



HOW TO SUBMIT YOUR FILES FOR FURNACE DOWNLOAD CARDS

Furnace's download card system is a simple and inexpensive way to provide digital downloads to your vinyl customers. To make it easy for your customers, you need to add Metadata information to your files so the band name, album title, song names, cover art, etc. appear when they add them to their favorite MP3 players (iTune, etc...). This tutorial will show you how to properly prepare and submit your files using our easy to use Download Card Content Manager.

*****Note: The \$25 Download Card setup fee DOES NOT include the following steps. If you would like us to prepare your files for download, there is an additional \$50 encoding fee.**

The process of creating app-friendly files is easy to use using the iTunes app. Pages 5 & 6 of this [PDF from Apple](#) provides all the info you'll need to know to create metadata that shows up in iTunes and other music player applications.

HOW TO PREP YOUR FILES

1. Open iTunes on your computer.
2. Select the "iTunes" top drop down menu and choose "Preferences".
3. Choose the "General" tab.
4. Next to the "When you insert CD" section, click on the "Import Settings" button. (figure 1)
5. In this window, select MP3 Encoder ("Import Using" option) and Custom ("Setting:"). A new window will appear (figure 2). The window in figure 2 contains the **suggested settings** that will create a **universally playable** song file that will work with virtually all players and devices.

- Stereo Bit Rate: 320 kbps
- ✓ Use Variable Bit Rate Encoding (VBR)
- Quality: Highest
- Sample Rate: Auto
- Channels: Auto
- Stereo Mode: Joint Stereo
- ✓ Smart Encoding Adjustments
- ✓ Filter Frequencies Below 10 Hz

6. If your songs are on a CD, put your disc into the computer and select "Import CD" on the bottom of the screen.
7. If your songs are already in iTunes, check the Bitrate and File Type. If they are not MP3 320:
8. Select all of the tracks and right click.
9. Select "create MP3 version" (figure 3)
10. Additional files will be created in your iTunes window. To separate your original files from your newly created files, sort by "Bitrate" or "Date Added".
11. Select ALL the newly created audio files.



figure 1



figure 2

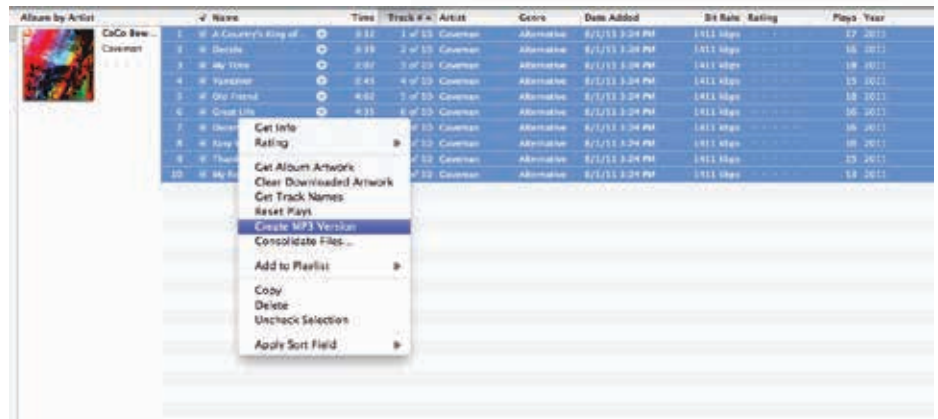


figure 3



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- With the tracks selected, right click and choose "Get Info" and you'll see this window (figure 4).
- Fill out the fields in the "Info" and "Sorting" tabs including artist, album, genre, artwork, year, track number, sort artist, and sort album. Then drag a JPG or GIF of your album cover image into the "Artwork" pane and save the cover image.
- Click OK. Your Metadata is now saved and the album cover is embedded.
- Create a folder on your desktop to collect all of your audio.
- Select all of the tracks in iTunes that you'd like to include and then drag them into the folder.
- If you'd like to add additional files to your download such as pictures, PDFs, or lyrics, drag them into your folder also.
- Compress the folder as a ZIP file. On a Mac, simply right click on the folder and choose "Compress [YOUR FOLDER NAME]" (figure 5). **Be sure your newly created ZIP file is 250MB or less.** You should now have a ZIP file on your desktop! (figure 6)

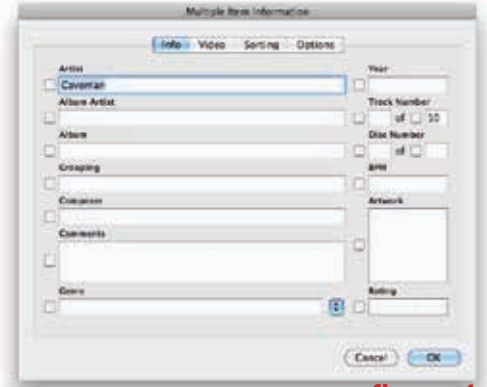


figure 4

- Go to the Download Content Manager to upload your file and provide your redeem information (figure 7).
- The top section tells us which job the upload refers to.

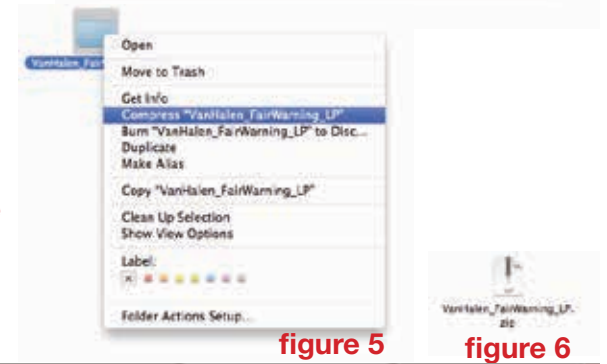


figure 5

figure 6

- The second section is the info that will be printed on the card. Please proof-read this info as it will appear on the card exactly as you type it.
- The third section is where you set the download link. By default we use the Furnace redeem page. If you want to host the redeem code on your own custom webpage, type in your custom URL. When you do this and move to the next field, you will see a code dropdown box. Copy and paste this code into your own webpage's HTML (figure 8).
- Lastly, click on the "Choose File" button and select the ZIP file you created.



figure 7

- Then, click "Send it in!" and the file will begin to upload to our server. Be patient as the page does not give you a progress bar but will redirect to a confirmation page once it's completed the upload.



figure 8

When your customer redeems the download code, they will receive the ZIP file you just prepared on their machine. They will simply unzip the file and drag the audio files from that folder directly into the iTunes window. iTunes automatically sorts and categorizes everything. From there, they can sit back and enjoy your music.