














Selecting and Styling Promotion Spuds

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Promotion spuds are meant to be used on pages that do not contain your main calendar spud with the aim of catching visitors' attention and directing them to your full calendar view. This makes them connected very closely to the **Featured Event** functionality. Promotion spuds could be used to display featured events exclusively, adding multiple feature levels and individualized color coding/styling along the way.

 <p>Date Finder</p>	<p>Preview</p> <p>Small month calendar used to select a specific date.</p>	 <p>Day Summary</p>	<p>Preview</p> <p>A summary list of events on a single day. Also used as a popup on the date finder spud.</p>	 <p>Event Slider</p>	<p>Preview</p> <p>A table of upcoming events displaying the event image next to each event.</p>	 <p>List by Month Upcoming</p>	<p>Preview</p> <p>Displays events grouped by month in a sparse list layout.</p>
 <p>Photo Upcoming</p>	<p>Preview</p> <p>A table of upcoming events displaying the event image next to each event.</p>	 <p>Upcoming Date Table</p>	<p>Preview</p> <p>A table of upcoming events displaying the event date and description.</p>	 <p>Upcoming Events</p>	<p>Preview</p> <p>A list of upcoming events. You can set how many to display. Visitors can click an event to go to event details.</p>	 <p>Upcoming Events Crawler</p>	<p>Preview</p> <p>A banner that scrolls your next seven days' worth of events from right to left across your screen. Visitors can click an event description to display the event details.</p>
 <p>Upcoming Fader List</p>	<p>Preview</p> <p>A list of upcoming events that are faded through one group at a time. You control how many and for how long. Visitors can click an event to go to event details.</p>	 <p>Upcoming Grouped</p>	<p>Preview</p> <p>An upcoming event list grouped by description and location.</p>	 <p>Upcoming Preview</p>	<p>Preview</p> <p>A more detailed upcoming list. Shows some notes.</p>	 <p>Upcoming Table</p>	<p>Preview</p> <p>A table of upcoming events with customizable columns and image support.</p>
 <p>Upcoming Vertical Crawler</p>	<p>Preview</p> <p>A list of upcoming events that crawl vertically. You control how many events to show and how fast they crawl. Visitors can click an event to go to event details.</p>						

There are thirteen promotion spuds available for use with your calendars. Most of these spuds are meant to fit in small areas on your web page and serve as a teaser to the campus events calendar, with the exception of the **Event Slider**. A quick review of the various promotion spuds will assist in explaining how they are constructed and what they provide.

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Date Finder

Date Finder is a small month calendar used to select a specific date. Dates with events on them become small links to a list of events happening on that day generated by the **Day Summary** promotion spud. Among the promotion spuds, the **Date Finder** coupled with its use of the **Day Summary** is the only promotion spud that often resides on the same page as the main calendar view. The **Date Finder** is one of two promotion spuds added to every newly created calendar in 25Live Publisher by default.

One of the two default promotion spuds created with each new calendar is the **Date Finder**. To begin editing the **Settings** and **Styles** for the **Date Finder** promotion spud:

1. Locate the **Date Finder** promotion spud on the **Promotion Spuds** tab.

The screenshot shows the 'Promotion Spuds' tab in the 25Live Publisher interface. Under the 'DATE ICONS' section, there are two spuds: 'Date Icon' and 'Date Icon Image'. Below these, the 'PROMOTION SPUDS' section is visible. The 'Date Finder' spud is highlighted with a red arrow. Its settings are as follows:

Setting	Value
Pop up details spud:	Day Summary
Previous month:	Icon: Previous Page Tiny (9x11)
Next month:	Icon: Next Page Tiny (9x11)

Below the settings, there is a 'Copy this script and paste it into your code to mash this spud into your web page.' section with a 'Learn more...' link. The script code is provided, and a checkbox 'Spud will appear on the same page as the main calendar spud.' is present. A red arrow points to the 'Edit Settings & Styles' link for the Date Finder spud.

2. In the **Date Finder** promotion spud region, locate and click the **Edit Settings & Styles** link to begin setting up and styling this promotion spud.

Popup details spud: Day Summary

Previous month: Icon: Previous Page Tiny (9x11)

Next month: Icon: Next Page Tiny (9x11)

Copy this script and paste it into your code to mash this spud into your web page.

[Learn more...](#)

```
<script type="text/javascript" src="//25livepub.collegenet.com/scripts/spuds.js"></script>
<script type="text/javascript">
$Trumba.addSpud({
  webName: "camps-clinics-and-fairs-event-calendar",
  spudType: "datefinder",
  teaserBase: "https://25livepub.collegenet.com/calendars/camps-clinics-and-fairs-event-calendar"});
</script>
```

☐ Spud will appear on the same page as the main calendar spud.

[Preview](#)
[Edit Settings & Styles](#)
[Clone Spud](#)
[Remove](#)



Important Things to Note About the Promotion Spuds

There are a couple of important things to note about each promotion spud group. First, notice that the Promotion Spud contains a link to **Clone Spud** which allows you to completely alter the formatting of the promotion spud for a different look and feel on a differently styled campus web page.

Popup details spud: Day Summary

Previous month: Icon: Previous Page Tiny (9x11)

Next month: Icon: Next Page Tiny (9x11)

Copy this script and paste it into your code to mash this spud into your web page.

[Learn more...](#)

```
<script type="text/javascript" src="//25livepub.collegenet.com/scripts/spuds.js"></script>
<script type="text/javascript">
$Trumba.addSpud({
  webName: "camps-clinics-and-fairs-event-calendar",
  spudType: "datefinder",
  teaserBase: "https://25livepub.collegenet.com/calendars/camps-clinics-and-fairs-event-calendar"});
</script>
```

☐ Spud will appear on the same page as the main calendar spud.

[Preview](#)
[Edit Settings & Styles](#)
[Clone Spud](#)
[Remove](#)

Also, note that there is a checkbox immediately below the spud code that you copy and paste on your website that allows you to indicate that the **Spud will appear on the same page as the main calendar spud**. Since the **Date Finder** often does appear on the same page as the calendar view, you would need to place a check in this box.

Popup details spud: Day Summary

Previous month: Icon: Previous Page Tiny (9x11)

Next month: Icon: Next Page Tiny (9x11)

Copy this script and paste it into your code to mash this spud into your web page.

[Learn more...](#)

```
<script type="text/javascript" src="//25livepub.collegenet.com/scripts/spuds.js"></script>
<script type="text/javascript">
$Trumba.addSpud({
  webName: "camps-clinics-and-fairs-event-calendar",
  spudType: "datefinder",
  teaserBase: "https://25livepub.collegenet.com/calendars/camps-clinics-and-fairs-event-calendar"});
</script>
```

☐ Spud will appear on the same page as the main calendar spud.

[Preview](#)
[Edit Settings & Styles](#)
[Clone Spud](#)
[Remove](#)

Adding the check alters the spud code by one line removing the line of code that reads **teaserBase** with a link to the page where the main calendar resides (outlined in the red box in the screen capture below). If the promotion spud is to appear on the same page as the calendar, it does not need a link to get visitors to the main calendar view.

Copy this script and paste it into your code to mash this spud into your web page.

[Learn more...](#)

```
<script type="text/javascript" src="//25livepub.collegenet.com/scripts/spuds.js"></script>
<script type="text/javascript">
$Trumba.addSpud({
  webName: "camps-clinics-and-fairs-event-calendar",
  spudType: "datefinder",
  teaserBase: "https://25livepub.collegenet.com/calendars/camps-clinics-and-fairs-event-calendar"});
</script>
```

☐ Spud will appear on the same page as the main calendar spud.

3. The **Edit Settings for Date Finder** page will load containing two tabs: **Settings** and **Styles**.

⊕ **Settings and Styles** (*Click to Expand*)

Day Summary

The **Day Summary** promotion spud is a summary list of events on a single day. It can be used as a standalone spud but is also used as the pop-up on the **Date Finder** promotion spud. Regardless, of whether you use it independently if you intend on using the **Date Finder** promotion spud, you need to also configure the **Day Summary** with appropriate settings and styles. The **Day Summary** is the second of the two promotion spuds added to every newly created calendar in 25Live Publisher by default.

The **Day Summary** promotion spud is the other promotion spud created with each new calendar created in 25Live Publisher. It may function as a standalone spud but typically functions as the popup list of events called by clicking a link for a day's events on the **Date Finder** promotion spud. If you intend to use the **Date Finder**, you will need to style this promotion spud as well. To edit the **Settings and Styles** for the **Day Summary** promotion spud:

1. Locate the **Day Summary** promotion spud on the **Promotion Spuds** tab.

PROMOTION SPUDS

You use promotion spuds on pages that don't contain your main calendar spud, to catch the attention of visitors and direct them to your main view.

Date Finder		Copy this script and paste it into your code to mash this spud into your web page. Learn more...
	Popup details spud: Day Summary Previous month: Icon: Previous Page Tiny (9x11) Next month: Icon: Next Page Tiny (9x11)	<pre><script type="text/javascript" src="//25livepub.collegenet.com/scripts/spuds.js"></script> <script type="text/javascript"> \$Trumba.addSpud({ webName: "camps-clinics-and-fairs-event-calendar", spudType: "datefinder", teaserBase: "https://25livepub.collegenet.com/calendars/camps-clinics-and-fairs-event-calendar" }); </script></pre> <input type="checkbox"/> Spud will appear on the same page as the main calendar spud.
Preview Edit Settings & Styles Clone Spud		Remove
Day Summary		Copy this script and paste it into your code to mash this spud into your web page. Learn more...
	Sort order: Ascending Show ongoing events: Yes Event title link: Event Detail View Respond to search and filter: Yes Date format: January 20, 2020 Day of the week: Wednesday	<pre><script type="text/javascript" src="//25livepub.collegenet.com/scripts/spuds.js"></script> <script type="text/javascript"> \$Trumba.addSpud({ webName: "camps-clinics-and-fairs-event-calendar", spudType: "daysummary", teaserBase: "https://25livepub.collegenet.com/calendars/camps-clinics-and-fairs-event-calendar" }); </script></pre> <input type="checkbox"/> Spud will appear on the same page as the main calendar spud.
Preview Edit Settings & Styles Clone Spud		Remove

2. In the **Day Summary** promotion spud region, locate and click the **Edit Settings & Styles** link to begin setting up and styling this promotion spud.

Day Summary

	Sort order: Ascending Show ongoing events: Yes Event title link: Event Detail View Respond to search and filter: Yes Date format: January 20, 2020 Day of the week: Wednesday	Copy this script and paste it into your code to mash this spud into your web page. Learn more... <pre><script type="text/javascript" src="//25livepub.collegenet.com/scripts/spuds.js"></script> <script type="text/javascript"> \$Trumba.addSpud({ webName: "camps-clinics-and-fairs-event-calendar", spudType: "daysummary", teaserBase: "https://25livepub.collegenet.com/calendars/camps-clinics-and-fairs-event-calendar" }); </script></pre> <input type="checkbox"/> Spud will appear on the same page as the main calendar spud.
Preview Edit Settings & Styles Clone Spud		Remove

The **Edit Settings for Day Summary** page will load containing two tabs: **Settings** and **Styles**.

- ⊕ **Settings** (*Click to Expand*)
- ⊕ **Styles** (*Click to Expand*)

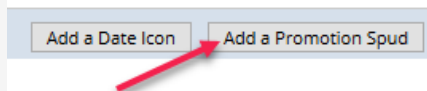
Event Slider

The **Event Slider** promotion spud is a table of upcoming events displaying either the **event image** or the **detail image** next to each event. The **Event Slider** lends itself to promoting major events that a campus would want a large external audience to attend. You may control the total number of slides to display, the number of slides to appear on each page, and the rate at which the slides change. This promotion spud lends itself to making excellent use of the featured levels for featured events.

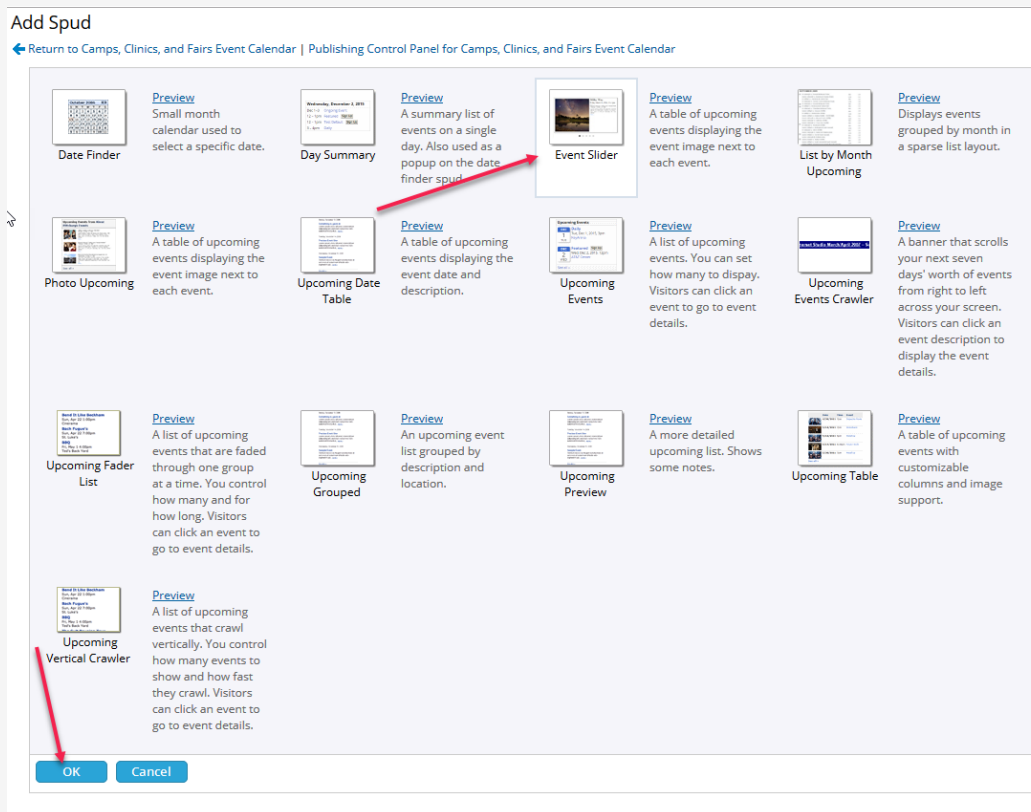
The **Event Slider** promotion spud produces a very large slider that can feature events and needs much more screen real estate to function effectively. In the case of featured events, you may want to build a slider with a large image and event information for the featured events. In this situation, you may want to make use of the **Event Slider** promotion spud.

To add the Event Slider promotion spud to your calendar:

Locate the **Add a Promotion Spud** button in the upper right corner of the Promotion spuds area and click it.



The **Add Spud** window will open containing icons for each of the available promotion spuds. Locate the **Event Slider** promotion spud and click to select it. Then click the **OK** button to confirm your selection, add it to the calendar, and begin reviewing settings and styles.



The **Edit Settings for Event Slider** window will open containing two tabs: **Settings** and **Styles**. The **Settings** and **Styles** for the Event Slider are one of the most complex of any spud in 25Live Publisher.

⊕ **Settings** (*Click to Expand*)

⊕ **Styles** (*Click to Expand*)

List by Month Upcoming

The **List by Month Upcoming** promotion spud displays events grouped by month in a very simple list layout. If you want to get a larger number of event links in a promotion spud, this spud is the one that can make that happen.

Photo Upcoming

The **Photo Upcoming** promotion spud is a table of upcoming events displaying the **event image** next to each event. The event image is essentially at thumbnail size and you can control maximum height and width of that image in the settings for this promotion spud. If you want to feature a small group of events and have images appear as well, this promotion spud is a very effective tool.

Upcoming Date Table

The **Upcoming Date Table** promotion spud is a table of upcoming events displaying the event date and title. For smaller regions of the website, this spud may be configured to make use of a very small space quite effectively.

Upcoming Events

The **Upcoming Events** promotion spud is a list of upcoming events. Using this spud, you may set how many events to display and whether or not to make use of the **Date Icon**. If you don't have images, you may use the date icon to add some visual interest to this promotion spud.

Upcoming Event Crawler

The **Upcoming Event Crawler** promotion spud produces a banner that scrolls horizontally for your next seven days' worth of events from right to left across your screen.

Upcoming Fader List

The **Upcoming Fader List** promotion spud is a list of upcoming events that are faded through one group at a time. This allows this promotion spud to contain many more events than many of the others. You control how many events and for how long they are displayed before the fade occurs to show the next set of events.

Upcoming Grouped

The **Upcoming Grouped** promotion spud is an upcoming event list grouped by title and location. If you need your featured events grouped in this fashion, this spud provides the control to accomplish that task.

Upcoming Preview

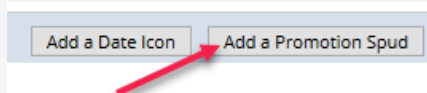
The **Upcoming Preview** promotion spud is a much more detailed upcoming event list because it shows some event details. If you want to display a part of the **Event Details** text from the 25Live Event Form, this promotion spud provides that opportunity.

Upcoming Table

The **Upcoming Table** promotion spud is a table of upcoming events with customizable columns as well as including image support. It is an alternative to the **Photo Upcoming** promotion spud.

At times, you will want to create a promotion spud that takes up much less screen real estate than the event slider. In those instances, two promotion spuds display the event image while taking up less screen real estate, the **Photo Upcoming** promotion spud, and the **Upcoming Table** promotion spud. The **Photo Upcoming** promotion spud requires slightly more space than the **Upcoming Table** promotion spud.

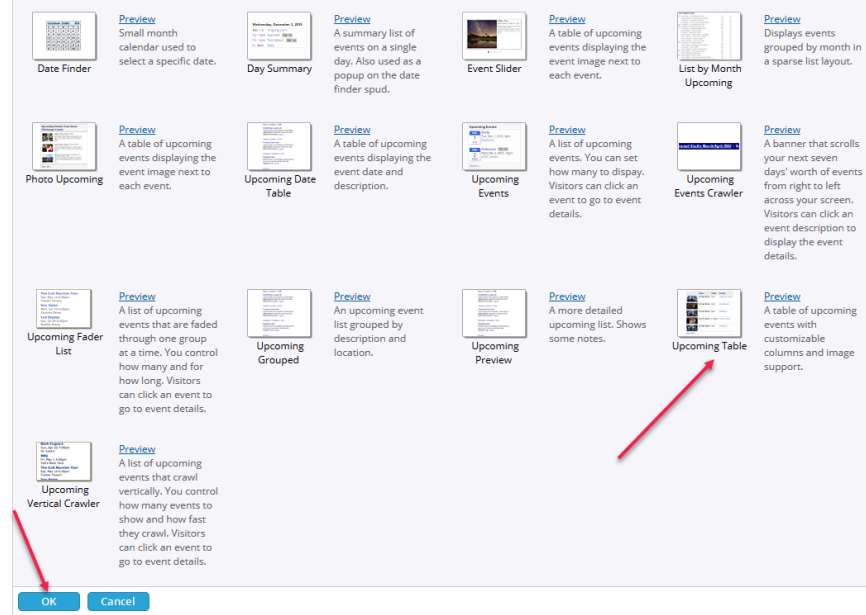
Locate the **Add a Promotion Spud** button in the upper right corner of the Promotion spuds area and click it.



The **Add Spud** window will open containing icons for each of the available promotion spuds. Locate the **Upcoming Table** promotion spud and click to select it. Then click the **OK** button to confirm your selection, add it to the calendar, and begin reviewing settings and styles.

Add Spud

Return to Camps, Clinics, and Fairs Event Calendar | Publishing Control Panel for Camps, Clinics, and Fairs Event Calendar



+ Settings (Click to Expand)

+ Styles (Click to Expand)

Upcoming Vertical Crawler

The **Upcoming Vertical Crawler** promotion spud is a list of upcoming events that crawl vertically. Like the **Upcoming Fader List**, this promotion spud may contain a far greater number of events than any of the other promotion spuds. You may also control how fast the events crawl.

Date Icon

Each newly published calendar automatically has access to a **Date Icon** and a **Date Icon Image**. If you are wanting to be mobile-friendly, it is best to use the **Date Icon** which produces an icon solely with CSS settings as opposed to an actual image. The **Date Icon Image** makes use of a static image which has limitations on how much of it you may alter.



Tip: Cloning Promotion Spuds

As you start working with both the **Date Icon** and the **Promotion Spuds**, you will notice that each of them will have a link, **Clone Spud**, allowing you to clone the object and set different styling. Since promotion spuds are meant to be on web pages separated from the main calendar spud, this gives you maximum flexibility to design a promotion spud for multiple differently styled campus webpages linking back to your main calendar view. Being able to clone the **Date Icon** provides you the ability to couple color-coded feature levels with a color-coded date icon. For instance, a Training Events Calendar could have a featured level for each of the different groups

of training like Computer Training, SIS Training, etc. Each of those featured levels would be coded on the calendar with their own background color and a corresponding date icon could be made to appear on the calendar.



Promotional spuds allow you to choose a date icon to pick up the start date of the event. This icon is designed entirely with CSS styles making it mobile-friendly. Providing an image as an icon is an alternative option, but is less mobile-friendly and less customizable. Like promotional spuds, you may clone your Date Icon and have multiple configurations using different colors for each featured level.

To edit the settings and styles of the Date Icon, locate the **Date Icons** region of the **Promotional Spuds** tab and look for the **Date Icon**. Then, click **Edit Settings & Styles**.

Promotion Spuds

DATE ICONS

Date icons can be placed next to events to visually show the date of the event. ?

Date Icon	Date Icon Image
	
Abbreviate Month Name: Yes Abbreviate Start Day: Yes Abbreviate Day of Week: Yes Show Day of Week: Yes	Abbreviate Month Name: Yes Abbreviate Start Day: Yes Abbreviate Day of Week: Yes Show Day of Week: No Icon Image: Date Icon: Default (40x46)
Preview Edit Settings & Styles Clone Spud Remove	Preview Edit Settings & Styles Clone Spud Remove

⊕ **Settings and Styles** (*Click to Expand*)

Cloning a Promotion Spud

One of the most useful features of promotion spuds is the ability to clone a spud giving you multiple versions of the same promotion spud each with different settings and styles. These may be used on different featured levels as well. As you may have noted in the outline of how to setup and style two of the promotion spuds, we suggested that accepting the inherited styles from global settings is a best practice. However, if you need to create a version that uses different fonts, color schemas, and the like, simply clone the spud that has accepted most of the defaults and then start making changes for the different setup and styled promotion spud. Give the promotion spud a name that is meaningful to differentiate it from the promotion spud you might use on your main college website.

This technique is really useful for a training calendar where you have different branches or types of training. Each type gets its own featured level, its own featured level color, and its own featured level date icon using the featured level color. Then when those events appear on the comprehensive training calendar you see that functionality in practice.

⊕ **To clone a promotion spud** (*Click to Expand*):

[Display Options](#)
