

Technical Specifications



TECHNICAL SPECIFICATIONS FOR SUPPLIED MATERIALS FOR INCLUSION WITHIN THE 'DOING BUSINESS GUIDES': WEBSITE PROFILE PAGE, BROCHURE, & MOBILE APP

Please see the basic summary below of the material requirements for your inclusion within the 'Doing Business Guide'. This page is followed by in-depth specifications for each of the requested materials.

For the guide website, you are required to provide a company profile, which will contain:

- A high resolution 300 dpi logo
- A maximum of 2,000 words of text profiling your company
- A large banner image which will be placed at the top of your profile
- A small banner image which will be placed either at the foot of your profile or below the large banner image
- Your company contact details

For the guide printed brochure/PDF/e-flipbook/mobile app, you are required to provide:

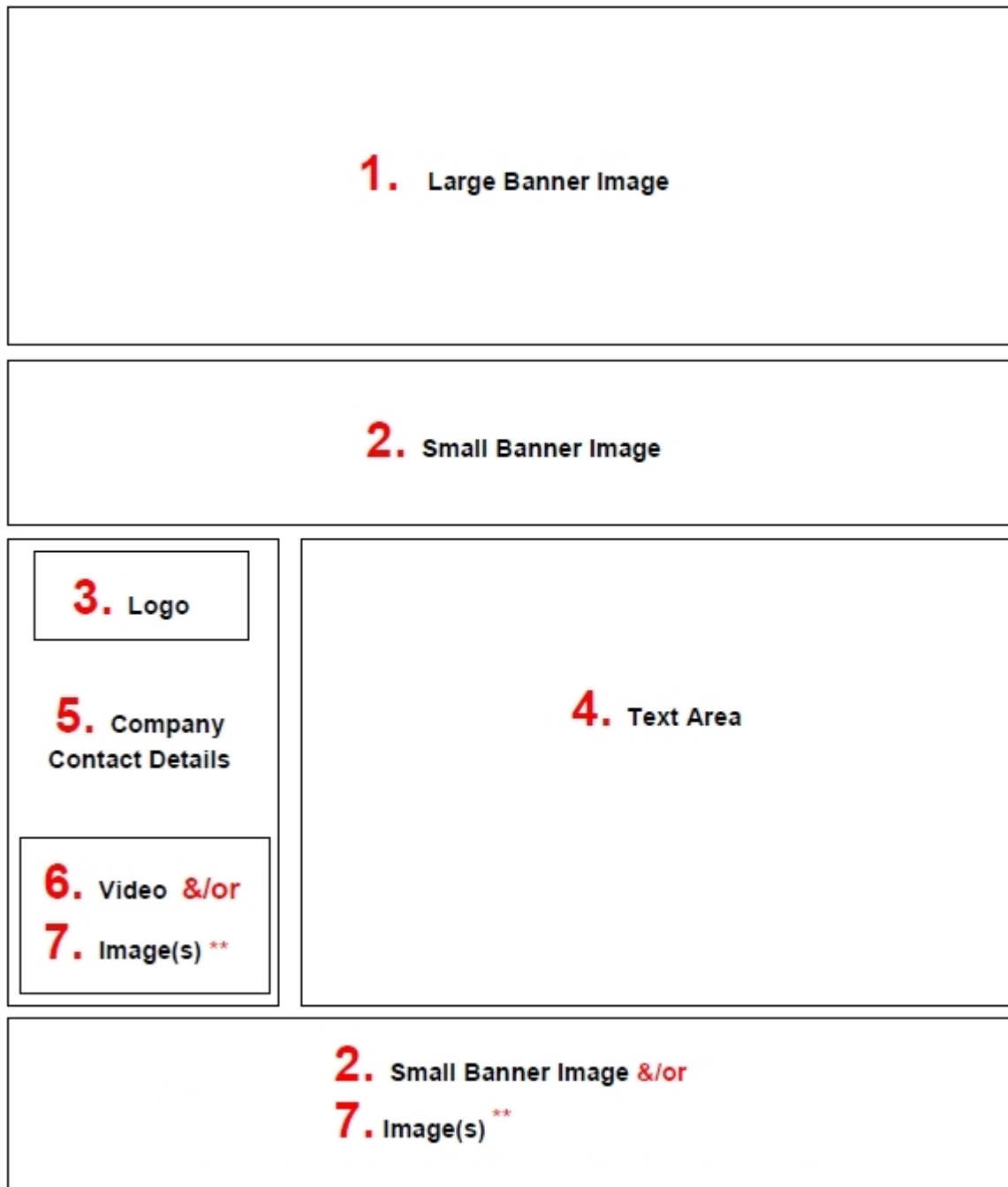
- A minimum of one single A5 advert, a maximum of three pages: EITHER: X3 separate A5 adverts OR a single A5 advert and double-page advertorial OR three continuous pages of advertorial content – each page must adhere to the A5 page specification

- **A case study relating to your company sector and expertise in the market (2-4 continuous A5 print pages)**

As a market expert or supporting organisation, you have been allocated a profile page on the guide website, as well as a total of up to 7 full A5 pages within the guide printed brochure/mobile app. The following are specifications for the media materials we will require you to provide.

We recommend that you take full advantage of the offering, supplying ALL of the requested materials and providing the maximum amount of pages within the guide brochure, in order to take full advantage of this opportunity and gain the most out of your participation. The more material you provide, the greater the exposure your company has within the guide, therefore increasing the benefit to your company.

Your profile page on our website – page template layout:



** - Multiple material-choice areas.

Important information: required file formats: Materials must be sent either as .jpg, .png or .eps with a white or transparent background. Please supply a .jpg in a high resolution format (at 300dpi).

As half of this product is web-based in origin, our designers work on personal computers (as opposed to Macintosh). With this in mind please supply all files for use on PCs with file suffixes after the file name. (e.g. your_artwork.jpg OR artwork2.eps)

We advise that all **web materials** for online or digital presentation should be created and sent over as **RGB** (Red Green Blue) format with web-safe colours, as this is how technology displays colour. CMYK, on the other hand, is a print ready file format for colour separation. If the CMYK version is uploaded to the web template, there may be some distortion of colour as it converts to RGB. Depending on which device you view the image you will also get distortion due to the pixel resolution of the monitor etc. – retinal displays or CRT monitors, for example, meaning that the colours can vary a lot or even just the contrast/brightness settings on each laptop or monitor. Converting RGB to CMYK can also drastically change colour density and display as this adds the (K) black plate which darkens the image.

Online profile page details – for the guide website:

(The materials detailed in red are all compulsory, unless otherwise stated.)

1. Large banner image:

The large banner image will be presented above your company's small banner image, at the top of your profile page.

- The large banner image **must** be 960px wide.
- Height is variable, but we recommend approximately 340px for the large banner height.
- Banner will be a link to your website (please supply the appropriate web address).

Animated slideshow banner OR animated gif image banner: (Optional replacement for the large banner image)

The large banner area can also include multiple images which function as an animated slideshow, with each image dissolving/fading into the next. It is possible to include independent links for each banner image. **If you would like to include an animated slideshow banner in place of a static large banner image, please supply:**

- Multiple slideshow banner images. (Images should be in .jpeg format. Please advise of a specific order of display, if necessary)
- Please note that these images **must** be 960px wide. (The slideshow banner height is flexible, although we recommend approximately 340px for the banner height) – **All provided slideshow banner images MUST be the same size (height and width)**

- Each slideshow banner image will be a link. Please supply the website/online link details for each image. (You may include a different link for each image)
- If you are supplying an animated .gif banner, the image must be 960px wide (and approximately 340px in height)

2. Small banner image: (You may supply more than one small banner image to also be placed in area 7 of the example template layout OR just include a single small banner at the foot of your profile in area 7 – it is not compulsory to provide 2 small banners)

- The small banner image **must** be 960px wide
- Height is variable, but we recommend approximately 200px for the small banner height
- Banner will be a link to your website (please supply the appropriate web address)
- You cannot place an animated .gif image in this area

3. Company logo: Please provide a **high resolution** copy of your company logo in **.jpeg, .png or .eps** format. Your company logo will be used on the guide website, and will be printed within the guide brochure. The image **must** be of printable quality, and must adhere to the minimum requirements below:

- Must be a large image
- Must have 300dpi resolution

4. Text area: 2,000 words maximum to be supplied in a word document. You may want to include some or all of the following:

- A summary of your company's core business activities – a profile of your company
- Any literature that you wish to include in your profile (including downloadable PDF's or flyers)
- Any corporate guidelines (for logo placement etc.) that must be adhered to

5. Your company details: Please supply the contact details that you would like to be used on the profile for your company. This should include:

- Company name
- Company location i.e. address

- Telephone & Facsimile (optional) numbers
- Email address
- Website address
- A contact name for a personal touch (optional)

6. Video: (optional but recommended)

If you wish to add a video to your online profile page and your organisation or company has a suitable video on a YouTube Channel, we are happy to host the video via your company's YouTube.

Alternatively, please send the video to us in the following format: we will then host the video online, via our YouTube Channel.

- You should supply the video as a Windows Media Player video file (.wmv) or MP4.
- Maximum length should be no more than 4 minutes.
- Video codec: Windows Media Video 9, 512 Kbps displayed at: 320 x 240 pixels
- Audio codec: Windows Media Audio 9, 64 kbps, 44 kHz, stereo (A/V) 1-pass CBR
- Frame rate: 25 frames per second.

(**Please note:** If you require IMA to host your video via our YouTube Channel, please be aware that your company video will be categorised as an 'Unlisted' video. This means that it will be accessible **only** via the link from your company profile. Your video **will not** be accessible via the YouTube search option.)

7. Images: (optional but recommended) Please supply a number of images. (There is no limit to the number of images you may include, within reason).

- Absolute maximum width per image is 960px (there is no maximum height)
- Please supply images in **.jpg, .png or .eps** format

Guide printed brochure/pdf/e-flipbook/mobile app details:

As a minimum requirement for the guide printed brochure, you must supply at least one A5 advert and a 2-4 page case study.

As a strategic partner, you are allocated up to 7 pages of exposure within the 'Doing Business Guide' brochure which is produced in an A5 portrait hard-copy format and widely distributed. The brochure will also be available as a downloadable pdf and

e-flipbook, which will be available to access from the guide website homepage. The mobile device-friendly app, which will be available to download from Google Play and the Apple App Stores, will also appear in the same format as the brochure.

Your options are:

- **Minimum exposure:** A single A5 advert/advertorial and separate 2-page case study **(3 pages in total)** [please note: this is the minimum requirement for your inclusion within the guide]
- **Maximum exposure: (recommended)** Up to 3 A5 pages of adverts/advertorial/profile content (either as 3 separate A5 adverts OR a single A5 advert and separate double-page spread OR 3 continuous pages of content) AND a case study of 2-4 pages related to your existing operations and expertise in the market **(up to 7 pages in total)** [we recommend you that you choose this option]

Please supply each page of the artwork in the following portrait layout format:

EITHER : An advert with a white border: Advert size: W: 138mm x H: 200mm

- No bleed
- No crop marks
- CMYK at 300 dpi
- All fonts are to be embedded.
- Supplied as a high resolution PDF or JPG

OR: An advert with full bleed, no border: Advert size: W: 151mm x H: 213mm

- Full 3mm bleed
- Crop marks
- CMYK at 300 dpi
- All fonts are to be embedded.
- Supplied as a high resolution PDF or JPG

**A5 Page Dimensions
Margins**

Height

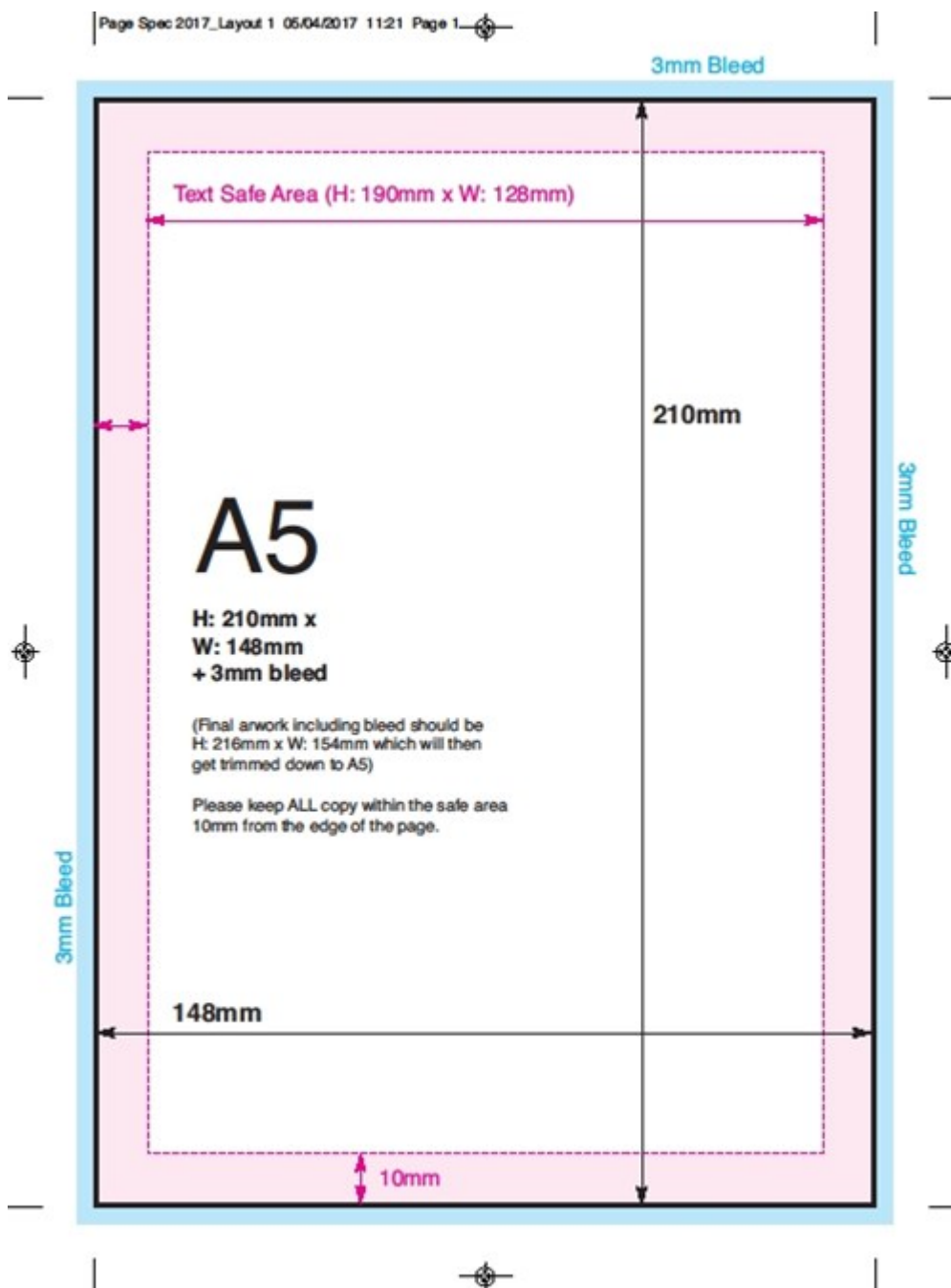
Width

Bleed

Full Page Trim Size: 10mm	210mm	148mm	+3mm
Final document size (full bleed): 10mm	213mm	151mm	+3mm

Any other background graphics / images that are required to 'bleed' off the page edge, please allow at least 3mm, to ensure they do not get trimmed or lost in the spine when the final booklet is manufactured...effectively a 10mm margin on the page all the way around. **Please see the full A5 page specification diagram below:**

A5 print page specification



As a minimum requirement you must provide a single A5 advert, but to optimise your company profile, you may also include 2 additional text pages within the guide printed brochure (Optional but recommended):

As a minimum compulsory requirement for the guide brochure we request an A5 single-page advert. However, if you would like to maximise your company exposure and take full advantage of this opportunity, there is an additional option to include an extra two pages within the guide brochure.

If you choose maximum exposure and would like to include the full 3 pages, you have the option to display them as either:

- 3 separate A5 adverts
- A single A5 advert and separate double-page advertorial
- 3 continuous pages of content

Your company case study:

As part of your minimum compulsory requirement for inclusion within the guide printed brochure, you must include a case study of between 2-4 printed A5 pages (a minimum of 2 pages required). These pages should be branded with your logo and designed as a show case of your company products and/or services.

Your case study should include, but is not limited to:

- information of your company's sector
- your expertise in the market
- your company sector operations in country
- advice and guidance for incoming businesses
- success stories / testimonials

The case study content you supply is not limited to these options. Please include any other information which you deem necessary.

Each page of your case study must adhere to the A5 print page specification.

(PLEASE NOTE: ALL pages for inclusion within the guide printed brochure MUST be supplied adhering to the A5 print page specification (i.e. print-ready, 300 dpi resolution, high resolution PDF or JPG). If your print material includes any double-page layouts you must supply each half of as an individual A5 page please, adhering to the specifications of the A5 print page layout.

If you have any questions regarding any of the above then please contact the following email address: info@ima.uk.com

To download the Technical Specification Document PDF, please click here

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