

# 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 10<sup>th</sup> 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**