Pegasus™ SOLUTIONS

Content Specs and Recommendations for Suppliers

To create your custom digital brochure, ICE Portal needs your help in providing your content.

Below you will find an outline for content specs, formats and labeling. Please place all the content a folder with the Property Name as follows:

- 📁 **Hotel Name** *(see info & specs page for details)*
  - 📁 **Graphics** (folder contains, logos, maps, etc.)
  - 📁 **Information** (General Info, Location Info, etc. filled out online)
  - 📁 **Photos** (folder contains traditional photography)
  - 📁 **WebShow** (folder contains photos for WebShow)
  - 📁 **Virtual Tours** (folder contains 360 tours)
  - 📄 **Hotel Info**
    1. Hotel Name & Brand
    2. Hotel Address (Street Address, City, St, Zip, Country)
    3. Hotel Phone (main number)
    4. Any special instructions or requests on a Word document.

Detailed Specs for digital brochure content

📁 **Graphics** (this folder contains logos, maps, graphics, etc.)
- **Logos** should be **300-450** (wide) x **75** (high) pixels
  - Min width   100   Max width   450
  - Min height   40   Max height   75

Recommended formats – EPS, PSD, JPEG, PDF with transparent background
Labeled "Logo"
- **Maps / Graphics** – Recommended **390** (wide) X **290** (high) pixels.
  - Min width   150   Max width   390
  - Min height   150   Max height   390

Recommended formats- JPEG, GIF
Labeled "Location Map" or "Graphics"

📁 **Information** – 📄 Word doc with paragraph containing general info & location info on property
   NOTE: Additional detailed Info may be added online within ICE Portal database

📁 **Photos** (traditional photography)
- **Up to 20 Photos** should be **600 (wide) x 400 (high) pixels**
  - Min width   390   Max width   600
  - Min height   260   Max height   400

Recommended formats –JPEG, GIF
Labeled in the order you want them to appear - 01-Caption, 02-Caption, etc.
   Example: 01-Lobby Entrance
                    02–Standard Deluxe Room
                    03-Jr. Suite
NOTE: Maximum 30 letters/characters (including spaces) per caption

📁 **Virtual Tours** (cylindrical or spherical)
- **Cylindrical**
  - Min width   1200   Max width   2500
  - Min height   300   Max height   1000
    - Total file size should be between 150 – 450 K

   o Image format should be JPEG at 72 dpi
- **Spherical**
  - o equirectangular JPEG
  - ➢ Min width 1000 Max width 2000
  - ➢ Min height 500 Max height 1000
    - o Total file size should be between 200 – 550 K
    - o Image format should be JPEG at 72 dpi

  Labeled in the order you want them to appear - 01-Caption, 02-Caption, etc.
     Example: 01-Lobby Entrance
         02–Standard Deluxe Room
  NOTE: Maximum 30 letters/characters (including spaces) per caption

🗁 **WebShows** (1 minute photo flash montage edited to music)
- ● Requirements: 6 - 10 still images, at least 720 x 480 at 72 pixels per inch (ppi) Larger sized images preferred.
  Format: JPEG, PNG, TIFF, EPS, PSD files accepted.
- ● Music selection (choose online at http://showcase.iceportal.com/music)

🗁 **Streaming Videos** (cylindrical or spherical)
- **Windows Media File**
  - ➢ Min length :20 Max length 2:30
  - ➢ Max file size 20 Megs
  - o Total file size should be between 1 Meg – 8 Megs

  Labeled in the order you want them to appear - 01-Caption, 02-Caption, etc.
     Example: 01-Lobby Entrance
         02–Standard Deluxe Room
  NOTE: Maximum 30 letters/characters (including spaces) per caption

When you've gathered all the content, make sure all is labeled properly (refer to specs above) and in the correct folder, then:
1. Zip the folder and e-mail (bo@iceportal.com)
2. Copy content onto a CD-ROM or DVD and send to ICE Portal
3. Upload to ICE Portal FTP site (call or e-mail to request ftp info)

Need more info? Contact ICE anytime: +1 (954) 983-6778 info@iceportal.com | ICEportal.com

For More Information

If you need further information or assistance please contact your local Pegasus Service Delivery team. Telephone numbers and contact details can be found on: www.pegs.com