**Casino Website Content Types Posting Requirements**

**Web and Digital Team**

**Promotions Required Fields**

**Promotion Title***Name of Promotion*

**Promotion Body (Description)***Provide all details needed*

**Dates Description**  
*Such as when is the promotion is available, examples include "Wednesdays" or "Sept.-Oct."*

**Display From Date**  
*When Promotion Starts (Date format) - not technically required but good to know to potentially schedule beforehand.*

**Display to Date***When the Promotion End (Date format)*

**Legal Copy**  
*Provide any needed Legal information for this field*

**Excerpt**  
*A very brief description (clickbait) to entice website users to learn more about a promotion*

**Meta Description**  
*A description for SEO purposes that descriptions the promotion; a maximum of 150 characters is allowed.*

**Note:** All promotions will require the “Web Carousel” and “Web Header” images from Creative Services to post to the website.

**Entertainment (Events) Required Fields**

**Entertainment Title**  
*Title of Act, Band or Performer*

**Location**  
*Where the event is being held*

**Date**  
*Date of the event*

**Start Time**  
*Time the event will start*

**End Time**  
*Time the event will end, if unknown left blank*

**Ticketing URL**  
*Hyperlink where tickets can be purchased*

**Copy (Event Details)**  
*Include all needed details, such as: "Doors open" time, "Venue" name (such as Grand Theater), when tickets go on sale (date and time) or if tickets are on sale now, bio of performer*

**Location Address (Physical Address)**  
*Used for SEO*

**Meta Description (Description)**  
*A description for SEO purposes that descriptions the promotion; a maximum of 150 characters is allowed.*

**Note:** All entertainment (events) will require the “Event Image” from Creative Services to post to the website.