



123MUSE

# Publishing Checklist

This Checklist along with the Add-on Publishing Worksheet will help you through the publishing process.

---

## 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.
  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.