

WELCOME TO THE KNOWLEDGE

The essential online resource for the UK film, television and commercial production services



“

I love the improvements to all the web based services that The Knowledge provides, it makes it easier for us to find and be found.

Mark Coulier

Oscar winner for best achievement in Make Up for the Iron Lady

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**THE
KNOWLEDGE**

www.theknowledgeonline.com

About The Knowledge

Thank you for advertising with **The Knowledge**, the leading online directory for the UK film, TV and commercial production industry.

Recent enhancements to **The Knowledge** give our clients better advertising options whilst improving the overall user experience. **The Knowledge** now contains over 22,000 entries covering a wide range of industry sectors.

Senior executives such as producers, line producers, heads of production and production managers use **The Knowledge** to source contact information for product services and crew.



The information is regularly updated making The Knowledge an essential business tool.

The Knowledge is produced by Wilmington Publishing & Information Ltd, a Wilmington Group PLC Company

 **Wilmington PUBLISHING & INFORMATION**

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THE KNOWLEDGE

www.theknowledgeonline.com

What to do

We want you to make the most of your entry on **The Knowledge**. Recent enhancements enable you to promote your company and products even more effectively.

Already 'own' your profile?

You may already 'own' your profile. If you have received an email from us before then you are probably already linked to your profile.

To test this login to **theknowledgeonline.com** and click on The Knowledge tab. If it says My Basic/Enhanced/Premier Profile then you can start updating your entry straight away.

*(If you can't remember your password click on **Forgot Password?** to reset it)*

Contact Us

For further information on The Knowledge and how you can make your entry or advertisement work better for you, please contact:

Sarah Keegan, Senior Sales Manager
on **+44 (0)20 7549 2596**
or email: **skeegan@wilmington.co.uk**

Start editing and updating your profile now. Follow these easy steps:

- 1 Visit **www.theknowledgeonline.com** and find your company's profile page by typing your company name in the main search box.
- 2 On your profile page click on **Claim Profile** under your company name.
- 3 Click on **Log in** if you already have a log in and password, or click **Register** to create your log in if not already registered.
- 4 Select **Use The Knowledge** option and complete the form.
- 5 You will receive a confirmation email within 1-2 working days with directions to log on and update your profile.

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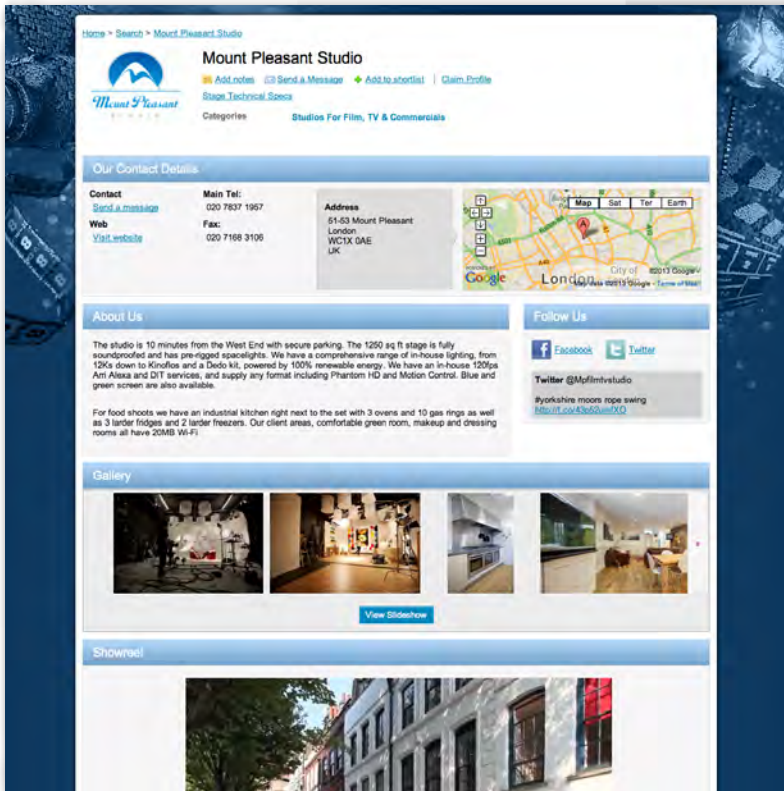
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Premier Profile

Make the most of your Premier Profile entry on The Knowledge

Use the checklists to make sure you are effectively showcasing your company details in front of a worldwide audience of production professionals.



Are you making the most of your profile?

- ✓ **Display your logo** – get your brand noticed. Include a direct link to your website.
- ✓ **20 showreels and 50 photos** – add a video portfolio of your work and add photos to your profile to make the page more engaging to visitors.
- ✓ **List unlimited credits and contacts** – showcase projects that you have worked on.
- ✓ **Feature 300 words of searchable text** – include keywords and phrases in order to appear higher in user searches. This will also help you appear higher in Google searches.
- ✓ **Feature in 3 category searches** – select headings for your profile to be listed under to appear in more user searches.
- ✓ **Add your latest news** – include the latest news from your company.
- ✓ **Link to your website and social networks** – increase traffic to your site and engage your audience with direct links to your social media platforms.

Appear higher in Google searches!

Add a direct link from your company website to your Knowledge profile.

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Enhanced Profile

Make the most of your Enhanced Profile entry on The Knowledge

Use the checklists to make sure you are effectively showcasing your company details in front of a worldwide audience of production professionals.

The screenshot shows the profile page for BigFishMedia Ltd. It includes contact details, an 'About Us' section, social media links, and a 'Credits' table.

Production	Type	Year
Vodafone Staff Training Video (Voiceovers by Ruan, Rita and Toby)	Corporate Video	2012
BTCisco E-Learning (Voiceover by Ricky)	Online	2012
Bowers and Wilkins Phone App (Voiceover by Stefan)	Other	2012
This Morning (Voiceover by Sarah J)	TV	2012
Don't Stop Believing (Voiceover by Chris H)	TV	2011
Fresh Meat (Voiceover by Rocky)	TV	2011

Appear higher in Google searches!

Add a direct link from your company website to your Knowledge profile.

- ✓ **Display your logo** – get your brand noticed. Include a direct link to your website.
- ✓ **List unlimited credits and contacts** – showcase projects that you have worked on.
- ✓ **Feature 150 words of searchable text** – include keywords and phrases in order to appear higher in user searches. This will also help with Google Searches.
- ✓ **Feature in 2 category searches** – select headings for your profile to be listed under to appear in more user searches.
- ✓ **Link to your website and social networks** – increase traffic to your site and engage your audience with direct links to your social media platforms.

Contact Sarah Keegan on +44 (0)20 7549 2596 for more information on how to make the most of your profile or to upgrade to a Premier Profile.

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What to do now...

- 1** Email your artwork to Chris Dinnall at **cdinnall@wilmington.co.uk** following the specifications below. Please add this subject line: **Knowledge advertiser entry details** – with your company name.
- 2** Alternatively our Production department will design and upload a branded leaderboard, banner or MPU for you. For further details please email **cdinnall@wilmington.co.uk**

- 3** **Get the best response from your advertisement**
The Knowledge is viewed by a large proportion of users on devices and computers that do not properly display swf (Flash) files. Therefore to get the best from your advertisement we would recommend not supplying artwork in that format.

To ensure that your banner or button is uploaded as promptly as possible we need you to supply us with your completed advertisement in accordance with the following specifications:

	Max File Size	Dimensions W x H (Pixels)	Border Thickness	Animation Allowed	Resolution	3rd Party Trackable	Image File Type
Logo		150 x 150		No	72 dpi		
Banner	50K	468 x 60	1 pixel only	3 frames max	72 dpi	YES	✓ JPEG
Button	50K	120 x 90	1 pixel only	3 frames max	72 dpi	YES	✓ TIFF
Picture	50K	559 x 416	NA	NA	72dpi	NO	✓ GIF
Skyscraper	50K	120 x 600	1 pixel only	3 frames max	72 dpi	YES	✓ SWF*
Mini Skyscraper	50K	120 x 240	1 pixel only	3 frames max	72 dpi	YES	✗ EPS

* except logo

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Video showreels are a great promotional tool, making your entry more engaging to visitors. To ensure the best visual and audio quality please supply your video as defined in these guidelines.

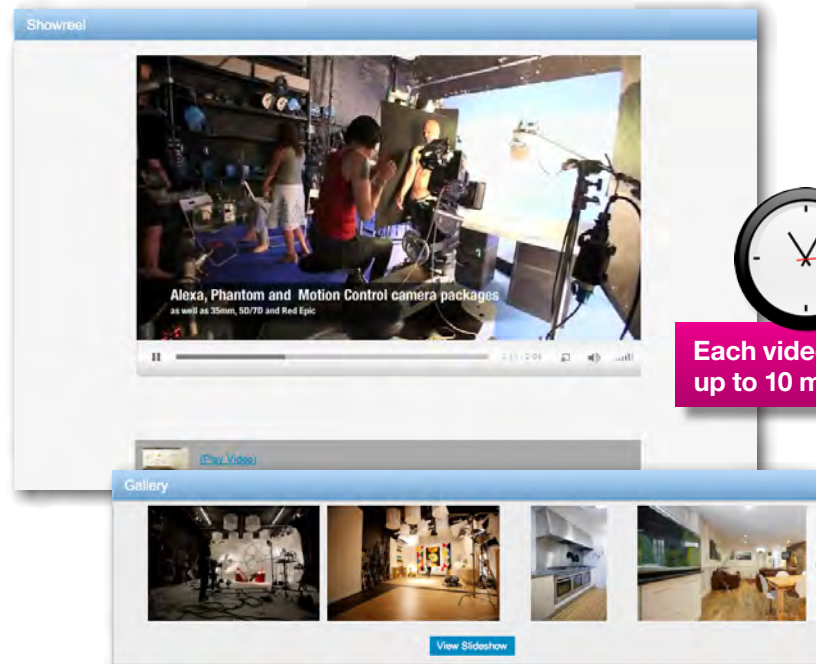
Add videos to your profile...

1 Email your showreel(s) to Chris Dinnall at **cdinnall@wilmington.co.uk** following the specifications below.

2 For large files we recommend that you email you us a link from a site such as yousendit.com. These sites are easy to use but please contact us if you need advice.

File Type's Accepted	MP4 & FLV must be no more than 600 kbps at correct dimensions. AVI; M4V; MPG; MOV; WMV; QT at file size stated below. These file types will be converted to FLV.*
Duration	No longer than 10 minutes Aspect Ratio: 4:3 (Standard) or 16:9 (Widescreen)
<i>NB: If your video has a mixture of different frame sizes, your video will be resized to fit the ratio it is best viewed at.</i>	
Dimensions	4:3 Standard: 512pixels x 384 pixels 16:9 Widescreen: 512 pixels x 288 pixels
File Size	No less than 30MB and no more than 1GB
Photos for a slideshow	Please email images to Chris Dinnall: cdinnall@wilmington.co.uk

** NB: We cannot accept videos in any other format. We cannot accept responsibility for poor quality visual/ audio if you do not supply as defined in these guidelines.*



Each video can be up to 10 mins long

Contact Us

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Account Manager

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UK Film & TV Production Professionals

Associated products

KFTV

Formerly KEMPS



PRODUCTION INTELLIGENCE

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