

contact us

advertising

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For general enquiries, please email us at sales@thelocationguide.com or call us on **(44 20) 7036 0020**

widescreen banner
1200 pixels wide x 400 pixels high

leader board
800 pixels wide x 400 pixels high

skyscraper
400 pixels wide
x 800 pixels high

mid placed unit (mpu)
400 pixels wide
x 400 pixels high

button
400 pixels wide
x 200 pixels high



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online ratecard £ 2018

Advertising Rates
Technical Specifications





display

	pixels (wxh)	1 month	6 months	1 year
leader board	800 x 400	£	£	£
home		670	3,020	4,530
latest		670	3,020	4,530
pre-production forum		540	2,410	3,620
incentives		250	1,100	1,650
mid placed unit (mpu)	400 x 400	£	£	£
home premium		750	3,700	6,050
latest		680	3,320	5,480
home		600	2,950	4,860
pre-production forum		610	2,990	4,930
directory homepage		430	2,080	3,490
locate		430	2,080	3,490
locations		370	1,820	2,990
directory country page		370	1,820	2,990
incentives		240	1,210	1,950
search results		200	970	1,560
get listed		200	970	1,560
skyscraper	400 x 800	£	£	£
home		430	2,120	3,490
widescreen banner	1200 x 400	£	£	£
latest		430	2,120	3,490
pre-production forum		370	1,820	2,990
directory country page		360	1,750	2,900
locations		360	1,270	2,000
incentives		240	1,210	1,950
button	400 x 200	£	£	£
home		340	1,660	2,740
latest		310	1,510	2,490
pre-production forum		270	1,330	2,200
directory country page		250	1,220	2,020
locations		180	910	1,500
incentives		120	610	1,000
search results		100	490	800

location landing page (£1,500)

12 month sponsorship includes

a logo by the title of the page, with the caption 'sponsored by'

a location slideshow of up to 40 location pictures (supplied by the sponsor) featuring the sponsor's logo*

a location showreel**

a testimonial from one of the sponsor's clients

up to two of the sponsor's productions in the recent production section

a widescreen banner ad at the bottom of the page

* all pictures must: be location images relating to the location on the landing page; be supplied with at least two tag words; be approved by The Location Guide prior to publication

**the showreel must be for the location and not the sponsor's company

classified for 1 year

	£
weblink (a link from your listing to your website)	30
company profile (up to 200 words about you to appear with your listing)	50
slide show (up to 40 images to appear with your listing)	150
showreel (your company showreel to appear with your listing)	150
enhanced listing (weblink, company profile and logo)	260
silver listing (weblink, company profile, logo and slide show)	390
gold listing (weblink, company profile, logo, slide show and showreel)	480

location report

	pixels (wxh)	1 month	6 months	1 year
		£	£	£
leader board	468 x 60	580	2,890	5,500
mid placed unit (mpu)	200 x200	330	1,610	2,660
button	200 x 90	250	1,240	2,050
advertorial (280 words)		280 (per bi-monthly location report)		

list rental

email	£
first 1,000 names (mail-out sent by The Location Guide)	700
every additional 1,000 names	250

specifications

banner advertising

Leader boards, mpus, skyscrapers and buttons can be either an animated gif file or a static jpg file. Flash files are not accepted. The weight of the file must not exceed 100k.

showreels

Please supply your videos as either M4V, MP4, M4V, FLV or MOV files. If it is a MOV file, the file's audio must be encoded as AAC otherwise the video will have no sound.

The file will be displayed at 600 pixels wide by 350 pixels high so please ensure the file is supplied as close to these dimensions as possible.

Please make sure the file is no more than 30mb.

slide shows

Images will be displayed at 1200 pixels wide by 465 pixels high. Please supply images at these dimensions with a resolution of 72dpi.

Please note, if larger files are supplied which are not in proportion to the display size, some cropping of the image will occur.

Please supply the images as either jpg, gif or png files.

logos

Online logos are displayed at 150 pixels wide by 90 pixels high at 72dpi. If your logo does not suit these dimensions, additional white or coloured background will be added.