

# **ISM Best Western Centralized Advertising Website Program Submission Guidelines**

The following submission guidelines are provided for your convenience. Adherence to these will greatly expedite the process of getting your website up and running as quickly as possible. This document is broken down into four sections: *1. Submission of web content via the Internet and digital media; 2. Submission of web content via printed and faxed media; 3. How to submit electronic digital media to ISM; and, 4. Mailing address and contact information.*

The most preferable method for ISM would be, submission of web content via the Internet and electronic digital media (please refer to Section 3 for constitutes as electronic digital media). The reason for this is that digital content is the most easily processed form of information that does not require the extra step of converting printed media to digital before uploading to your new Best Western styled website.

Though the digital method is preferred, we understand that not everybody has access to the Internet or a computer system that can provide these resources for them, that is why we at ISM have the ability to convert print media to the digital format for your convenience.

Please take a moment to familiarize yourself with these guidelines. ISM's goal is to make your participation in the Best Western Centralized Advertising Website Program an enjoyable and profitable one.

## **1. Submission of web content via the Internet and digital media**

### ***Images***

When an image is uploaded to your new website, it must conform to two Internet image standards: GIF or JPEG. A GIF, or Graphic Interchange Format, is an older image file format originally developed by CompuServe. GIF's are good for: logos, line art, clip art, maps, text art, hard-edged definable shapes, and images that require a transparent background. GIF's have a limited amount of colors they use (256 to be precise), if you are uploading images that are photographic in nature your best format for this is the JPEG. A JPEG, or Joint Photographic Experts Group, is a newer image file format that was developed with the Internet in mind. When images are downloaded inside web pages to a website-visitor's computer the smaller the file size of the image, the faster it loads. A JPEG (or jpeg, jpg) is designed to be easily compressed only losing a small amount of image quality or resolution. Both GIF's and JPEG's are useful in a well designed website.

Below are the general file format submission restrictions for each **before** uploading to your website:

GIF—file size up to 5MB (or megabytes), maximum image size up to 1280 x 1024\* pixels.

JPEG—file size up to 5MB (or megabytes), maximum image size up to 1280 x 1024\* pixels.

*\*Note: the image will be reduced in size after it is received to under 640 x 480 pixels the file size will be compressed to a maximum of 50 Kilobytes regardless of how large it originally was. For more information on this subject, please see the following discussion.*

Keep in mind that large-sized images (up to 640 x 480 pixels) do not look very good inside web pages. Smaller-sized images bordered by text or other images are more appealing to the visitor's eye and convey more information about that particular feature of your property. Also, please let your ISM webmaster know whether or not you would like any simple effects and functions performed on the image such as feathering, color changes, resizing or cropping. We are happy to provide quick reprocessing of the GIF's or JPEG's that you send us; however, if you require a significant amount of image processing (collages, text art, animated GIF's, customized logos, colorizing, special effects of any kind, or direct marketing pieces), then you'll need to contract with a local graphic designer to get the exact work that you are looking for. Once completed, just simply send the finished GIF or JPEG to ISM's webmaster and we will take it from there.

Photoshop files (a.k.a. PSD's) are acceptable but more often than not they are exceedingly large and cannot be easily sent over the Internet. If you have any PSD's that you would like to send the best way is to put them on a data CD (or another disc-based media, please refer to Section 3 for further descriptions of acceptable disc-based media) and mail it to ISM. Keep in mind that a Photoshop file of what the "entire webpage" should look like (top and left hand navigation bars, and the right hand content window—text and images), are not acceptable. Extrapolating text from a PSD is a cumbersome process that has limited results (please refer to the next section for submitting text/copy), and extrapolating images from a PSD of an entire webpage will prove to be of such low quality that the subscriber to the website program will be very unsatisfied with the results.

We do not accept Adobe Illustrator (or Encapsulated Post Script) files. They are too cumbersome to work with. Chances are, who ever created the EPS file can either export it to Photoshop (to create a PSD), or they can directly save it to the other accepted formats.

TIFF's (Tag Interchange File Format), BMP's (Bitmap), PNG (Portable Network Graphic), and PICT (Macintosh Picture) image file formats are among the most common around. ISM can certainly process these image formats, but they are subject to the same time constraints as the PSD's.

Finally, if you are taking digital images yourself via a digital camera keep in mind that when you transfer them to a computer to submit via the Internet the file sizes tend to be

rather large. Most likely the digital images will be in JPEG format, and when submitted they will be subject to the same restrictions and modification as previously stated.

### ***Text/Copy***

Text (a.k.a. copy) can be submitted in any document format (Word or any other similar document writing application, HTML text, plain text, rich text format, or email text) that exists on the Internet. The only exception to that is: **no images that contain text**. In other words, if you send an image with say a paragraph or more of text inside it, that text cannot be transcribed into the format that our program requires to display text. Why is that? Copy should not be a permanent thing; in fact, in your business you're most likely changing the content (amenity descriptions, room rates, what's new announcements, etc.) of your website to reflect your business and marketing trends. Imagine how difficult and time consuming it would be to write copy, make a digital image of it, submit it, then have someone here at ISM physically transcribe the text in that image and then place it into our site-builder application (called, our Remote Authoring Tool, or RAT). Why not just cut and paste the text directly from a document into the RAT application? From there the text can be formatted and reformatted into any desired result. Much simpler.

One other thing to consider is that the RAT uses standard *web browser* fonts. This is to make the process of text editing simple and efficient. Should you require a specific font, please contact ISM webmaster to discuss this special accommodation—this may incur additional costs. There is no real size limit to a text/copy document being submitted to ISM in an electronic digital format.

### ***Special Elements***

If for some reason you would like to include special elements into your website such as: Flash or Shockwave animations, animated GIF's, banner ads, Quicktime videos, Windows Media files, downloadable documents, SQL database links or queries, Java Script or any server-side coding, 360° rotating images, or any other new Internet-based element for your website, please contact the webmaster at ISM before submitting such things. Each of the aforementioned must be approved for compatibility and interoperability with our RAT and the back-end systems that host your website.

There are some special elements that do not require approval such as: an embedded current weather condition graphic from Weather.com, a MapQuest link that automatically generates a map of your property for your website visitor and allows them to easily get driving directions to your property, links to other websites, request for proposal (RFP) forms, guest survey forms, and an automatic email generator to a specified recipient at your property complete with a descriptive subject line (e.g. "reservation," "employment," "billing"). If you are interested in these special elements all you have to do is request them from the webmaster at ISM.

## **2. Submission of web content via printed and faxed media**

### ***Images***

Should you decide to, or cannot submit images via the Internet; you can simply mail them to the webmaster at ISM in whatever form you would like. Photographs are the easiest to scan into our system. Please make note that these images will be reduced to whatever size is conducive to the best viewing on your website. We cannot create special artistic works based on the images you send us. A local photographer/graphic designer should do any such desired work before submitting the image to us.

You can submit reproductions (photocopies, printouts, faxes, etc.) of original material and artwork. However, any copyrighted material submitted to us will not be uploaded to your website due to legal considerations. If you have a special arrangement with a third-party vendor that will allow you to use their copyrighted artwork or images, then proof of that arrangement must be sent along with the image, and then approved by our legal department for use. This restriction also extends to any copyrighted digital media submitted to ISM.

A special note on faxes should be made. Periodically, we receive faxes from our subscribers that illustrate changes they would like to make to their existing websites. This is completely acceptable; however, we request that you highlight (in any way you see fit) the changes you would like to make. Usually, subscribers will fax us actual printouts of their web pages with the text or images they would like to change circled/highlighted, and the actual change (in the case of text) legibly handwritten next to the circle/highlight. We do not recommend faxing images to us to be uploaded to your website. The quality of a faxed image is so poor that you would not want any visitor to your site to see it. Simply fax us the printout of the page with the desired image change highlighted, then mail us the picture that will be replacing the existing one and we will take care of the rest.

### ***Text***

Preferably text should be submitted electronically; however, if that cannot be accomplished then mailing sheaf of text to ISM can be allowed. Please keep in mind that the less text to be transcribed to the RAT the quicker the process will take. We will provide a basic formatting of the text for aesthetic value as best we can. Any special formatting of physically transcribed text must be considered on a case-by-case basis.

We at ISM will do our best to provide analog equivalents to our digital media program as best we can (e.g. transcribing text from a printed page to our RAT), but the time and costs involved would be better spent on helping you to learn how to update and optimize your website for all of its potential as a marketing tool for your property.

## ***Rack Cards & Brochures***

We welcome receiving rack cards and/or brochures as a means by which to begin getting the content of your website in place. Bear in mind that the previously stated guidelines for receiving hard-copy text apply to your rack cards & brochures. We would also recommend that you do not use images on your rack cards & brochures as source material for images to be placed on your website—like faxed images, preprinted images on this media would be of such poor quality that you would not want any visitor to your site to see them. Please try to use standard photographs as the source material for your web images. You will be much happier with the end result.

## **3. How to submit electronic digital media to ISM**

### ***Email***

Email is the quickest and easiest way to send us your images (e.g. GIF's, JPEG's, PSD's) and text/copy (Word documents or similar, HTML text cut and pasted to the body of the email, and plain email text) files. Simply send them to the webmaster at ISM as attachments or embed them in the body of the email and we will take care of the rest.

### ***Discs***

CD-ROM/R/RW, DVD-ROM/R/RW, Zip Disks, and 3.5 inch Floppy disks are the only acceptable disc-media formats that we can work with. We accept only PC/Windows or Mac/OS 9&X formatted discs. Simply mail them to us by post and we will do the rest. Please keep in mind that we cannot guarantee the reliability of the data that we receive in this manner. Your best bet is to send the discs in a highly padded disc-mailer envelope and sent it guaranteed mail. We will do our best to read this data from your submission and upload it our systems.

### ***FTP***

FTP, File Transfer Protocol, is a means by which a remote entity can upload files for use to a data repository in a distant location. This has the advantage of not being limited by file size as with email attachments, and is certainly more instantaneous than postal mail (and even email!). We are still in the process of setting up this service, and as soon as it is available an instruction sheet on how to access the ISM FTP system and upload your website content files will be sent to you should you decide to take advantage of the new and efficient resource.

### ***Existing Websites***

Content can only be *copied and pasted* from an existing website; however, it must be reformatted to comply with our RAT. Also, images of poor quality will not be copied over from an exiting website. Any copyrighted content is subject to the same restrictions previously stated. Please contact the ISM webmaster for more information regarding the transfer of existing website content.

## 4. Mailing address and contact information

### ***Postal Mail***

Nick Iandolo  
Interactive Manager  
Irma S. Mann, Strategic Marketing, Inc.  
360 Newbury Street  
7<sup>th</sup> Floor  
Boston, MA 02115

### ***Fax Number***

(617) 236-7991

### ***Email***

niandolo@ismboston.com  
(attach content to this email address)

We hope that you find these guidelines informative and helpful when submitting your website content to ISM. With your help, we can get your site up and running as quickly and efficiently as possible. And once your site is live, please continue to follow these guidelines to add or change new content for the life of your subscription to our program. Our customer service representatives are here to continually help you enhance and optimize your new Best Western styled website to its fullest marketing potential. Please feel free to contact the webmaster at ISM at (617) 353-1822 Ext. 189, any time you have a concern or question.

And for more information, do not forget to visit:

<http://www.ismboston.com/bestwesternweb>