

INTRODUCTION

We are keen for our event media partnership to be a successful and rewarding relationship. The quality of the assets you make available to us will play a significant part in the impact we create with our subscribers, readership and website visitors.

Below are the guidelines for the **REQUIRED** and **OPTIONAL** assets. Our Event Partnership Team are keen to get started as soon as the agreement is in place and we have received the REQUIRED assets.

Tom Arnold
Project Manager

KEY CONTACTS

- 

Thomas Arnold
Project Manager
thomas.arnold@outlookpublishing.com


- 

Steve Giles
Magazine Assets
steve.giles@outlookpublishing.com


- 

Phoebe Harper
Magazine Editorial Assets
phoebe.harper@outlookpublishing.com


- 

Fox Tucker
Website Assets
fox.tucker@outlookpublishing.com


- 

Bria Clarke
Social Media Assets
bria.clarke@outlookpublishing.com





Steve Giles
Production Director
steve.giles@outlookpublishing.com



1: MAGAZINE ASSETS

REQUIRED

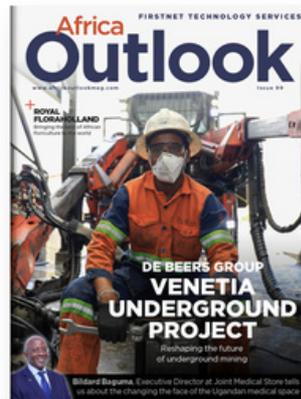
Full Page Advert

Size: 180mm (WIDTH) x 240mm (HEIGHT)
Bleed: 3mm all round
Safe Print Area: 160mm (WIDTH) x 220mm (HEIGHT)
Resolution: 300 dpi

REQUIRED

Event Bio Word Count

300 Words (approx.)



FOLLOW OUR BRANDS



2: WEBSITE BANNER ASSETS



Fox Tucker
Digital Marketing Manager
fox.tucker@outlookpublishing.com



OPTIONAL

Leaderboard

Size: 728px by 90px
Type: jpeg
Max File Size: 300kb



Potential placement of **Large Banner** on **homepage** and **various pages** across the website.

REQUIRED

Medium Rectangle

Size: 336px by 280px
Type: jpeg
Max File Size: 300kb



Potential placement of **Medium Rectangle** on **category pages** and **article pages** across the website.

OPTIONAL

Skyscraper

Size: 160px by 600px
Type: jpeg
Max File Size: 300kb



Appears on relevant **sector categories** and **main event category**.

Mobile Leaderboard

Size: 320px by 50px
Type: jpeg
Max File Size: 100kb



OPTIONAL

NOTES

A maximum of one of each size.

Animated gif banner ads are subject to our approval.

Banners are hosted and served from our servers.

REQUIRED

Banners link to a single URL specified by you.

3: WEBSITE ARTICLE ASSETS



Fox Tucker
Digital Marketing Manager
fox.tucker@outlookpublishing.com



OPTIONAL

Featured Image

Size: 1920px by 1080px
Type: jpeg
Max File Size: 2mb

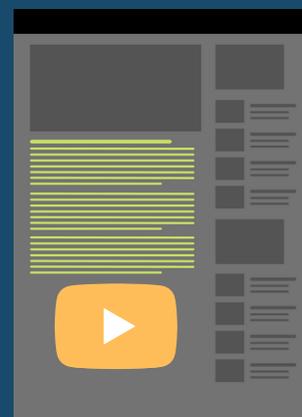


Featured Image appears on relevant **categories** and is scaled for use as a thumbnail on **various sidebars**.

OPTIONAL

Article Page Assets

We use the **300 word Event Bio** as the base text of the Article Page.



OPTIONAL

YouTube Video Embed

Provide a link to your official event video hosted on YouTube.

NOTES

FEATURED IMAGE:

We recommend that the **Featured Image** be a high-quality photograph that best represents your event.

The **Featured Image** is shown full sized on your **Article Page** and scaled to various thumbnail sizes.

ARTICLE PAGE:

We will add call-to-action text and buttons that link to the URL specified by you.

You are welcome to provide 2 or 3 additional photos for use on the Article Page.

At our discretion, we may also link to other pages on your event website including speaker and exhibitor line-up, and conference schedule.

We will notify you when the **Article Page** is published and welcome your suggested edits.

4: SOCIAL MEDIA ASSETS



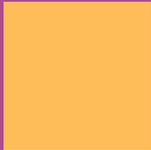
Bria Clarke
Social Media Executive
bria.clarke@outlookpublishing.com



OPTIONAL

Square Image

Size: 1080px by 1080 px
Type: jpeg
Max File Size: 5mb



OPTIONAL

Wide Image

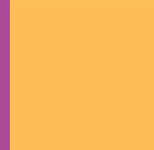
Size: 1200by 630px
Type: jpeg
Max File Size: 5mb



OPTIONAL

Square Video

Size: 1080px by 1080px
Type: mp4 Dur: 30 secs
Max File Size: 250mb



OPTIONAL

Wide Video

Size: 1920px by 1080px
Type: mp4 Dur: 30 secs
Max File Size: 250mb



NOTES

OPTIONAL

Please provide a high quality EVENT LOGO with Tranparent Background.

We will create a social media marketing schedule as specified in the Media Partnership agreement.

We will also follow your social media activity and may occasionally repost and share your event posts.

You are welcome to contact us via email to coordinate our activities.

CHECK LIST

1: MAGAZINE ASSETS

- Full Page Advert REQUIRED
- Event Bio Text REQUIRED

2: WEBSITE BANNER ASSETS

- Leaderboard OPTIONAL
- Medium Rectangle REQUIRED
- Skyscraper OPTIONAL
- Mobile Leaderboard OPTIONAL
- Link URL REQUIRED

3: WEBSITE ARTICLE ASSETS

- Featured Image OPTIONAL
- 2-3 Additional Photos OPTIONAL
- YouTube Video URL OPTIONAL

4: SOCIAL MEDIA ASSETS

- Wide Image OPTIONAL
- Square Image OPTIONAL
- Wide Video OPTIONAL
- Square Video OPTIONAL
- Event Logo OPTIONAL

