



How to Supply Materials for Top Tier Listings

Top Tier Listings mean business. They're top of page, photo-enhanced and include the essential information event planners need. Your website link brings them quickly to you for complete information.

Your Top Tier Listing requires three elements:

- ① **A High-Impact Listing** (w/logo)
- ② **Additional copy to sell your product** (about 100 words)
- ③ **An animated photo gallery** (4 to 10 photos – captions optional)

3 Steps to Supplying your Top Tier Listing Elements

1. How to Supply your High-Impact Listing

Complete a TSEvents Listing Form, or use our online listing system at tsevents.com, and submit your listing and logo according to Form or online listing instructions.

2. How to Supply your Additional Copy

Tell tsevents.com readers what you want them to know about your products, services or facilities. Write your text in paragraph form – optimum length is 2-3 paragraphs, or about 100 words – and send as an email attachment in .doc (Word), .rtf or .txt format or include it in the body of your email. Please write your company name in the email subject line and send to pathope@tsevents.com

3. How to Supply your Photos/Images & Captions

Send us 4 to 10 photos – choose quality over quantity – and supply them as:

- .jpg (JPEG) format, either horizontal or vertical orientation¹
- 640 x 480 pixel dimensions² or larger
- Indicate image order (or running order will be at our discretion)
- (optional) provide a short caption or title (up to 8 words) for each image³

1. The gallery dimensions do not change from image to image. Final dimension and ratio will be determined by us once images have been received.
2. This resolution is common to most digital cameras. Images can be sent larger, however if supplied smaller overall image quality will suffer.
3. The optional captions will appear superimposed over the base portion of the photo image.

Send images and caption list (if using) to:

webservices@tsevents.com

Send Listing text to:

pathope@tsevents.com

Questions? Contact Us

Photo questions?

webservices@tsevents.com

Listing, text or other questions?

**pathope@tsevents.com or
416.532.9180.**



[Left] Top Tier Listing; includes thumbnail image from gallery.

[Right] Expanded version.

View an example at www.tsevents.com

Your Top Tier Listing will appear on tsevents.com and your High-Impact Listing will appear in TSEvents 2010-11 Resource Directory.