

# contact us

## advertising

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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 2017

Advertising Rates  
Technical Specifications





## display

	pixels (wxh)	1 month	6 months	1 year
<b>leader board</b>	800 x 400	\$	\$	\$
home		825	3,713	5,569
latest		825	3,713	5,569
pre-production forum		660	2,970	4,455
incentives		300	1,350	2,025
<b>mid placed unit (mpu)</b>	400 x 400	\$	\$	\$
home premium		915	4,529	7,473
latest		825	4,084	6,738
home		732	3,623	5,978
pre-production forum		743	3,675	6,064
directory homepage		525	2,599	4,288
locate		525	2,599	4,288
locations		450	2,228	3,675
directory country page		450	2,228	3,675
incentives		293	1,488	2,389
search results		235	1,191	1,912
get listed		235	1,191	1,912
<b>skyscraper</b>	400 x 800	\$	\$	\$
home		525	2,599	4,288
<b>widescreen banner</b>	1200 x 400	\$	\$	\$
latest		525	2,599	4,288
pre-production forum		450	2,228	3,675
directory country page		435	2,153	3,553
locations		435	1,559	2,450
incentives		293	1,488	2,389
<b>button</b>	400 x 200	\$	\$	\$
home		413	2,042	3,369
latest		375	1,856	3,063
pre-production forum		330	1,634	2,695
directory country page		303	1,500	2,475
locations		225	1,114	1,838
incentives		150	743	1,225
search results		120	595	980

## location landing page (\$1,845)

### 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 (1 year)

	\$
<b>weblink</b> (a link from your listing to your website)	26
<b>company profile</b> (up to 200 words about you to appear with your listing)	51
<b>slide show</b> (up to 40 images to appear with your listing)	125
<b>showreel</b> (your company showreel to appear with your listing)	125
<b>enhanced listing</b> (weblink, company profile and logo)	319
<b>silver listing</b> (weblink, company profile, logo and slide show)	470
<b>gold listing</b> (weblink, company profile, logo, slide show and showreel)	580

## location report

	pixels (wxh)	1 month	6 months	1 year
		\$	\$	\$
<b>leader board</b>	468 x 60	836	4,204	8,000
<b>mid placed unit</b> (mpu)	200 x200	473	2,340	3,861
<b>button</b>	200 x 90	364	1,832	3,491
<b>advertorial</b> (280 words)		420 (per bi-monthly location report)		

## list rental

email	\$
<b>first 1,000 names</b> (mail-out sent by The Location Guide)	1,018
<b>every additional 1,000 names</b>	364

## specifications

### banner advertising

Leader boards, mpus, skyscrapers, widescreen banners 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 200k.

### 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 400 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.