which consists of a green letter 'A' with a blue wave-like shape below it, followed by the text 'ART ALONG THE HUDSON' in white. To the right of the logo, there is a dark grey navigation menu. The menu contains several links: 'CREATE AN ITINERARY', 'SEARCH FOR EVENTS', and 'VIEW YOUR ITINERARY' are all in green text and underlined. Below these are 'Welcome' and 'Logout' in white. Further down, it says 'Raj | View your listing'. On the right side of the menu, there are three white links: 'Get a free listing', 'Sponsor us', and 'Promote your Event'. To the right of these are three more white links: 'About Us', 'Studio Tours', and 'Contact Us'. At the bottom of the menu, there is a 'Follow us' section with icons for Facebook, Pinterest, Twitter, and Instagram.

ART ALONG THE HUDSON





[CREATE AN ITINERARY](#)
[SEARCH FOR EVENTS](#)
[VIEW YOUR ITINERARY](#)

Welcome [Logout](#)

Raj | [View your listing](#)

[Get a free listing](#)
[Sponsor us](#)
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[About Us](#)
[Studio Tours](#)
[Contact Us](#)

Follow us    



How to promote a listing

- Your listings are shown on the right
- Select the event you want to promote
- Choose the type of promotion you want
- Select the start date or Happening Today date
- Agree to the terms
- Click Choose

The screenshot shows a mobile application interface for promoting listings. It is divided into two main columns: 'Featured Listing' and 'Happening Today'. The 'Featured Listing' column shows a smartphone displaying search results for 'BEACON' with a 'Promoted listing' badge. The 'Happening Today' column shows a smartphone displaying search results for 'GALLERIES' with a 'Promoted listing' badge. To the right of these columns is a 'SELECT EVENTS' section with a list of events: Developer Meet, Night Party, Music Shows, Village Games, and Test Post Edit. Below this is a 'CHOOSE UPGRADE' section with two options: 'Featured listing: \$50 per month' and 'Happening today: \$25 per day'. A 'Start Date (yyyy-mm-dd)' field is set to '2017-03-14'. Below the date field is an 'AGREE TO OUR TERMS' checkbox and a blue 'CHOOSE' button. At the bottom right, there is a 'TERMS' section with a paragraph of text: 'By clicking the "CHOOSE" button above, you agree to the Art Along the Hudson terms of service which can be seen HERE.'

CHOOSE YOUR PROMOTION

Featured Listing
Promoted listing

Happening Today
Promoted listing

SELECT EVENTS

- Developer Meet
- Night Party
- Music Shows
- Village Games
- Test Post Edit

CHOOSE UPGRADE

- Featured listing: \$50 per month
- Happening today: \$25 per day

Start Date (yyyy-mm-dd)
2017-03-14

AGREE TO OUR TERMS

CHOOSE

TERMS

By clicking the "CHOOSE" button above, you agree to the Art Along the Hudson terms of service which can be seen [HERE](#).

HOW FEATURED LISTINGS WORK

A Featured Listing appears at the top of search results for any Town, Category or timeframe. For example, if I search on "Galleries" and "Poughkeepsie", the Featured Listings will be seen first, and then the regular Free Listings. Listing order is based on a "first-to-post" basis.

HOW HAPPENING TODAY WORKS

Happening Today events appear in a dedicated "Happening Today" search result. The listings are shown in order of any Town that was selected by the visitor and last for the day of the event. Featured Listings and then Free Listings are shown after promoted listings. The order of Happening Today listings is

How to promote a listing

- You now see the Payment Processing screen. Check your listing, or make changes.
- Click Checkout.

ART ALONG THE HUDSON

CREATE AN ITI
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Raj | View yo

Payment Processing

Thank you choosing to upgrade your Event Listing.
Below listed are the details of your purchase.

Selected Date: 2017-03-14

Post Name	Featured Listing	Happening Today	Price
Developer Meet	<input checked="" type="checkbox"/> \$50 /mo	<input type="checkbox"/> \$25 /day	\$50
Total			\$50

Checkout

How to promote a listing

- Click the Buy Now to finish the purchase process.
- For the Beta Test, this opens a PayPal “Sandbox” account that is designed to illustrate payment without you being charged.
- Use the following account information and password:

Account: aathbuyer@lightyearmagic.com

Password: aathbuyer

Raj | view your listing

Payment Processing

Please review your purchase info before paying with PayPal.

Selected Date (yyyy-mm-dd): 2017-03-14

Post Name	Featured Listing	Happening Today	Price
Developer Meet	\$50 /mo		\$50
Total			\$50

[Buy Now](#)