

Axis 360 Marketing and Support Website Quick Start Guide

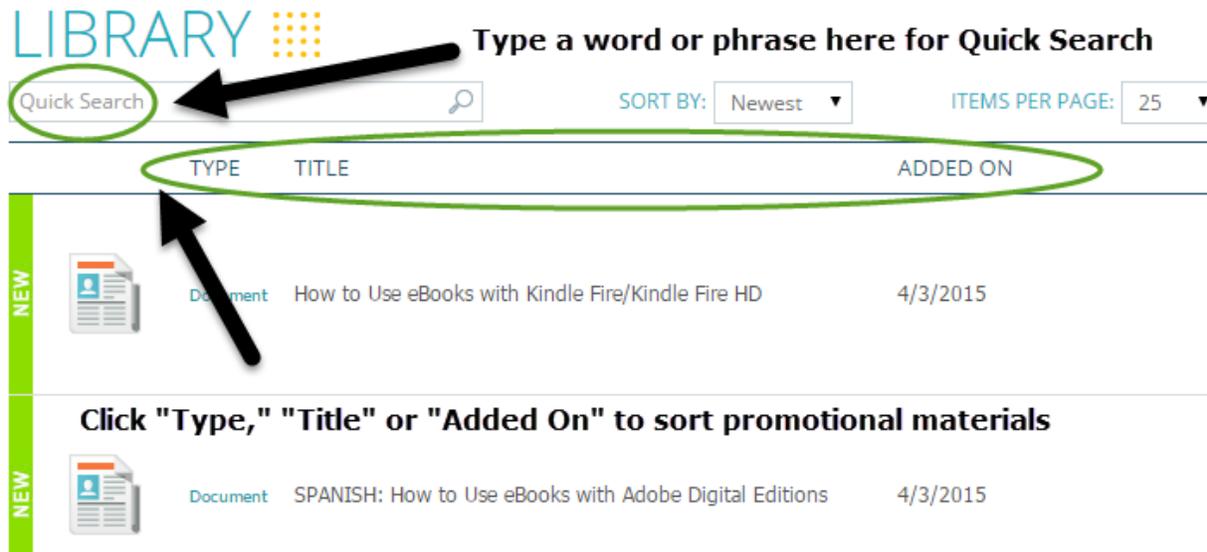
The Axis 360 Marketing and Support website is a dynamic program designed to support customers using Axis 360, Baker & Taylor's digital circulation platform. Through this site, you can select and tailor marketing materials to promote your service to your patrons.

Discovering Promotional Materials

Whether you know what you're searching for or just browsing, you can find the ideal promotional materials on this site to heighten awareness of your collection. There are several ways to explore posters, bookmarks, social media ads, and more. You can:

1) Browse the Promotional Library on the home page

Scroll down to see all uploaded promotional materials. You can also **sort results** by date, type or title, or type in a word or phrase into the **Quick Search** bar.



LIBRARY ••••• Type a word or phrase here for Quick Search

Quick Search SORT BY: Newest ITEMS PER PAGE: 25

	TYPE	TITLE	ADDED ON
NEW	 Document	How to Use eBooks with Kindle Fire/Kindle Fire HD	4/3/2015
NEW	 Document	SPANISH: How to Use eBooks with Adobe Digital Editions	4/3/2015

Click "Type," "Title" or "Added On" to sort promotional materials

2) Refine your search by filtering results

On the left-hand side of the home page, refine your search by clicking the check box next to your desired promotional types or themes.



REFINE SEARCH

TYPE

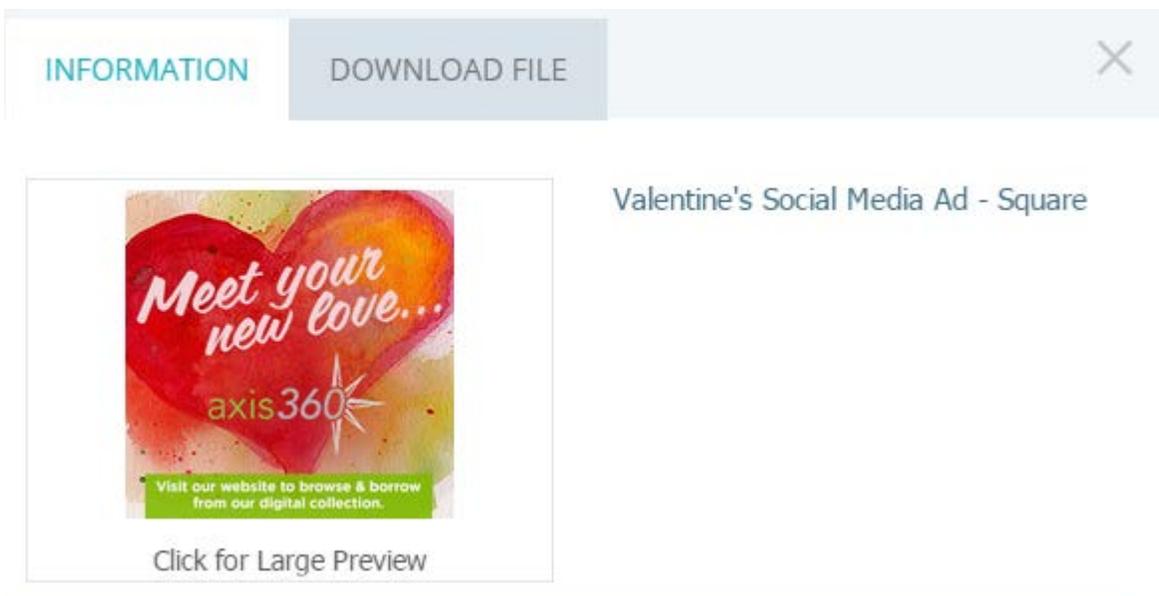
- PROMOTIONAL MATERIALS
- BOOKMARKS
- PUBLICITY
- SOCIAL MEDIA
- POSTERS
- WEBSITE GRAPHICS

Previewing and Downloading an Item

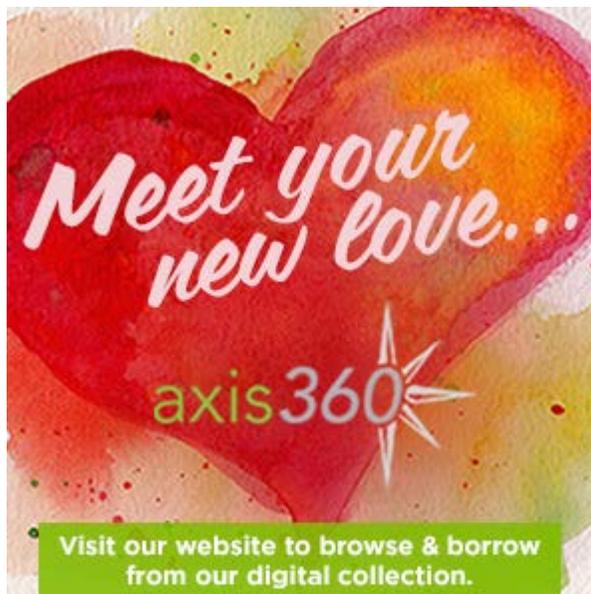
You've chosen a promising-looking promotional piece – say, the square Valentine's Day social media ad. Hover over the item and two buttons will appear: "Preview" and "Download." To preview the item, click "Preview."



In the next screen, you'll see an option for a larger preview, additional information (if any) and the option to download the item.



"Click for Large Preview" offers a full-size view of the piece...



...While clicking the “Download File” tab allows you to download the file.

INFORMATION DOWNLOAD FILE ×



Visit our website to browse & borrow from our digital collection.

Click for Large Preview

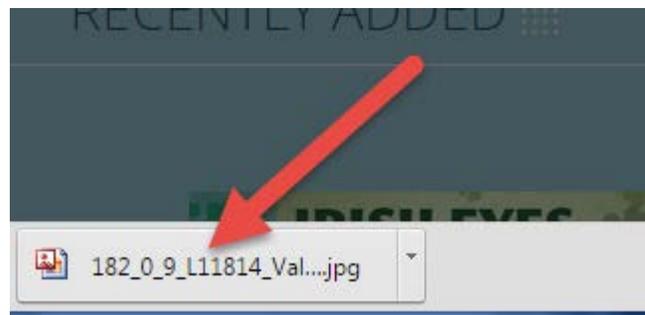
DIMENSION OPTIONS

Filename:
9_L11814_Valentines_socialmedia.jpg
Size: 130.49 KB |
Width: 300 | Height:300

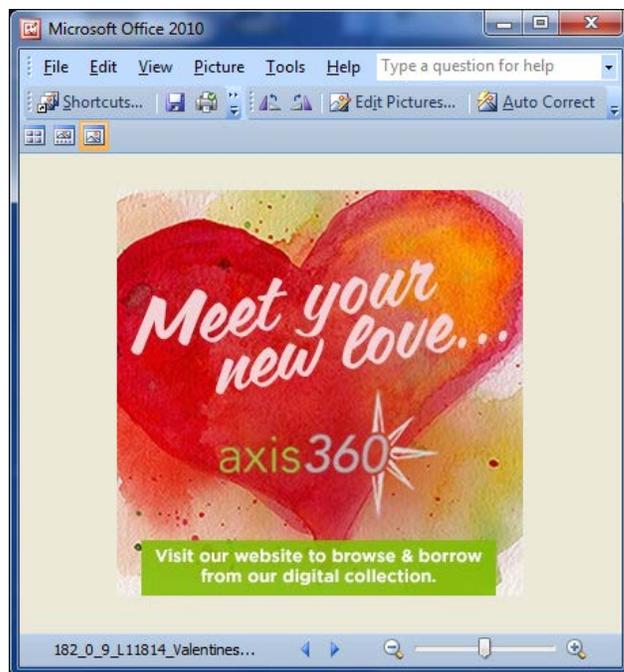
Large Option

DOWNLOAD AS: JPG

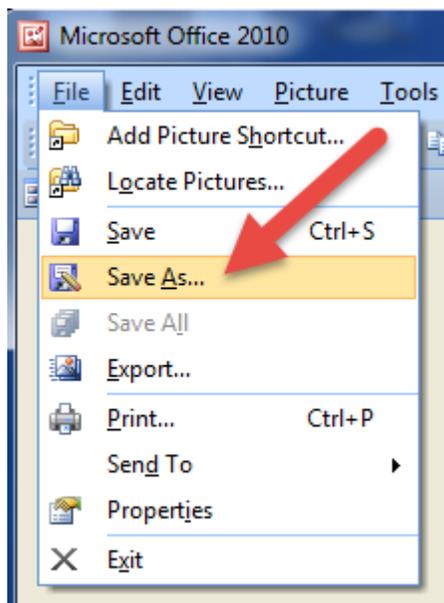
Once you click the download type, the item will download in the lower left-hand of your browser.



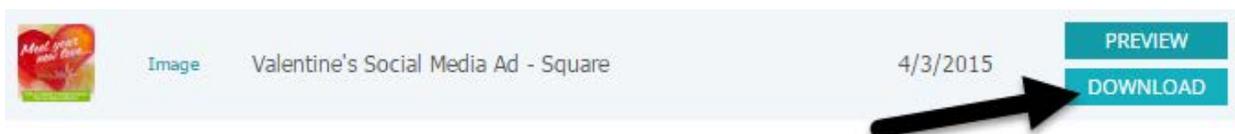
Click this file when it has completed downloading – it shouldn't take more than a few seconds depending on the speed of your Internet connection. Your downloaded item will appear in your default image program.



Click File>Save As and save to your choice of folders on your computer.



If you'd prefer to skip the preview process, simply go back to the first step and hover over "Download" instead of "Preview."



From this point, you'll encounter the same download screen as described above. Follow the steps listed.

Customizing Posters with Your Axis 360 Address

You can customize all posters in our Promotional Library with your library's own Axis 360 Web address.

After choosing a poster and following the directions above for previewing and downloading a piece, the lower left-hand button will bring up a screen that looks similar to this:



Type your library's Axis 360 Web address in the space marked "(INSERT URL HERE)" (yes, it's an editable PDF!), then click the disk icon in the lower right-hand side (circled in the graphic above) to save the poster in your folder of choice. If you don't immediately see the icon bar, move your computer mouse around the lower right-hand side of the screen and it should appear.

If you have additional questions, please reach out to your Baker & Taylor Relationship Manager or email LibraryCustomReach@baker-taylor.com.

We're happy to count you and your staff as valued Baker & Taylor customers. Thank you!