

# FEATURE IN OUR ONLINE DIRECTORY

## EXTRA FEATURES

### Slideshow

Transport potential clients to your locations.

### Showreel

Showcase your filming expertise as well as the wealth of locations your region has to offer.

### Your company logo

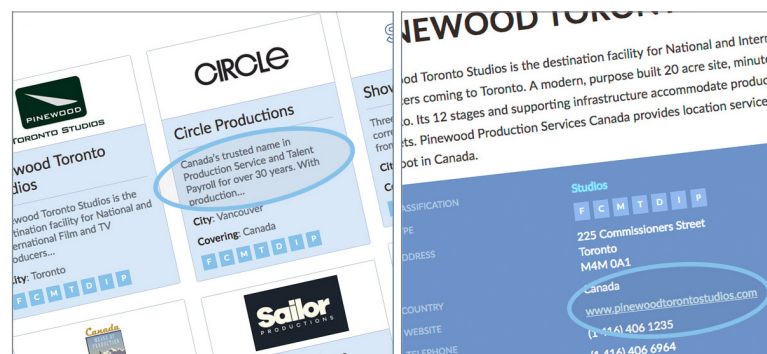
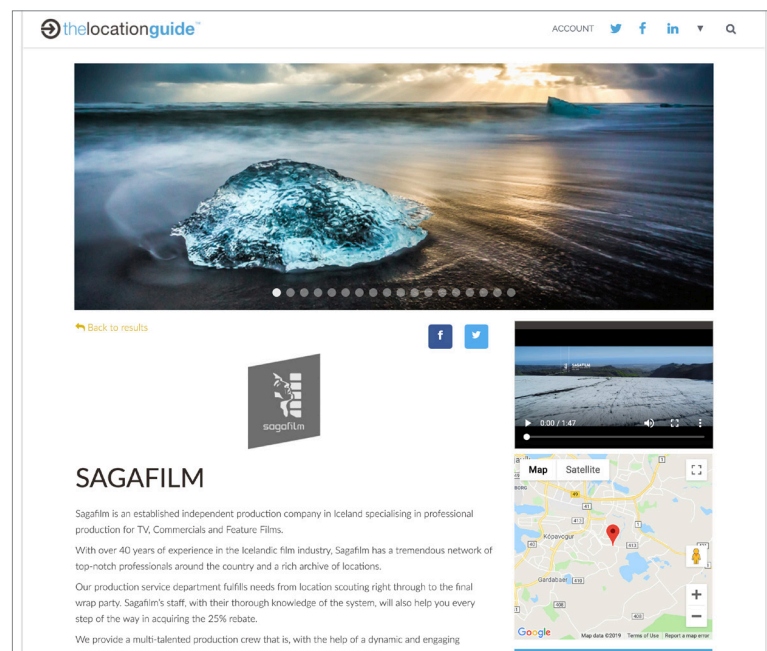
Stand out from the crowd with your logo at the top of your listing.

### Company statement

Increase your chances of featuring in relevant searches with a 200 word statement.

### Weblink

Show your website and drive traffic to your online presence.



## ANNUAL RATES

### GOLD LISTING

£505

- Your company showreel
- A slideshow (up to 10 images)
- Your company logo
- Your company statement (200 words)
- A weblink to your site

### SILVER LISTING

£410

- A slideshow (up to 10 images)
- Your company logo
- Your company statement (200 words)
- A weblink to your site

### ENHANCED LISTING

£275

- Your company logo
- Your company statement (200 words)
- A weblink to your site

### SHOWREEL

£160

### SLIDESHOW

£160

### COMPANY STATEMENT

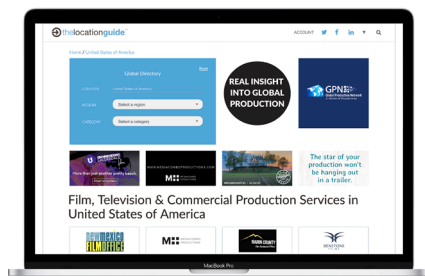
£55

### WEBLINK

£35

# BANNER ADVERTISING

## (ANNUAL RATES)





**4,000,000**  
impressions per year

25,000 registered users

35,000 unique users per month

29% open rate for newsletters

### HOME PAGE

Leader Board	£4,760
Premium MPU	£6,355
Mid Placed Unit	£5,105
Skyscraper	£3,665
Button	£2,880

### LATEST NEWS

Leader Board	£4,760
Widescreen Banner	£3,665
Mid Placed Unit	£5,755
Button	£2,615

### PRE-PRODUCTION FORUM

Leader Board	£3,800
Widescreen Banner	£3,140
Mid Placed Unit	£5,180
Button	£2,330

### DIRECTORY HOME PAGE

Mid Placed Unit	£3,665
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### LOCATE

Mid Placed Unit	£3,665
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### DIRECTORY COUNTRY PAGE

Mid Placed Unit	£3,140
Widescreen Banner	£3,140
Button	£2,120

### LOCATIONS

Mid Placed Unit	£3,140
Widescreen Banner	£2,100
Button	£1,575

### INCENTIVES

Leader Board	£1,735
Mid Placed Unit	£2,050
Widescreen Banner	£2,050
Button	£1,050

### GET LISTED

Mid Placed Unit	£1,640
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### SEARCH RESULTS

Mid Placed Unit	£1,640
Button	£840

### LOCATION LANDING PAGE

12 Month Subscription	£2790
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- A logo by the title of the page, with the caption 'sponsored by'
- A slideshow of up to 20 **location** images featuring the sponsor's logo
- A **location** showreel
- A testimonial from one of the sponsor's clients
- Widescreen banner at the bottom of the page



**ADVERTISING ENQUIRIES:**

**+44 020 7036 0020**

**[sales@thelocationguide.com](mailto:sales@thelocationguide.com)**

# DIGITAL ADS SPECIFICATIONS

## BANNERS

Banners 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 MP4, M4V, FLV or MOV files, not exceeding 30mb. 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.

## SLIDESHOWS

Images will be displayed at 1200 pixels wide by 465 pixels high in JPG, GIF or PNG format. Please supply images at these dimensions with a resolution of 72dpi. If larger files are supplied which are not in proportion to the display size, some cropping of the image will occur.

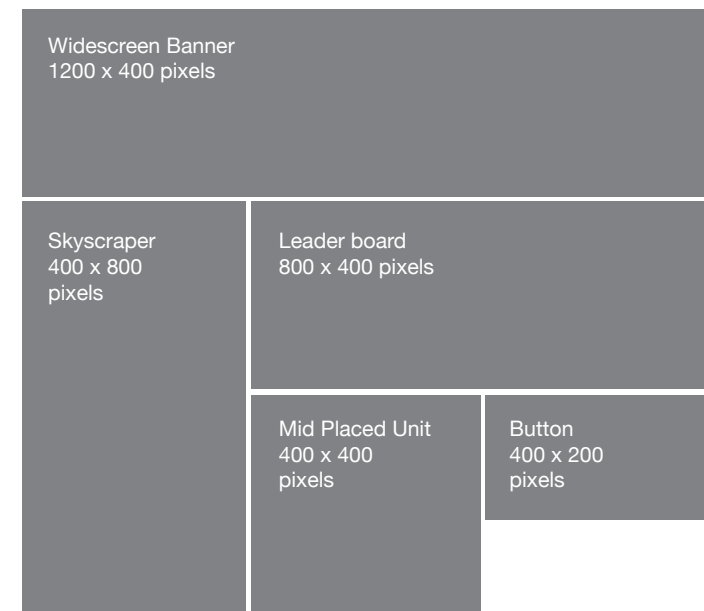
## LOGOS

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.

## LOCATION LANDING PAGE

All pictures must be location images relating to the location on the landing page; be supplied with at least two tag words and be approved by The Location Guide prior to publication. The showreel must be for the location and not the sponsor's company.

## BANNER DIMENSIONS



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## THE LOCATION GUIDE NEWSLETTER

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# GET A-LIST TREATMENT FROM UNITED.

LEARN MORE

makers®

FOCUS

makers & shakers  
AWARDS

EXPLORING GLOBAL PRODUCTION

## Leadership in Sustainability Stems from the Grass Roots

From green studios to comprehensive industry guidance, on set sustainability has never been easier. But, despite efforts from some productions, carbon emission figures are still dangerously high. Is the industry, as a whole, doing enough?

### Bectu reports UK film & TV industry crisis

Following the release of their report, the screen sector union is calling for government intervention to stem the mental health crisis in the industry.

READ MORE

### Japan opens first round of extended production incentive

Targeting larger projects, the scheme offers a 50% reimbursement for qualifying expenditure in Japan, with a cap of USD6.66 million.

READ MORE

### Director Dave Meyers captures Burna Boy for G Star spot

With the help of creative agency The Family Amsterdam, On Form features the artist & a host of

READ MORE

### Recreate the essence of Paris

48%+ CASH INCENTIVE ON ALL PRODUCTIONS

### BENETONE FILMS

**32,000**  
subscribers\*

*The Location Report is our bi-monthly newsletter with the latest insight into location filming and interviews with industry professionals.*

29%  
average open rate

8,000  
key decision makers

10,000  
UK based subscribers

ADVERTORIAL

£295

Up to 280 words.

## BANNER PLACEMENT

6 months

12 months

Leader Board (468 x 60 pixels)

£3,035

£5,775

Mid Placed Unit (200 x 200 pixels)

£1,690

£2,795

Button (200 x 90 pixels)

£1,300

£2,155



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