Publishing Your Add-on

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You've built your first add-on. What started out as an idea or an experiment is now a polished widget ready to be sold to the world. Now all that remains is to publish your add-on and in this article we are going to help you do that.

But first…

We have created a set of documents to help you through the publishing process. Following the publishing checklist and filling out the Publishing worksheet will ensure you have all the info you need for the publishing process. We have also created a psd (photoshop file) that will resize and export your marketing assets.

Check List:

1. An **Email** address that can be used by Adobe to contact you directly.
2. An email address for your products **Customer Support**.
3. **Publisher Name:** the name that will appear on all your products.
4. **About:** a few paragraphs describing your company.
5. Your **Twitter Handle** for the Adobe Exchange social media to follow.
6. A **Twitter Hash Tag** for the Adobe Exchange social media to follow.
7. Create a **Title** for the product you are creating.
8. You will need both a **Summary** and a full **Description** of your product (a few paragraphs is fine).
9. Decide whether your products **Purchase Type** will be **free**, **perpetual** (one-time purchase) or **subscription** based.
10. If you select **Free**, your content is offered as a Free product, or is shared privately; users can download and install it without making any payment (You can upload more than 2 paid products only if you have a subscription to the Adobe Exchange Portal).
11. If you select **Perpetual**, the user will have to pay a one-time fee in order to obtain your product.
12. If you select **Subscription**, you can choose for your product subscription fee to be charged monthly or annually.
13. The Adobe Exchange site offers **Tags** for your product. Select tags from the sites predefined list, then add your own tags (each tag separated by a comma, space or semicolon).
14. **Installation Instructions** are for the end user to explain how to get to your product and install it. Here are a basic set we have created:
    - Where to find it
    - By default your download will be in Userfolder > Downloads.
    - If the file is a ZXP file, right click or cmd click the file and select Open with > Adobe Extension Manager.
    - Follow the onscreen instructions to install the file.
    - Open Muse then open any Muse site or create New Site.
    - Double click into any page on the Muse site (to access the tool bar).
    - Click on the Library in the Tool Bar click Window > Library from the main Menu.
    - Click Import Muse Library (icon at the bottom of the Library panel, second icon from the right).
    - Navigate to the widget file (usually in downloads) and select it.
    - Your new library items will now appear in the library panel.
    - Click and open your selected widget folder in the library panel.
    - Select the widget and drag it onto the page.
15. **Release Notes:** Use this section to describe important features, fixes and updates that your product contains.
16. **Notes to Approver**: If your product contains or uses encryption or any special instructions you would let the Adobe Approval team know about them here.
17. You can download our **Marketing Assets** psd here URL. Below is a list of the assets below is a breakdown of images needed for Marketing Assets:
18. One high quality jpg or png to use as your products icon 60px X 60px (smaller the .4m).
19. One high-quality jpg or png promotional image that can be used if your add-on is selected to be a featured product 195px X 160px.

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20. Up to 5 images that can be used to market your add-on (screen shots e.t.c.). Images can be jpg or png 331px X 331px.
21. Your product: if your product is only one file you can upload it directly. See below for multiple file options:
22. Use the **Adobe Exchange** website to package your files.
23. Use the **Adobe Exchange Packager** stand-alone software to package your product.

Update Your Profile

- Go to the Adobe Exchange website: https://www.adobeexchange.com/
- Click on the **Go to the producer portal** button.
- Sign In using your **Creative Cloud** username and password.
- Click the menu icon located on the top right of the screen and select **Account...**
- Once in the main **Account** page you will see three sections.

Fastspring (click here to see our article on setting up your Fastspring account).

Profile

- Click on the **Edit Profile** button.
- Enter your **Publisher Name**, this will become the default Producer of any new products you create with this account. (CL#3)
- Enter an **Email** address that Adobe can reach you. (CL#1)
- **About:** add the paragraphs you wrote to describe your company. (CL#4)
- Set your chosen **Timezone**.
- Enter your **Customer Support Email** that will allow end users to contact you through the email icon on your product pages, with issues, feature requests and questions. (CL#2)
- Once you are happy with the information you have entered, click the **Save Changes** button.

Twitter

The third section of the Account page allows you to integrate with Adobe Exchange's social media presence. The Adobe Exchange Twitter account will follow the Twitter handle and hashtag you enter. Adobe Exchange tweets about every new product that you publish which is pretty impressive.

- Click on the **Edit Details** button on the Twitter panel.
- Enter your **Twitter Handle** (just text, no need for the @ sign). (CL#5)
- Enter the **Twitter Hash Tag** (just text, no need for the # sign) that you use to connect your companies products. (CL#6)
- Click the **Save Changes** button.
- Now you will go back to the main **Account** page.
- To follow the Adobe Exchange Twitter account (we highly recommend this), click on the **Follow @adobeexchange** button then follow the on screen instructions.
- If you choose to Follow @adobeexchange, you get tweets about new product publications, new featured products, the top downloaded product for each day, the top grossing product for each week, and the number of users that download products each week.

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Upload Product

- Click **My Products** in the top menu, this will open the main My Products page.
- Click on the **New Product** button.
- There is now three sections to the New Product page.

1. Product Details

- **Title**: enter the name of your new product. (CL#7)
- **Summary**: A short description of your product. (CL#8)
- **Publisher**: This is set by default to the name specified in your Account Profile. (CL#3)
- **Description**: The full description of your new product. (CL#8)
- **Purchase Type**: Select from **Free**, **Perpetual** or **Subscription**. (CL#9)
- **Private**: If you plan to make your product available publicly, leave Private unchecked. Once you make a product private, you cannot change it to public. If you are sharing the product privately, you must have already created the group of users with whom you intend to share it.
- Add **Tags**: Use the dropdown menu to choose the tags that apply to your product. (CL#10)
- **Custom Tags**: Enter the custom tags you have created for your product. Separate your custom tags with a space, comma or semicolon). (CL#13)

2. Upload Product

- Uploading a **Single File**.
- If you are uploading a single file make sure the **Upload Single File** button is checked.
- **Browse** to the file and upload.
- If your product contains multiple files.

Either

- Package your files using the stand-alone **Adobe Exchange Packager** software. (CL#23)
- **Browse** to your packaged file and upload.

Or

- Click on the **Create New Package** on the website. (CL#22)
- **Browse** and select all the files in your product and upload.
- From the **Compatibility** section click the **Choose Products** button.
- Select the products that are compatible with your product.

3. Notes

- **Installation Notes**: Information for end-users explaining how to get to your product and install it. (CL#14)
- **Release Notes**: Use this section to describe important features, fixes and updates that your product contains. (CL#15)
- **Notes to Approver**: Use this section to give the Adobe Approval team any special instructions about your product e.g. encryption details. (CL#16)
- **Has Encryption**: a simple radio button to specify whether your product contains or uses encryption. If you do use encryption, you must provide details in the "Note to approver" section.
- Click the **Next** button to submit the initial draft of your product configuration.

Add Marketing Assets

- Now you have updated your profile, added you product information and uploaded your product you will be brought to the Marketing Assets page. Here you add your product icon, feature icon and preview images and captions. (CL#17)
- One high quality jpg or png to use as your products icon 60px X 60px (smaller the .4m).
- One high-quality jpg or png promotional image that can be used if your add-on is selected to be a featured product 195px X 160px.
- Up to 5 images that can be used to market your add-on (screen shots e.t.c.). Images can be jpg or png 331px X 331px.
- Once added, click the Next button.

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Preview Your Product

- Go to the **My Products** page.
- Click the **Not Published** text.
- Click on the product you want to review.
- Check over the product information.
- Click the **download icon**.
- By default your download will be in Userfolder > Downloads.
- If the file is a ZXP file, right click or cmd click the file and select Open with > **Adobe Extension Manager**.
- Follow the onscreen instructions to install the file.
- Open Muse then open any Muse site or create New Site (just for widget installation purposes).
- Double click into any page on the Muse site (to access the tool bar).
- Click on the Library in the Tool Bar click Window > Library from the main Menu.
- Click **Import Muse Library** (icon at the bottom of the Library panel, second icon from the right).
- Navigate to the widget file (usually in downloads) and select it.
- Your new library items will now appear in the library panel.
- Click and open your selected widget folder in the library panel.
- Select the widget and drag it onto the page to test its functionality.

Submit Product for Approval & Publish

- Click the **Submit** or the **Submit (with Auto publish)** button.
- You will receive an email confirming your products submission.
- You will receive an email confirming your products approval.
- If you chose the **Submit (with auto publish)**, your product will automatically publish upon approval.
- If you chose the **Submit** option, you can choose your product and click on the **Publish** button once you have received an approval email.