Vinylpostcards App
Content Guide

The Vinylpostcards App offers you a variety of possibilities to digitally integrate further information in the form of text, audio tracks, images or even videos in addition to the content transported on the physical card. This form will guide you step by step through all individual items that are displayed in the App. Please insert the information according to the explanations and provide us with the required data on the server folder provided (App-Data). In order to use the form functions to the full extent, please use Adobe Acrobat Reader.
If you have any questions, please do not hesitate to contact us.

1. Song title & release metadata

In addition to the track, that will be pressed onto the physical card, you have the option of adding two additional tracks to the app. In contrast to the song on the physical card, the tracks that can be added to the app are limited to a playing time of 10 minutes. Please enter both the title that is on the card and the titles that you would like to add in the form. Like the vinyl master, the digital masters for the app must be delivered as **.wav files in 24Bit / 44.1kHz.** Please note that you can supply a dedicated digital master of the track that will be pressed onto the card. As a result, you can also include a longer version of this title in the app. Please place all digital masters in the corresponding folder (App-Data).

Track 1
- On Postcard & App -

Filename:_____.wav

Title:_____Artist:_____

Track 2
- App Only -

Filename:_____.wav

Title:_____Artist:_____

Track 3
- App Only -

Filename:_____.wav

Title:_____Artist:_____

Label:_____

Catalog-number:_____

Publishing date:_____

1st Genre: 2nd Genre:

2. "More Content" section

The "More Content" section is the profile page for your Vinylpostcard. In addition to text sections and the possibility to include images, you have the option to display links and a video. The presentation of the More Content section is the same throughout the entire Vinylpostcards App platform and follows the structure listed below. Points 2.1-2.3 represent the basic information and are therefore mandatory. The remaining elemnents are optional.

2.1.1: Title (Mandatory):

Artist/Band:_____

Title of the song / of the card:_____

2.1.2: Image 1 (Mandatory):

z.B.: Image of the Artist/Band
Provide the photo/image file as high-resolution .jpeg in the provided server folder for app data.

Filename:_____.jpeg

2.1.3: "**About the Card**" (Mandatory)**:**

In this text section you have the possibility to display details about the release, promo text, song text etc.
- Maximum 3000 characters
- Standard formatting: Paragraphs, Bulletpoints, Bold, Italic, Underlined, (RTF)

Insert your text here:

2.1.4: Video (optional):

This section gives you the opportunity to embed your video for the single. Video clips can only be embedded here, not hosted.

Link of the clip (Youtube, Vimeo, etc.)

URL:_____

2.1.5: Image 2 (optional):

Picture 2 is displayed under the heading of the following item (2.1.6 About the Band/Artist).
E.g.: Photo of the band/artist, Provide photo/image file as high-resolution .jpeg in the provided server folder for app data.

Filename:_____.jpeg

2.1.6: About the Band/Artist (optional):

In this text section you have the possibility to show details about the band/artist (bio).
- Maximum 3000 characters
- Standard formatting: paragraphs, bullet points, bold, italics, underline, etc., (RTF)

Insert your text here:

2.1.7 Links (optional):

In this element you are able to place up to 5 links in the More Content section. e.g.: Artist website, Bandcamp profile, Instagram, etc.

Link 1: _____

Link 2: _____

Link 3: _____

Link 4: _____

Link 5: _____

2.1.8 Artwork (Mandatory):

In the last element of the More Content section, the artwork (front and back) of your vinyl postcard is displayed. We also need this image data to create the thumbnails and the augmented reality animation of your Vinylpostcard. For this purpose, please provide high-resolution web versions of your print data in the server folder for app data (App-Data) provided by us. Make sure that they correspond exactly to the A6 format (148x105mm).

Frontside of the Vinylpostcard:

Filename:_____.jpeg

Backside of the Vinylpostcard:

Filename:_____.jpeg