

# Digital Tiers

You have determined to GO DIGITAL! We offer three tiers of services with the content management software. You choose the template tier that best accommodates your needs: Basic, Data Feed or Layered (fully editable) Template.

## The Basics

**The Basics** is for those who only need to use the program for the bare minimum; Upload a jpeg of the menu with areas of rotating images and switching out limited time offers. If you're using another program to make edits or working with the Howard Designers, **The Basics** might be all you need for your digital screens. Training session for **The Basics** will cover the following:

- Uploading jpegs (your menu)
- Scheduling Content
- Changing out Videos/Images to a designated area.

Everything else on your menu (other than what's mentioned above) will be a solid graphic. If you see yourself changing pricing often, the second tier Data Feed would be a better fit for you!

## Data Feed

**Data Feed** is similar to **The Basics** where you would still need another program to make content changes (or work with the Howard Designers) and upload your menu as a jpg, however, within this tier, you can make price changes whenever necessary on your own. Training session for **Data Feed** will cover the following:

- Editable Pricing / Calories
- Uploading jpegs (your menu)
- Scheduling Content
- Changing out Videos/Images to a designated area.

When it's time to make changes such as adding new items, revising listings or descriptions, or just moving things around, you'll need to contact our digital support team. If this is something you plan on changing regularly, you may want to consider **Layered Templates**.

## The Basics:

**SOUP**  
All Soups are Homemade from Scratch Using Only the Finest Ingredients  
Cup 3.95 Bowl 4.50  
•New England Clam Chowder  
•Lobster Bisque  
•Gazpacho (Cold)  
•Vichyssoise (Potato & Leek) Served Hot or Cold  
•Chicken Vegetable

**DESSERTS**  
Caramel Apple 3.95  
Wrapped in Filo Pastry  
Strawberry Shortcake 3.95  
Triple Chocolate Mousse 3.95  
Honey Ricotta Cheesecake 3.95

**SPECIALS**  
Taco Salad 5.95  
Ground Beef, Lettuce, Tomatoes, Black Olives, Cheddar, Sour Cream, Avocado, Black Beans & Sweet Corn w/Tri Color Tortilla Chips

**Upload Jpg of Menu**  
If you already have your menu content created in another program (ie: Photoshop/Illustrator) you can use **The Basics** to upload the jpeg and schedule when they play on screens

**Rotate Images:**  
You can rotate images/or videos and update to different ones at any time – however, you will not be able to move them from their current location within the template

## Data Feed:

**APPETIZERS**  
Smoked Salmon Canapés 7.95  
Served in Phyllo Cups w/Caper & Guava Lemon Beur Blanc  
Assorted Quesadillas 6.95  
Served w/a Tropical Fruit Salsa  
Brie & Mango Brie & Pear  
Chicken & Smoked Gouda Sliced Tenderloin & Gorgonzola  
Pineapple Chicken & Teriyaki Beef Kabobs 7.95  
Stuffed Portabella Mushroom Cap 7.95  
Stuffed w/Spinach & Goat Cheese, Drizzled w/a Roasted Red Pepper Couli  
Jumbo Shrimp Cocktail 8.95  
Served in a Radicchio Cup w/Cocktail Sauce & Lemon  
Granola Coated Tropical Fruit Skewers 6.95  
Served w/a Low-Fat Yogurt Dipping Sauce  
Baked Middle Neck Clams 7.95  
Served Casino or Oregonata Style  
Plantain Encrusted Jumbo Lump Crab Cakes 8.95  
Served w/a Grainy Mustard Sauce

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**Pricing:**  
Pricing can be updated through the data feed and automatically update on your screen when published

Menu Item	Price
1 Old Fashion Lemonade	1.50
2 Sweet Tea	1.25
3 Tart Limeade	1.50
4 Southern Breeze	2.25
5 Lemon-Blueberry Tea	2.25
6 Small Coffee	3.49
7 Medium Coffee	4.09
8 Large Coffee	4.99
9	

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# Digital Tiers

## Layered Templates

**Layered Templates** allows you to do pretty much anything and everything within the limitations of the content managing software. **Layered Templates** allows flexibility for making your updates immediately without paying an additional design fee for simple changes as you would have under **The Basics** or **Data Feed** package. Training session for **Layered Templates** will cover the following:

- All text is editable; Pricing, Calories, Item Name, Item Ingredients – You have total control
- Move Images/Videos around where they better compliment the design
- Change out the Background image. Swap out a wood texture for a more modern look
- Learn how to create new templates for future locations
- Uploading jpegs
- Scheduling Content

However, the Digital Content Managing software is not a design program. With **Layered Templates**, there are some limitations of what you can do and still may need to use a design program or assistance from the Howard's Designers.

If you have your own menu design that you'd like to use – just submit it to the Howard Company's design team and they'll get your templates started for you!

For submitting your own art,  
click to review [Art Requirements](#)



**Change the Look:**  
Change the background to a new image to give your menu board a refreshed look!



**Change Menu Items:**  
You can rearrange the layout to add new content and menu items



## Digital & Design Services

Our designers are expert content creators for menus and digital displays. Whether you are looking to increase engagement and revenue with your menus, or need assistance with digital content creation – our team can assist to create a designs that aligns with both your needs and brand.



[Click to Learn more about our services](#)