

Onboarding Steps

1. **Legal agreement sent to Nexstar for client signature**
 - Nexstar AE to obtain client's electronic signature on Fullthrottle.ai PandaDoc
 - After client signature, Nexstar AE signs PandaDoc then emails FT.ai
2. **Creative design, review, & approvals**
 - Ft.ai Performance Strategist provides creative guidance
 - Display and Video assets = Nexstar production
 - SmartMail assets = FullThrottle.ai production
 - Fullthrottle must have two (2) versions
 - Evergreen creative for always on
 - Promotional messaging edited in month if necessary
3. **Media Targeting Requirements**
 - Standard 50-mile radius set by Ft.ai for HH targeting
 - Can be altered at client request
4. **Fullthrottle.ai provides login credentials to client, Nexstar AE, and Nexstar upper management upon request**
5. **Go live within 24-48 hours!**

Post-Launch Support

- ✓ **Monthly Performance Recap:** delivered by the 10th of every month
 - ✓ Includes deliverables, transaction values, and platform insights
- ✓ **Monthly Performance Reviews:** led by Performance Strategist
 - ✓ Includes data insights, budget recommendations, and optimizations

Creative assets needed for SmartMail:

- High-resolution stock images (PNG or JPG)
- High-resolution product/dealer images (PNG or JPG)
- Evergreen messaging (e.g., "why buy?") — especially for Direct Mail copy
- Featured inventory or product/service details
- Fonts and color preferences
- Any prior creative examples the client liked for inspiration
- **Ad spec requirements**