

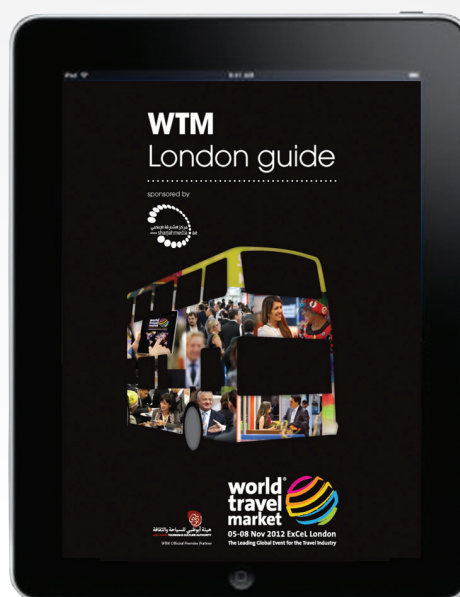
## WTM LONDON GUIDE 2013 TECHNICAL SPECIFICATIONS

Your print advert will be duplicated in the digital and mobile app edition of the guide.

For those wishing to include video in the digital editions please read the video section carefully.

- **Paper Guide (Booklet)**
- **Digital Guide (Electronic)**
- **Mobile Guide (Smartphones and Android Based Tablets)**

### Paper and Digital Guides



## **PAPER AND DIGITAL GUIDE TECHNICAL SPECIFICATIONS**

Your print copy will be duplicated in the digital and mobile app edition of the guide.

### **Supplying finished artwork**

**Single Page - (210mm high x 99mm wide)**

**Half Page - (105mm high x 99mm wide)**

**Double Page - (210mm high x 198mm wide)**

Finished artwork should be supplied in one of the following formats.

**PDF file - press quality high resolution with a 3mm bleed**

**TIFF file - 300dpi, cmyk with a 3mm bleed**

Please ensure that any text appearing on your advert is at least 5mm inside the trim line.

**Embedding video (see video section)**

### **Having your advert designed by us**

#### **Single Page**

Material should be supplied as follows.

Between 100 and 200 words text, 3 high resolution images, high resolution company logo and contact details.

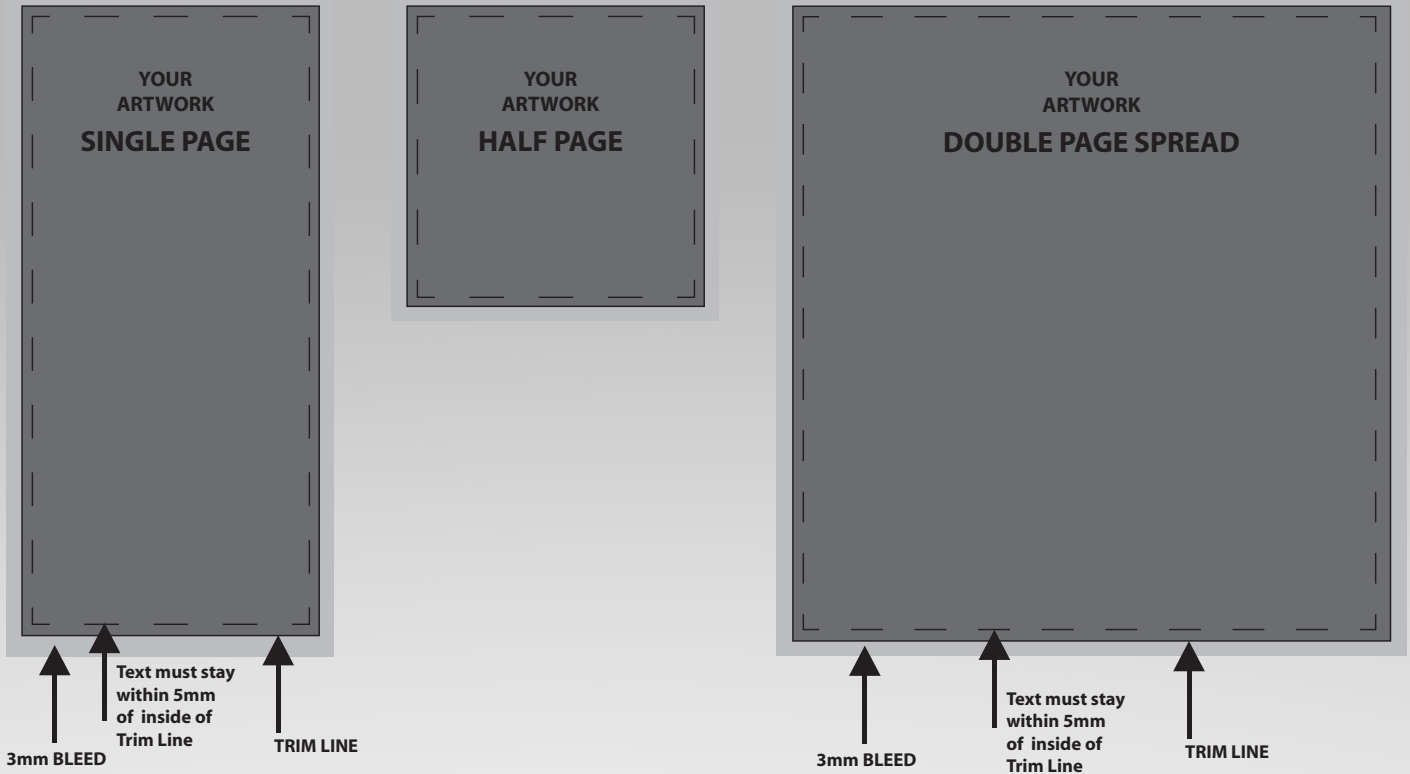
#### **Double Page**

Between 200 and 300 words text, 3 to 5 high resolution images, high resolution company logo and contact details.

**To have your video embedded, see video section**

## VISUAL SPECIFICATION GUIDELINES

These images are here to act as a visual appendix to the technical specifications



## VIDEO

### Embedding video into the digital edition

You can choose to have your video embedded into the digital and mobile app edition of the guide.

To best accommodate your video, please ensure that you designate an area within your artwork that can be overlaid by either a 4:3 or 16:9 ratio video frame.

### Video Specifications

**Video file** - not to exceed 25MB

**Video format** - avi, f4v, flv, mov, mp4, mpg, mpeg, swf and wmv

**Video ratio** - widescreen 16:9 or standard 4:3

NB. Adobe Flash content (SWF) files should not exceed 700KB in size.

## **SENDING IN YOUR COPY**

### **Video and other material**

Our preferred method of receiving your video is through the FTP site Mail Big File.

To use this service free of charge please use the following data to gain access to our account.

**web address: [www.mailbigfile.com](http://www.mailbigfile.com)**

**username: [rupert@pocketlondon.com](mailto:rupert@pocketlondon.com)**

**password: pocket2011**

You can send all your material this way, or alternatively email **[david@pocketlondon.com](mailto:david@pocketlondon.com)** with your additional material.

If you prefer to send your video via other FTP sites you are free to do so.

### **Copy deadline**

Start your campaign straight away!

We can upload your advert to the current digital edition of the WTM London Guide, which is live on the WTM website, within one week of receiving your copy.

### **Note**

At this stage the digital guide is an early edition that will be prone to change up until it is ready to be sent to print. Only then will your ad or editorial profile placement be finalised.

**DEADLINE FOR ALL MATERIAL – MONDAY 30<sup>TH</sup> SEPTEMBER, 2013**