



**ScreenMedia Limited**

## **YOUR ADVERT – IMPORTANT INSTRUCTIONS**

Thank you for choosing to advertise with ScreenMedia Limited.

In order to proceed with the production of your feature we will need you to supply us with some imagery that you think best represents your business. It is essential that these are sent with seven days of receiving this form.

To create your feature we will need at least four high quality photos/pictures in digital format, the more you supply the better your feature will be. All pictures are subject to our approval.

### **WHAT TYPE OF PHOTOS/PICTURES CAN I SEND ScreenMedia Limited?**

- Company logo
- Products for sale or examples of your work
- Relevant pictures from your brochures (please indicate which ones you would like used)
- Business premises

As a guide we will need digital pictures AND logos to be in one of the following formats:

- Illustrator file (.ai or .eps)
- PDF (.pdf)
- high resolution Photoshop file (logo.psd) - at least 500x500 pixels
- high resolution jpg, gif, tiff (logo.jpg, logo.gif, logo.tif) - at least 500x500 pixels

We cannot accept low resolution images from sources such as the internet or mobile phone cameras. Please do not supply cropped or edited images.

Printed images must be at least 6"x4"

### **WHAT TYPE OF MOVING IMAGES/VIDEOS CAN I SEND ?**

Ideally 16:9 footage on any of the following formats:

Mini DV, DV Cam, BETA, DIGI BETA, MPEG4 2MBPS (720 x 576 - Standard PAL Resolution), (MPEG 2) 6MBPS, (720 x 576 - Standard PAL Resolution), QuickTime movies

Video files must be supplied on CD or DVD for editing. Please post to address printed at the bottom of this page quoting your name and media agreement ref. number

**IT IS IMPORTANT TO NOTE THE ADVERT CAN ONLY BE AS GOOD AS THE SOURCE MATERIAL. PLEASE COMPLETE THE ATTACHED BRIEFING FORM AND EMAIL IT ALONG WITH YOUR DIGITAL FILES TO: [studio@screenmedialimited.com](mailto:studio@screenmedialimited.com)**

Please ensure your email subject line or any correspondence contains your media agreement ref. number in order for us to locate your information immediately.

Upon receipt of your content, our production team will generate a proof for your approval and we will inform you by email when this is available. The email will contain a link which you can click on to view the proof, you must then reply with reasonable comments, amendments or your approval within seven days. (see section 2 of T&Cs).

If there is anything you are unsure of please send an email to the address below or call our Studio Department on: 01908 821075

**Think Big...Be Big!!!**



## ScreenMedia Limited

Media agreement ref:  Company name:

Contact address:

Contact email:  Web address:

Contact telephone number:  Shopping centre:

Length of ad:  Media type: please tick  2D  3D Contract start date:

ADVERT CONTENT: PLEASE TAKE INTO CONSIDERATION THE LENGTH OF YOUR FEATURE.

If you include too much information people will not have the time to read it! Each message should be a maximum of 5 words each. Please prioritise your messages and indicate if it relates to a particular piece of artwork you are including with this form.

MESSAGE 1:

What does your company do? ie. Independent Estate Agent, Hairdressers? Landscape Gardening?

Related artwork description 1:

MESSAGE 2:

What is unique or special about your business or service? ie. Extensive range? Friendly service? Reliable?

Related artwork description 2:

MESSAGE 3:

Any offers or promotions? Any other key service/benefit your business offers? ie. 5% off when you book online? Buy one get one free? Experienced staff?

Related artwork description 3:

MESSAGE 4:

Another key service/benefit your business offers? ie. Free quotation

Related artwork description 4:

MESSAGE 5:

Call to action – what do you want them to do after seeing your ad? ie. Visit website? Call for a quote?

Related artwork description 5:

Please detail other info you wish to be included throughout the total duration of your advert if required:  
ie. address, telephone, website, company logo, associated logo(s), legal disclaimer, other.

**Think Big...Be Big!!!**