

Website Manager Section Library Reference Guide

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The Website Manager Section Library

Please note there are additional sections applicable to specific subscriptions for AdvisorStream and Broadridge Content not reflected here that will be shared based on applicability to your program

Sections automatically enabled for each new page:

- Header (5 layouts)
 - Includes Alert, Connect Bar (Social, Phone, Email, FINRA Broker Check, Contact CTA), Logo, Navigation, and Marketing Name
- Footer (2 layouts)

Sections that can be added once per page:

- Hero Banner (3 layouts)
- Events (4 layouts)

Sections that can be added multiple times per page:

- Banner Text (2 layouts: 1 Banner Text, 1 Banner Quote)
- Singular Content (19 layouts: 3 video, 11 image, 2 text only)
- Multi-Item Content (7 layouts: 1 accordion, 2 tab, 1 two-column, 1 three-column icon, 1 three-column image, 1 three-column text)
- Sequential Content (2 layouts)
- Carousel (5 layouts)
- Team (5 layouts)
- Subscribe (3 layouts)
- Lead Generation (2 layouts)
- Single Profile (1 layout)
- Contact (5 layouts)
- Highlights (3 layouts: 1 accordion layout, 1 three-column icon, 1 three-column grid)
- Insights (2 layouts: 1 two-column image, 1 three-column grid image)
- Video side-by-side (1 layout)

Section Color Options

1. Light
2. Dark
3. Primary

NOTE: Colors in the section screenshots are only to represent the functionality and may not be the colors assigned to your program.

Form Notifications

Where forms are added within a section and completed by a consumer there is an associated notification that is emailed to the Site Owner. Samples of these are below. The details of the submission are retained in Website Manager.

Three types of form notifications are included:

1. Contact Form
2. Subscription Form
3. Lead Generation

Notification Type	From	To	Subject	Body	Frequency
Contact Form Notification	Defined by Firm	Site Owner or designated form recipient	Contact Request	<p>**Please do not reply to this email**</p> <p>You are receiving this email as the result of a website visitor filling out the Contact form on your Website.</p> <p>Click here to go to Website Manager and click on the envelope icon in the upper right corner to view the full form submission details.</p> <p>.**Please do not reply to this email**</p>	On Demand -upon form submission

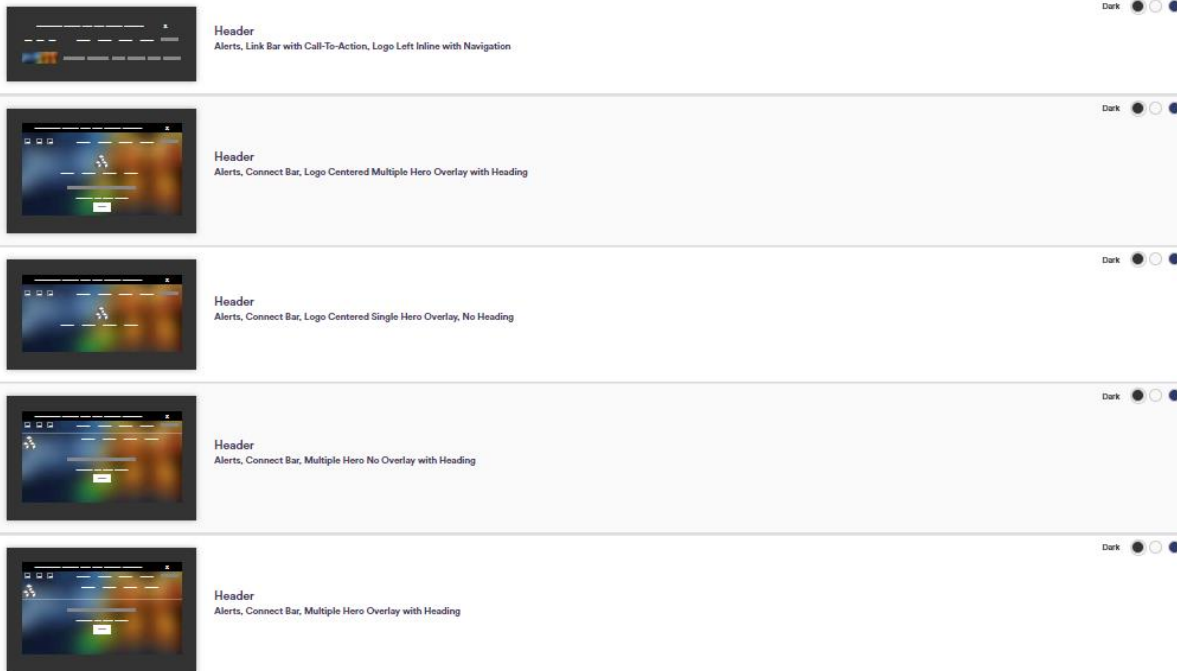


Subscription Form Notification	Defined by Firm	Site Owner or designated form recipient	Subscription Request	<p>**Please do not reply to this email**</p> <p>You are receiving this email as the result of a prospect filling out the Newsletter Subscription form on your Website. [email address value]</p> <p>**Please do not reply to this email**</p>	On Demand -upon form submission
Lead Generation Notification	Defined by firm	Site Owner or designated form recipient	Lead Generation Request	<p>**Please do not reply to this email**</p> <p>You are receiving this email as the result of a website visitor filling out the Lead Generation form on your Website.</p> <p>Click here to go to Website Manager and click on the envelope icon in the upper right corner to view the full form submission details. **Please do not reply to this email**</p>	On Demand -upon form submission

Section Library – Details within the various sections

Header

(5 layouts) - Includes Alert, Connect Bar (Social, Phone, Email, FINRA Broker Check, Contact CTA), Logo, Navigation, and Marketing Name. Some layouts include overlay Hero Banner image and page title options.



HERO BANNER (FOR INTEGRATED HERO IMAGE LAYOUT – IS A STANDALONE SECTION AS WELL)

Section	Header (note this asset is only for the HOME page)
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can add new, edit, or select content, set display order
Fields Within the Asset Type Editor View	<ol style="list-style-type: none"> 1. Nickname* - required 2. Title – optional 3. Subtitle – optional 4. CTA – Optional - URL/Link text/Select Target 5. Social Media Links – Facebook/LinkedIn URL 6. Image – upload image/alt text

PAGE HEADER HERO (ONLY APPLICABLE FOR FOR INTEGRATED HERO IMAGE LAYOUT)

Section	Header (note this asset is for all pages EXCEPT the Home page)
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can add new, edit, or select content, set display order
Fields Within the Asset Type Editor View	<ol style="list-style-type: none"> 1. Disable Default – toggle, if no edits or selections are entered on interior site pages the Home Page Hero Banner is activated by default 2. Nickname* - required

3. Title – optional
4. Subtitle – optional
5. CTA – not used
6. Social Media Links – not used
7. Image – upload image/alt text

PAGE HEADING TITLE (FOR INTEGRATED HERO IMAGE LAYOUT)

Section	Header
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can add new, edit, or select content
Fields Within the Asset Type Editor View	<ol style="list-style-type: none"> 1. Title – required 2. Subtitle – optional

CONNECT BAR

Section	Header
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can add new, edit, or select content
Fields Within the Asset Type Editor View	<ol style="list-style-type: none"> 1. Turns on the display within the header for the following assets if selected <ol style="list-style-type: none"> a. Social Icons b. Broker Check c. Email Address d. Primary Phone e. Login f. CTA

ALERTS

Section	Header
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can add new, edit, or select content
Fields Within the Asset Type Editor View	<ol style="list-style-type: none"> 1. Name* – Required 2. Content* - Required 3. Has Close Button – Optional Yes/No

BROKERCHECK

Section	Header
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can turn on/off the content
Default Section	Save for later, Compliance

CTA

Section	Header
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Name* - is required 2. Link URL* - is required 3. Link Text* - is required 4. Target Current Window/New Window – Optional

EMAIL ADDRESS

Section	Header
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can add new, edit, or select content
Fields within the Asset Type Editor	1. Email Address* - Required

LOGIN

Section	Header
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can turn on/off the content
Fields within the Asset Type Editor	1. Name* - Required 2. Link URL* - Required 3. Link Text* - Required 4. Target Current Window/New Window – Optional

PRIMARY PHONE

Section	Header
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can add new, edit, or select content
Fields within the Asset Type Editor	1. Number*- Required

SOCIAL ICONS

Section	Header
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can turn on/off if content is available it shall display
Fields within the Asset Type Editor	1. Facebook – can turn on/off and change sort order 2. LinkedIn – Can turn on/off and change sort order

Footer

- Footer (2 layouts)
-



Footer
2-Column, Text Left of Icons

Dark

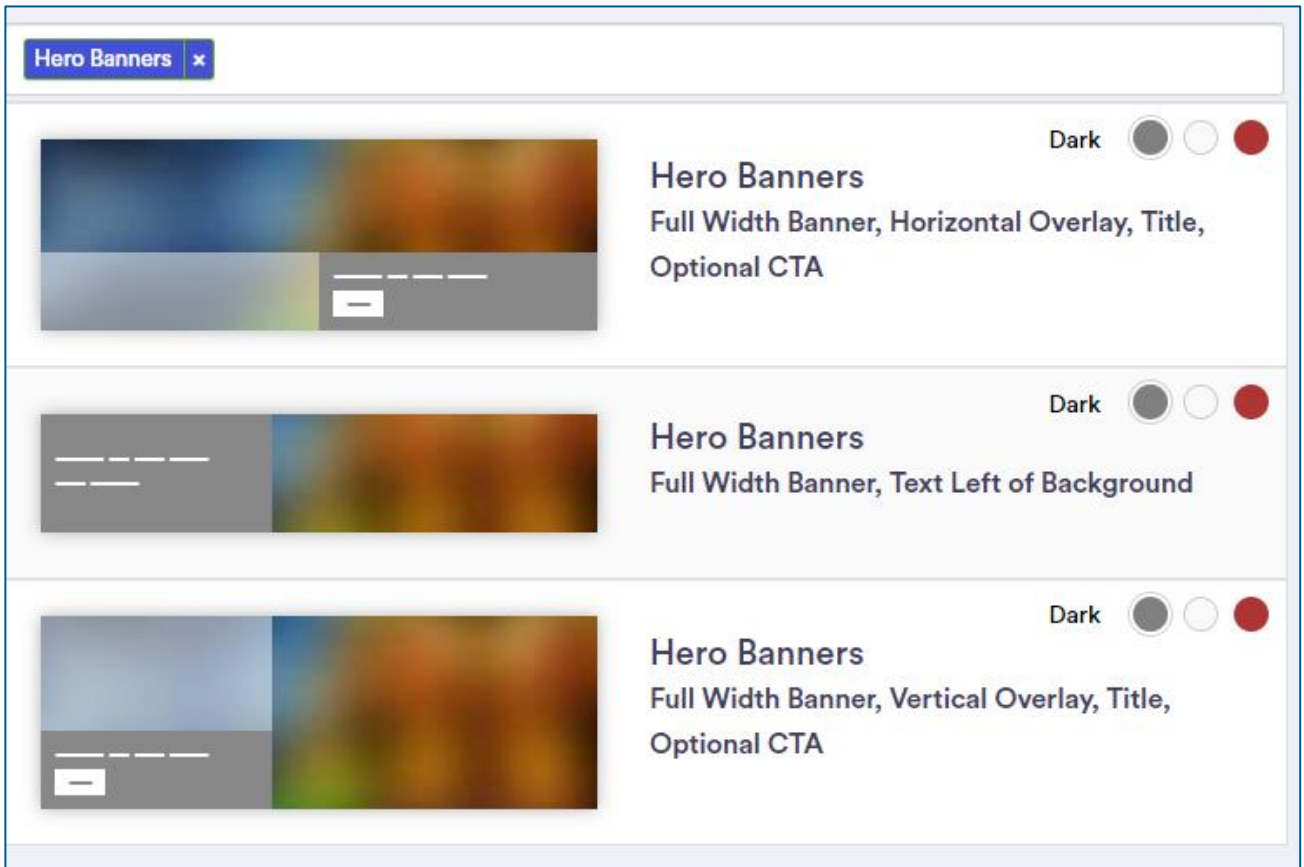


Footer
2-Column, Text Right of Icons

Dark

Section	Footer
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can add new, edit, or select content
Fields within the Asset Type Editor	1. Name* - Required 2. Edit Content* - Required

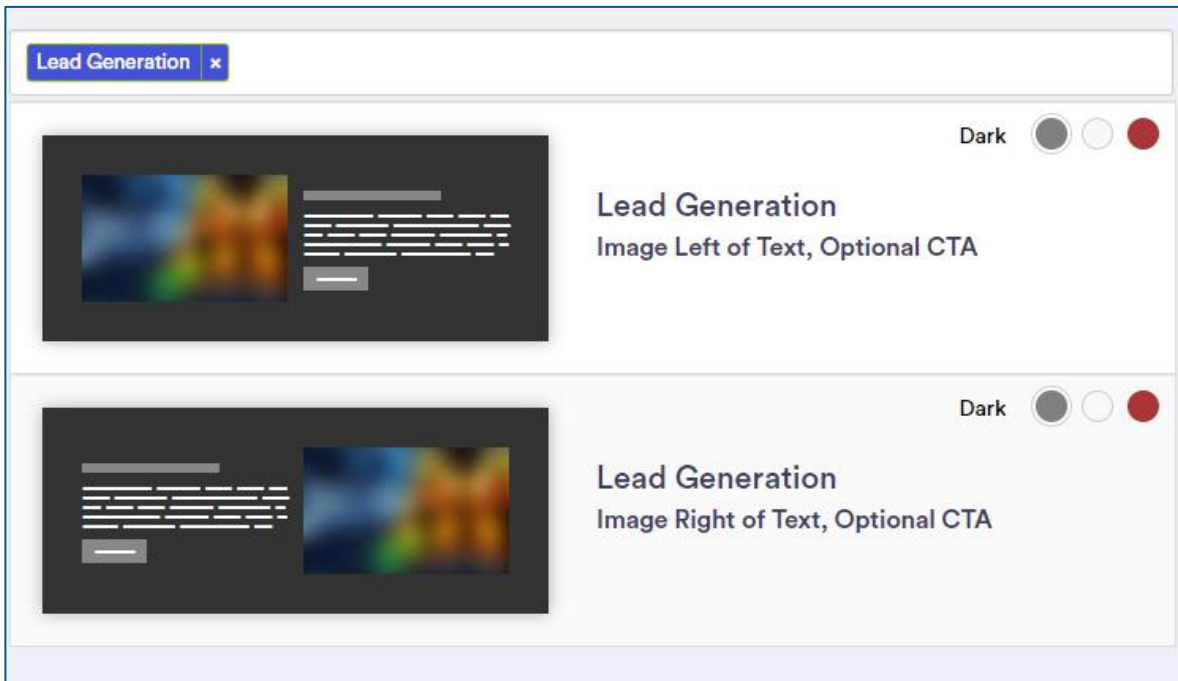
Hero Banner (3 layouts)



HERO BANNER

Section	Hero Banner
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner- Can add new, edit, or select content, set display order
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Nickname* - required 2. Title – optional 3. Subtitle – optional 4. CTA – Optional - URL/Link text/Select Target 5. Social Media Links – Facebook/LinkedIn URL 6. Image – upload image/alt text
Image Aspect Ratios	<ul style="list-style-type: none"> • 1920 x 400

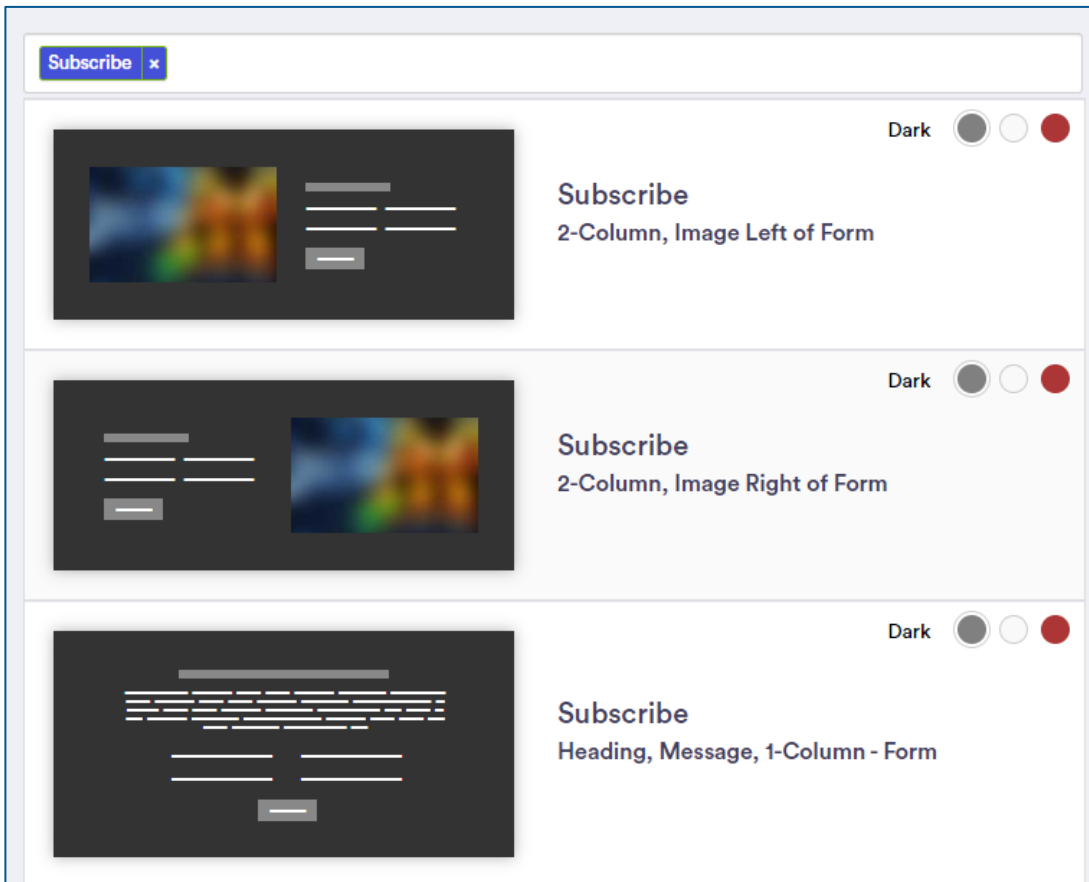
Lead Generation (2 layouts)



LEAD GENERATION

Section	Lead Generation
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - is required 2. Subtitle – is optional 3. Edit Message – is optional 4. CTA Text – optional 5. Image – optional 6. Alt Text – optional 7. Form Instructions Text – optional 8. Thank You Message Text – optional 9. Disclaimer Text – optional
Image Aspect Ratios	475x700

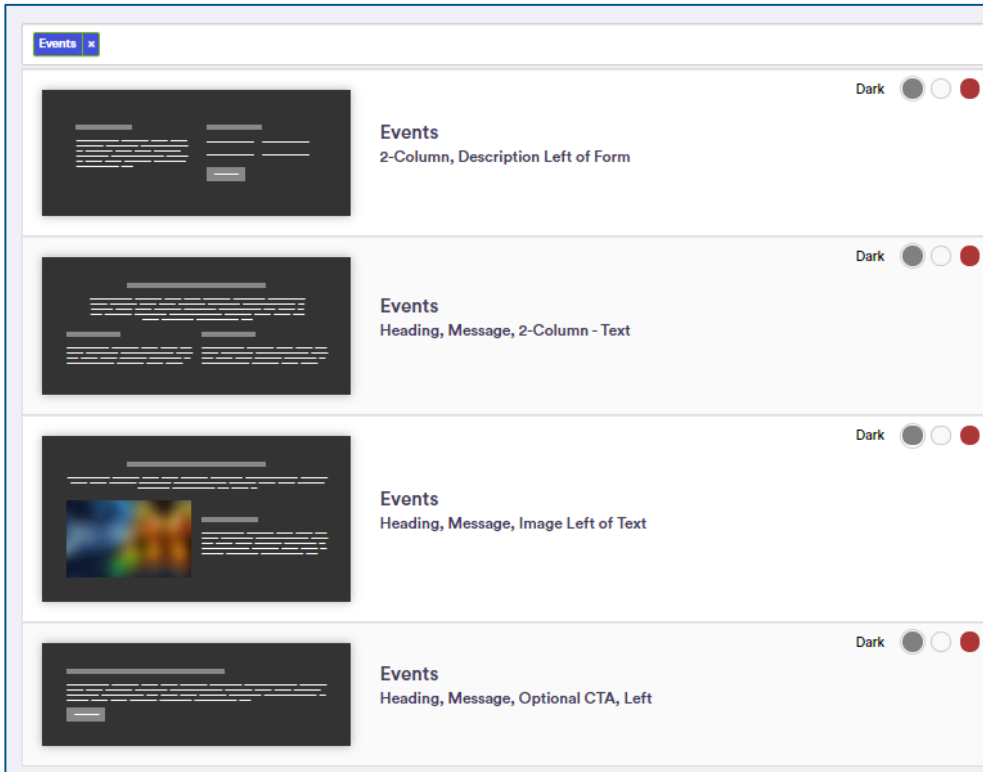
Subscribe (3 layouts)



SUBSCRIBE

Section	Subscribe
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - Required 2. Subtitle – Optional 3. Message – Optional 4. Image – Optional 5. Success Message Text – Optional 6. Disclaimer – Optional
Image Aspect Ratios	350x232

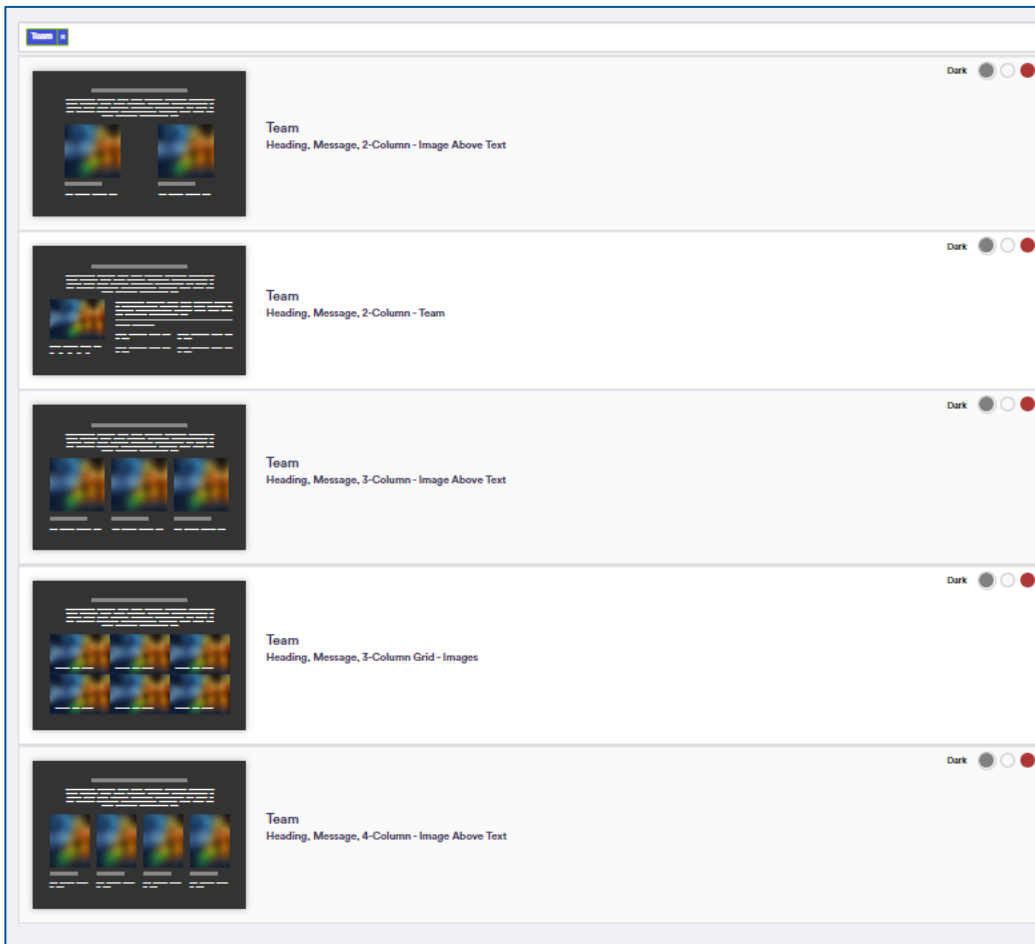
Events (4 layouts)



EVENTS

Section	Events
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner - Can add new, edit, or select content, set display order
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Event Title* - required 2. Time / Location Event Start* - required 3. Time/Location Event End* - required 4. Time/Location Event Location* - required 5. Description Text - optional 6. Disclaimer Text – optional 7. Event CTA URL – optional 8. Link Test – optional 9. Target – Current window/new window – optional 10. Image – optional 11. Alter Text – optional 12. Hosts – optional 13. Speakers – optional 14. RSVP contact – optional 15. Phone Number – optional 16. Email Address – optional 17. RSVP CTA – URL – optional 18. Link Text – optional 19. Target – current window/new window – optional 20. RSVP Success Message – optional 21. RSVP Disclaimer – optional
Image Aspect Ratios	727x520

Team (5 layouts)



HEADING AND MESSAGE

HEADING AND MESSAGE	
Section	Team
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - required 2. Subtitle – optional 3. Edit Message – optional
Default Char Count	N/A

TEAM PROFILE

TEAM PROFILE	
Section	Team
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Name* - required 2. Edit Bio – optional 3. Edit Disclaimer – optional 4. Advisor Photo – optional (if one is not added, is there a default image?) 5. Alt Text – optional 6. Job Title – optional

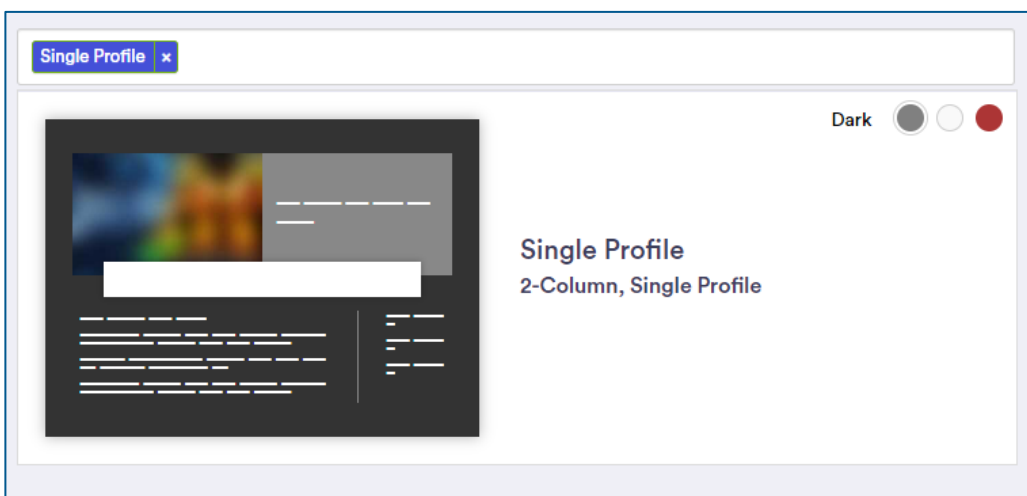


7. Email Address – optional
8. Phone Number – optional
9. Phone Number – optional
10. Toll Free Number – optional
11. Contact Me URL – optional
12. Facebook Link – optional
13. Twitter – optional
14. LinkedIn Link – optional
15. Certifications – optional
16. Licenses – optional
17. Awards – optional
18. Education – optional
19. AR State License – optional
20. CA State License – optional

Image Aspect Ratios

701x701

Single Profile (1 layout)



SINGLE PROFILE BIO

Section	Single Profile
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - required 2. About Me Text – optional 3. Licenses – optional 4. Awards – optional 5. Education – optional 6. AR State License – optional 7. CA State License – optional

CONTACT ME LINK

Section	Single Profile
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Name* - required 2. Link URL* - required 3. Link Text* - required 4. Target Current Window/New Window- optional

DESIGNATION

Section	Single Profile
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner – Can select and can change the display order

EMAIL ADDRESS

Section	Single Profile
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Email Address* - required

PRIMARY PHONE

Section	Single Profile
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	1. Number* - required

PROFILE PHOTO

Section	Single Profile
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	1. Name* - required 2. Image URL* - required 3. Alt Text – optional
Image Aspect Ratios	701x701

SOCIAL ICONS

Section	Single Profile
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner - Can select content and change the display order
Fields within the Asset Type Editor	none

TITLES

Section	Single Profile
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner - Can add new, edit, or select content
Fields within the Asset Type Editor	1. Name* - required

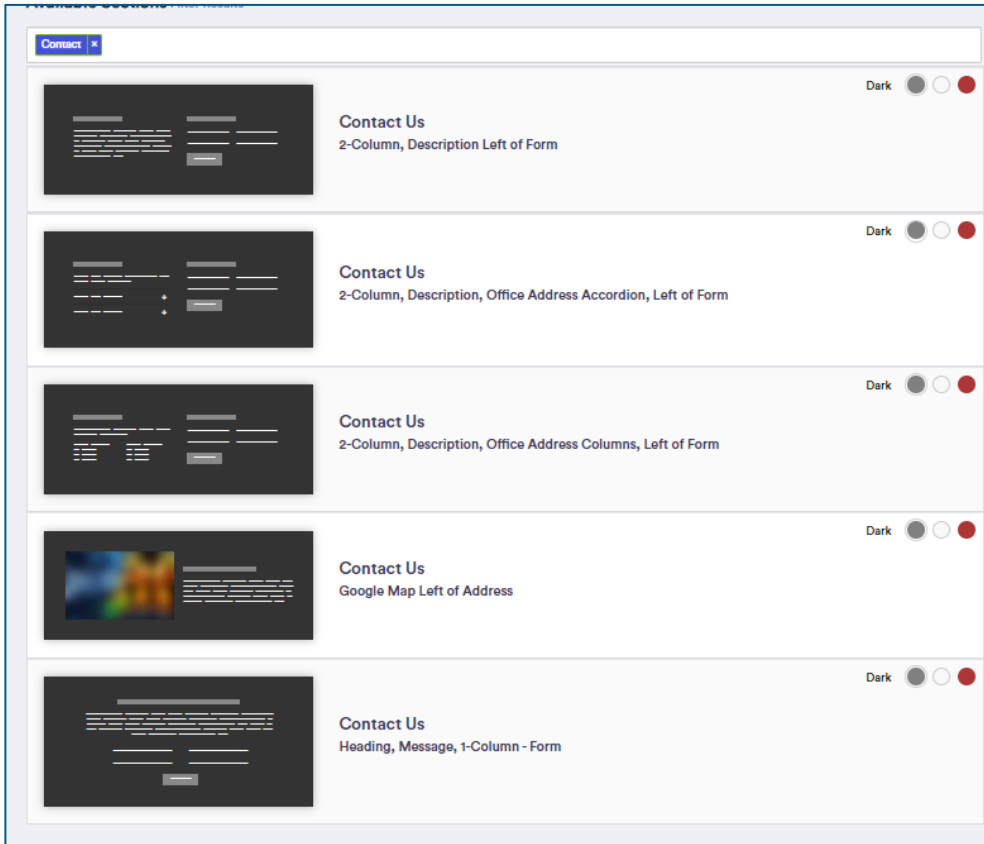
TOLL FREE

Section	Single Profile
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner - Can add new, edit, or select content
Fields within the Asset Type Editor	1. Number* - required

DISCLAIMER

Section	Single Profile
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	1. Title* - Required 2. Edit Message – optional

Contact (5 layouts)



HEADING AND MESSAGE

Section	Contact
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - required 2. Subtitle – optional 3. Edit Message – optional

SOCIAL ICONS

Section	Contact
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner - Can select content and change the display order
Fields within the Asset Type Editor	none

DESIGNATED RECIPIENT

Section	Contact
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content, change sort order
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Email Address* - required

DISCLAIMER

DISCLAIMER	
Section	Contact
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	3. Title* - Required 4. Edit Message – optional

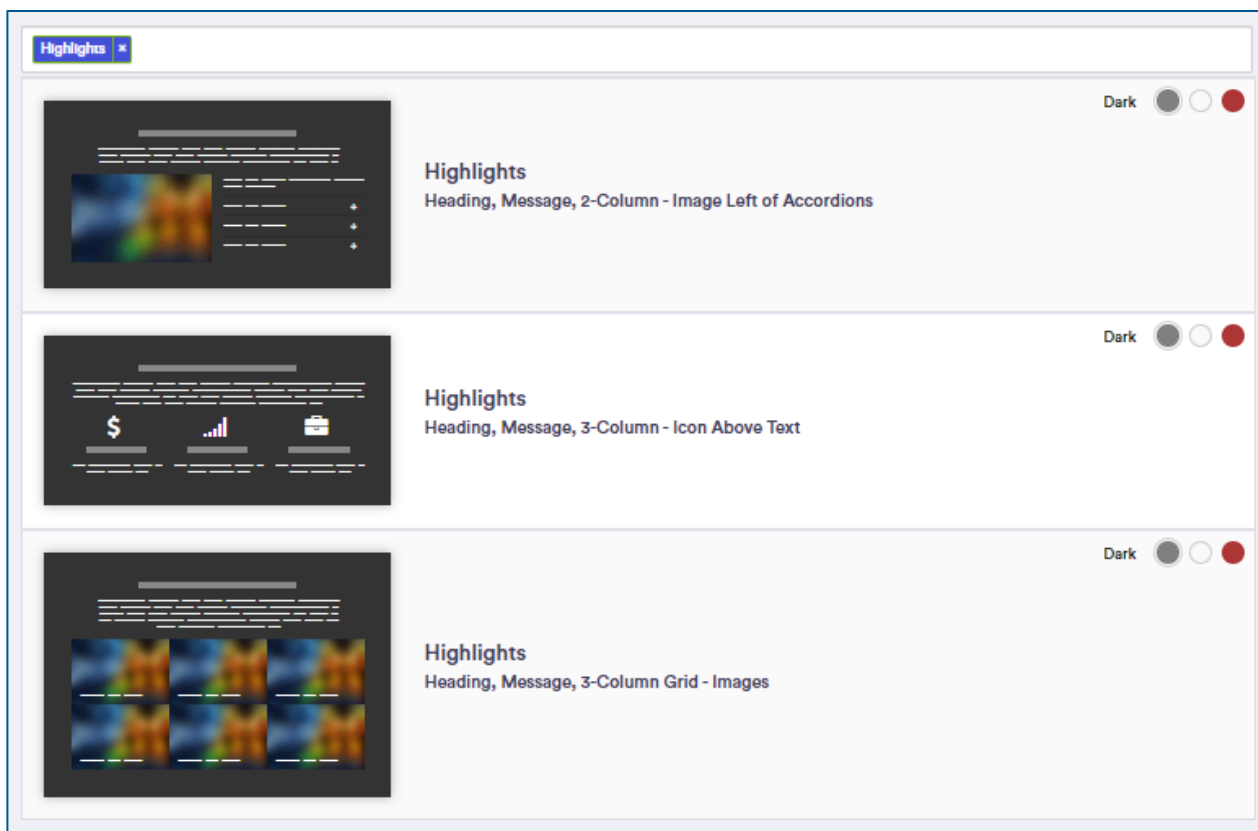
OFFICE ADDRESS

OFFICE ADDRESS	
Section	Contact
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	1. Title* - required 2. Primary Phone Number – optional 3. Secondary Phone Number – optional 4. Email Address – optional 5. Address Line 1 – optional 6. Address Line 2 – optional 7. Address Line 3 – optional 8. City 9. State – selection list – optional 10. Postal Code – optional 11. Latitude – optional (must click Edit Google Map to update) 12. Longitude – optional (must click Edit Google Map to update) 13. Zoom – optional

SECTION BACKGROUND IMAGE

SECTION BACKGROUND IMAGE	
Section	Contact
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	1. Name* - required 2. Image URL*– required 3. Alt Text – optional

Highlights (3 layouts: 1 accordion layout, 1 three-column icon, 1 three-column grid)



HIGHLIGHTS

Section	Highlights
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner - Can add new, edit, or select content, set display order
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - Required 2. Edit Message – optional 3. CTA URL – optional 4. Link text – optional 5. Target New/Current Window – optional 6. Image – optional 7. Alt text – optional 8. SVG Icon – optional
Image Aspect Ratios	727x520

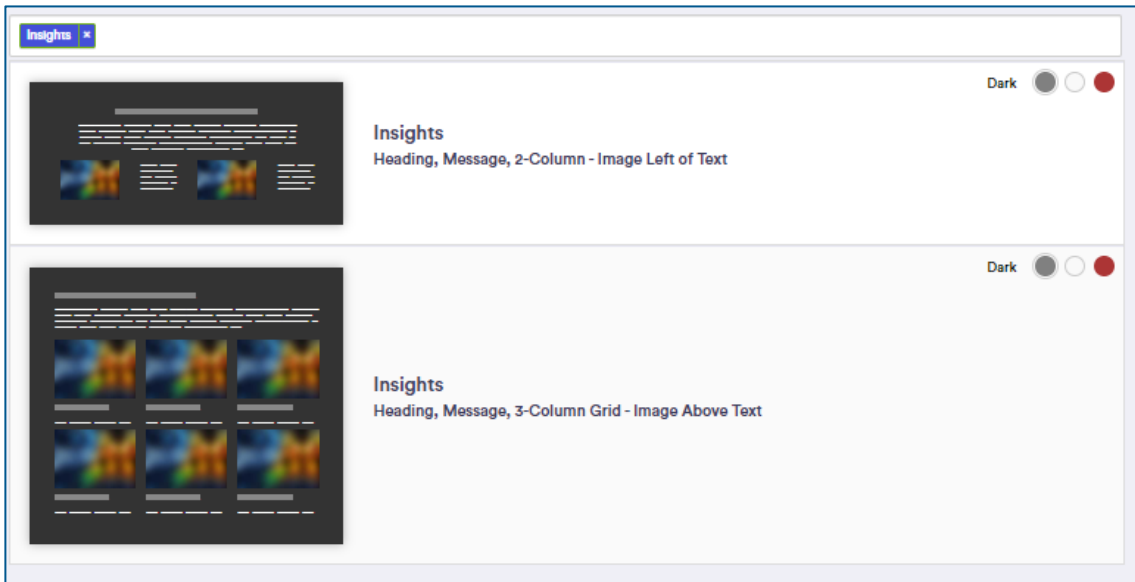
HEADING AND MESSAGE

Section	Highlights
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - required 2. Subtitle – optional 3. Edit Message – optional

DISCLAIMER

DISCLAIMER	
Section	Highlights
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	1. Title* - Required 2. Edit Message – optional

Insights (2 layouts: 1 two-column image, 1 three-column grid image)



HEADING AND MESSAGE

Section	Insights
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> Title* - required Subtitle – optional Edit Message – optional

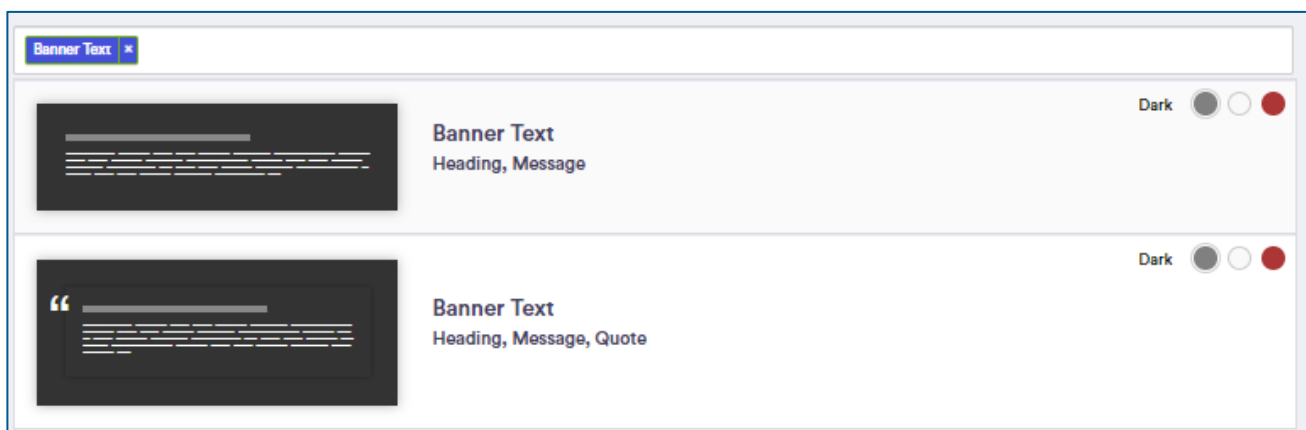
INSIGHTS

Section	Insights
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner - Can add new, edit, or select content, set display order
Fields within the Asset Type Editor	<ol style="list-style-type: none"> Title* - required Resource Type – optional Message – optional CTA URL – optional Target New/Current Window – optional Image – optional Alt text – optional
Image Aspect Ratios	720x520

DISCLAIMER

Section	Insights
Asset Type	Disclaimer
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> Title* - Required Edit Message – optional

Banner Text (2 layouts: 1 Banner Text, 1 Banner Quote)



SECTION BACKGROUND IMAGE

Section	Banner Text
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	4. Name* - required 5. Image URL*– required 6. Alt Text – optional
Image Aspect Ratios	1920 x 600

BANNER TEXT


Section	Banner Text
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	1. Name* - required 2. Message – optional 3. Quote Name – optional
Image Aspect Ratios	1920 x 600



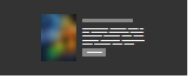

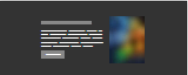
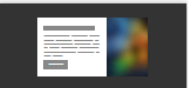
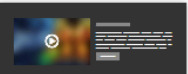
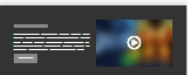

DISCLAIMER

Section	Banner Text
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	1. Title* - Required 2. Edit Message – optional

Singular Content (19 layouts: 3 video, 11 image, 2 text only)

Thumbnail	Title	Components	Dark
	Singular Content	Banner, Heading, Message, Optional Call-To-Action	<input type="checkbox"/>
	Singular Content	Heading, Message, 1-Column - Text	<input type="checkbox"/>
	Singular Content	Heading, Message, Optional Call-To-Action	<input type="checkbox"/>
	Singular Content	Heading, Message, Optional Call-To-Action, Background, On Left	<input type="checkbox"/>
	Singular Content	Heading, Message, Optional Call-To-Action, Background, On Right	<input type="checkbox"/>
	Singular Content	Image Left of Text, Optional Call-To-Action	<input type="checkbox"/>
	Singular Content	Image Left of Text, Overlay, Optional Call-To-Action	<input type="checkbox"/>
	Singular Content	Image Left of Wrapped Text	<input type="checkbox"/>
	Singular Content	Image Right of Text, Optional Call-To-Action	<input type="checkbox"/>
	Singular Content	Image Right of Text, Overlay, Optional Call-To-Action	<input type="checkbox"/>



	Singular Content Image Right of Wrapped Text	Dark <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
	Singular Content Image, Heading, Message, Optional Call-To-Action	Dark <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
	Singular Content Narrow Image Left of Text, Optional Call-To-Action	Dark <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
	Singular Content Narrow Image Left of Text, Overlay, Optional Call-To-Action	Dark <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
	Singular Content Narrow Image Right of Text, Optional Call-To-Action	Dark <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
	Singular Content Narrow Image Right of Text, Overlay, Optional Call-To-Action	Dark <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
	Singular Content Video Left of Text, Optional Call-To-Action	Dark <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
	Singular Content Video Right of Text, Optional Call-To-Action	Dark <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>
	Singular Content Video, Heading, Message, Optional Call-To-Action	Dark <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>

SECTION BACKGROUND IMAGE

Section	Singular Content
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	7. Name* - required 8. Image URL*– required 9. Alt Text – optional
Image Aspect Ratios	1920 x 800

SECTION IMAGE OR VIDEO

Section	Singular Content
Editability	Program admin *(1) – Can edit/create custom/corporate content

	Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Name* - Required 2. Horizontal Image – optional 3. Alt Text – optional 4. Vertical Image – optional 5. Alt Text – optional 6. YouTube Embed URL – optional 7. Transcript URL – optional 8. Target – Current/New Window – optional
Image Aspect Ratios	Horizontal Image Size – 1110x735 Vertical Image Size – 483x600
YouTube embed URL	Link must be added with the following format https://www.youtube.com/embed/ + unique identifier Ex. https://www.youtube.com/embed/ZFv63ajDxH0

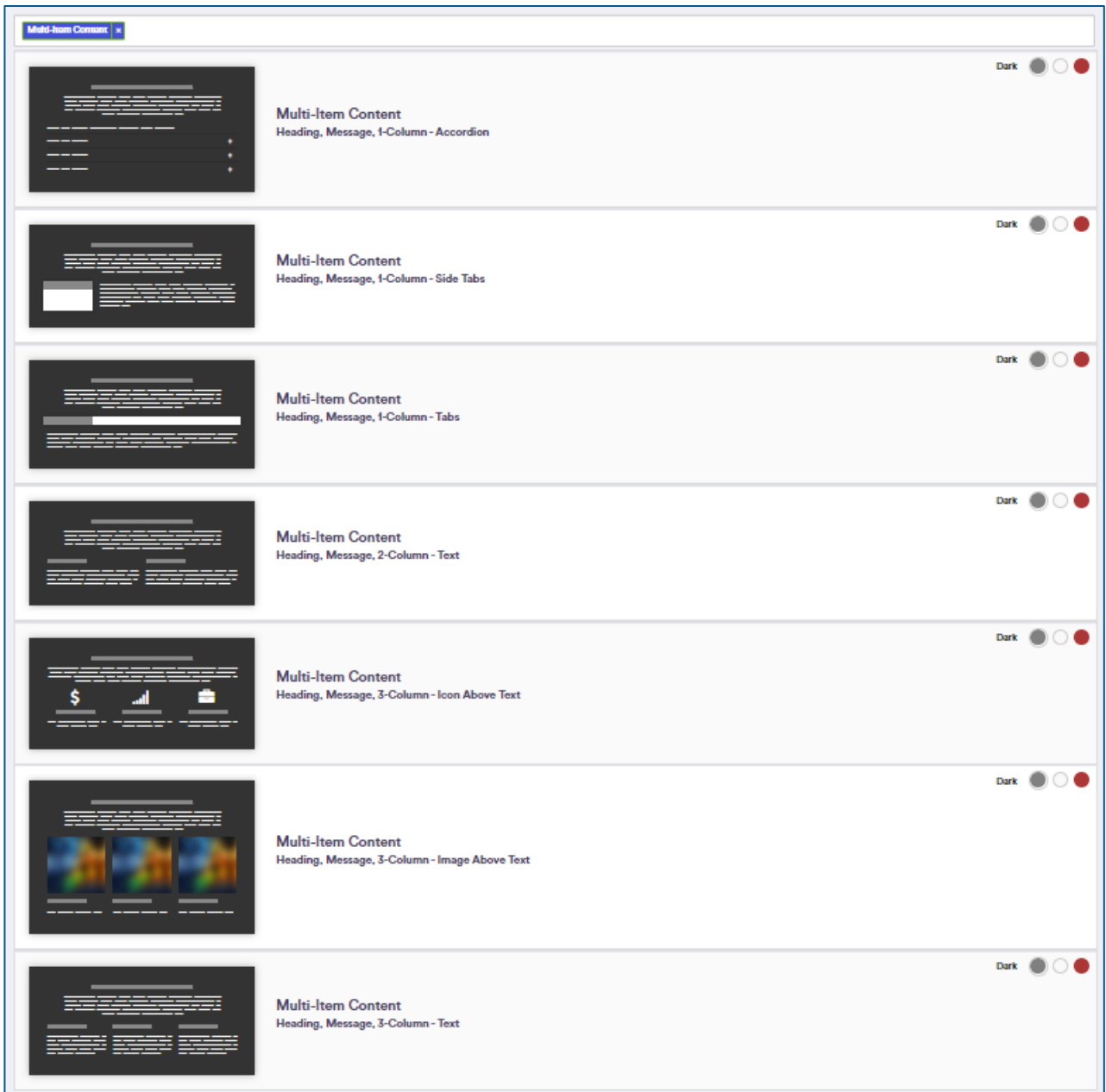
HEADING AND MESSAGE WITH CTA

Section	Singular Content
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 9. Title* - required 10. Subtitle – optional 11. Edit Message – optional 12. CTA URL – optional 13. Link Text – optional 14. Target current/ new window – optional

DISCLAIMER

Section	Singular Content
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - Required 2. Edit Message – optional

Multi-Item Content (7 layouts: 1 accordion, 2 tab, 1 two-column, 1 three-column icon, 1 three-column image, 1 three-column text)



HEADING AND MESSAGE

HEADING AND MESSAGE	
Section	Multi-Item Content
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - required 2. Subtitle – optional 3. Edit Message – optional

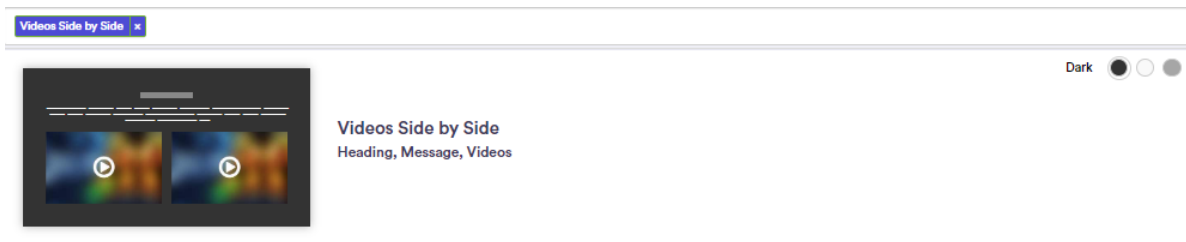
MULTI-ITEM CONTENT

Section	Multi-Item Content
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content, set display order
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - required 2. Subtitle – optional 3. Edit Message – optional 4. CTA URL – optional 5. Link Text – optional 6. Target current/ new window – optional 7. Image URL = optional 8. Alt Text – optional 9. SVG Icon – optional (selection list)
Image Aspect Ratios	350x232

DISCLAIMER

Section	Multi-Item Content
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - Required 2. Edit Message – optional

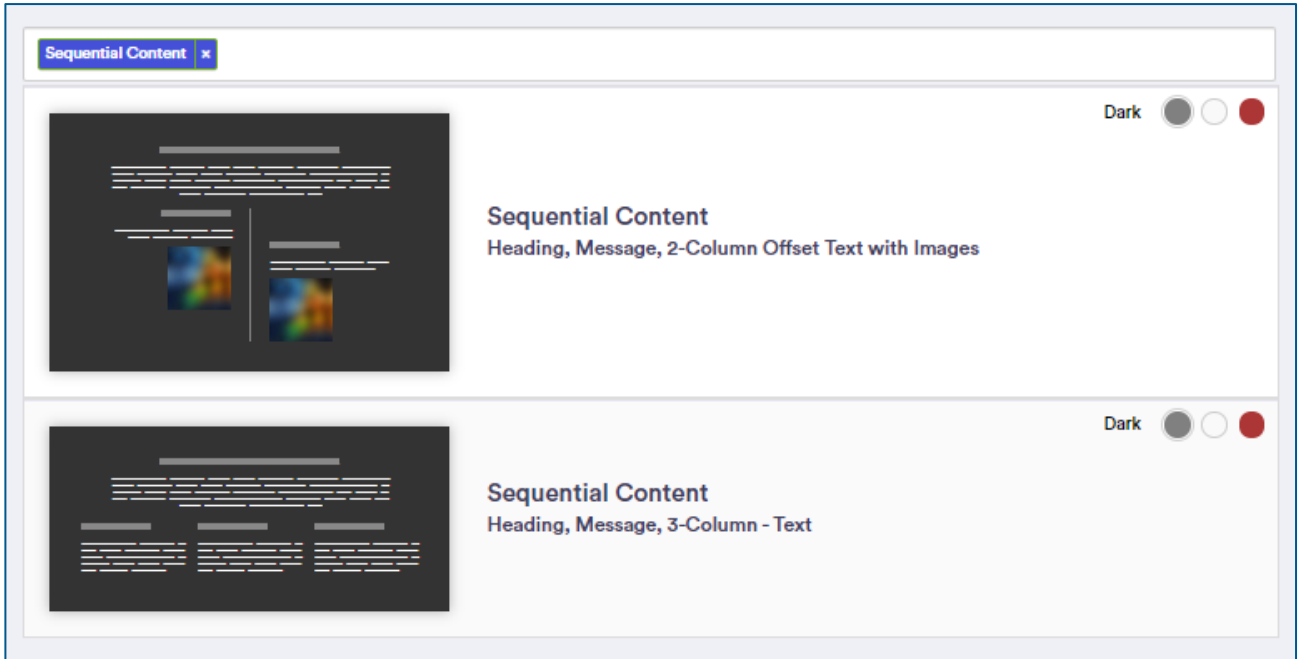
Video Side by Side (1 layout)



VIDEO SIDE BY SIDE

Section	Video Side by Side
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content, set display order
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Heading and Message asset 2. Section Video asset <ol style="list-style-type: none"> a. Video Name, required b. Video Title, optional c. Edit Video Description, optional d. Video – iFrame or URL approach <ol style="list-style-type: none"> i. Transcript URL ii. Target window experience

Sequential Content (2 layouts)



HEADING AND MESSAGE

Section	Sequential Content
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - required 2. Subtitle – optional 3. Edit Message – optional

SEQUENTIAL CONTENT

Section	Sequential Content
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content, set display order
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - required 2. Edit Message – optional 3. Image URL – optional 4. Alt Text – optional
Image Aspect Ratios	420x278

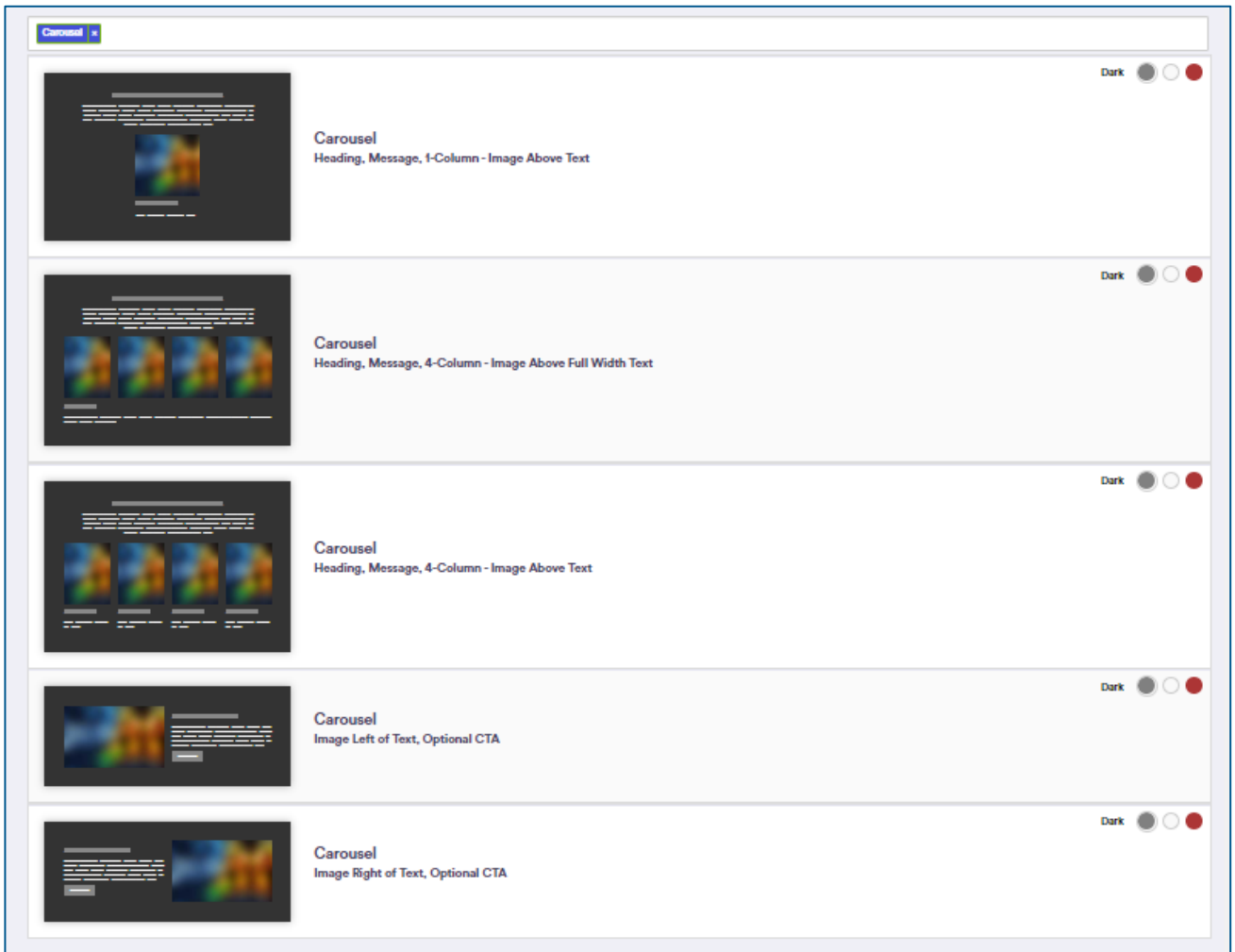
DISCLAIMER

Section	Sequential Content
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content

Fields within the Asset Type Editor

1. Title* - Required
2. Edit Message – optional

Carousel (5 layouts)



HEADING AND MESSAGE WITH CTA

Section	Carousel
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - required 2. Subtitle – optional 3. Message – optional 4. CTA URL – optional 5. Link Text – optional 6. Target New/Current Window – optional

CAROUSEL

Section	Carousel
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Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - required 2. Subtitle – optional 3. Message – optional 4. CTA URL – optional 5. Link Text – optional 6. Image – optional 7. Target New/Current Window – optional 8. Image – optional 9. Alt Text – optional
Image Aspect Ratios	727x520

DISCLAIMER

Section	Carousel
Editability	Program admin *(1) – Can edit/create custom/corporate content Site Owner-Can add new, edit, or select content
Fields within the Asset Type Editor	<ol style="list-style-type: none"> 1. Title* - Required 2. Edit Message – optional

*(1) Program Admin: is applicable to a firm directed program and will not apply to all audiences.

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