

Advertising Options

Sponsor & Exhibitor Advertising
in the Online Program



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Advertising Options: **LOCATIONS OVERVIEW**

Sponsors and Exhibitors can also be advertisers.

Unless requested otherwise, most ads will be shown on all pages. Any ad can be placed or hidden on designated pages. Ads will scroll in and out of view, except where noted.*

All ad locations can display multiple ads, either **randomly** on page load, **rotating** through the ads while on the page, or as a **single static** ad per page load, except where noted otherwise. †

- 1. Banner Top** — This horizontal ad appears above the Meeting Banner. The size is smaller than the meeting banner or the footer ad.
- 2. Tower** — This ad displays vertically on the right. In mobile displays, this ad will be horizontal.
- 3. Footer** — *The Footer Ad is always present at the bottom of the page and does not scroll out of view.
- 4. Navigation Panel** — This ad can be placed at any position in the panel, but will default to the bottom. When in mobile display, the ad will be hidden in the closed navigation panel, but will appear when the navigation panel is opened.
- 5. Content Banner** — This banner ad displays beneath the page title and above the content.
- 6. Inline** — Inline ads appear within the content area in full width, and in one of three heights; full, half or quarter.
- 7. Popup** — Popup ads appear centered on designated pages on page load, and can be closed by the user. It is not recommended to use popups extensively.
- 8. Loading Banner** — *As the online program or native app loads a banner displays briefly and also displays on the home page. † Rotation and random loading is not available.
- 9. Session Advertisers** — Advertiser logos appear on session listings and session pages within a square. † There can be multiple logos showing for one session. Each logo is a single static image.



Advertising Options: **IMAGE SPECIFICATIONS OVERVIEW**

One link per Advertiser

For each ad location, except the loading banner, please provide one click-through link per advertiser.

Please also provide information on page placement if the ad is not going to appear on every page.

1. Banner Top:

- 728 px w x 90 px h
- 468 px w x 60 px h

2. Tower:

- 160 px w x 600 px h
- 728 px w x 90 px h
For horizontal display in mobile widths. If not provided, the vertical ad will display in mobile widths under the content instead.

3. Footer:

- 1280 px w x 100 px h
- 960 px w x 100 px h
- 480 px w x 50 px h

4. Navigation:

- 480 px w x 360 px h
- 320 px w x 240 px h

5. Content Banner:

- 960 px w x 100 px h
- 640 px w x 50 px h

6. Inline: Full Size

- 900 px w x 450 px h
- 600 px w x 300 px h

Inline: Half Size

- 900 px w x 225 px h
- 600 px w x 150 px h

Inline: Quarter Size

- 900 px w x 112 px h
- 600 px w x 75 px h

Ad locations: Required Ad Sizes

For each location, please provide the ads in all of the following sizes.

For each ad location, if any sizes are missing there will be additional charges to create the missing images.

Specs for Submitted Art

Color

- *RGB, Indexed, or Grayscale Color Mode*

Filetype

- *.png, .jpg or .gif (only if using animation)*
- *For each location, please provide only one filetype per advertiser for all sizes provided for that ad location.*

Filenames

- *Formatted as:
CompanyAdNameWidthxHeight.extension
e.g., ConfexTutorials1280x100.png,
ConfexMarketing1280x100.png,
ACMESales1280x100.png*
- *No spaces in the filenames*

7. Popup:

- 800 px w x 600 px h
- 400 px w x 300 px h
- Plus an optional Content Banner for the home page. See the Content Banner specs.

8. Loading Banner:

- maximum 600 px w x maximum 400 px h

9. Session Advertisers:

- minimum 300 px w x 300 px h
- maximum 600 px w x 600 px h

Logo only, no extra text.

Advertisers will be displayed adjacent to other advertisers in individual squares.

In order for the logos for all advertisers to appear to be similarly sized, they should be as close to a square format as possible.











Please minimize surrounding white space.

Advertising & App Art **TEMPLATE LISTING**

Below is a complete listing of Art Templates for quick download.

When using the following templates:

- Be sure to delete or hide the Instruction Layer before saving out your final file.
- Please provide an ad for each size. Save in RGB (not CMYK) mode.
- Use the same file extension for all artwork submitted, either .png or .jpg
- It is recommended to use the following art templates when creating your advertising art, so that it is sized properly.
- The art templates are all in pdf format so that they can be opened in either Adobe Photoshop or Illustrator, or your image editing software of choice.

Advertising Art Option 1:	Content Banner Top Ad Art Template	
Advertising Art Option 2:	Tower Ad Art Template	
Advertising Art Option 3:	Footer Ad Art Template	
Advertising Art Option 4:	Navigation Panel Ad Art Template	
Advertising Art Option 5:	Content Banner Ad Art Template	
Advertising Art Option 6:	Inline Ad Art Full Page Template	
Advertising Art Option 6:	Inline Ad Art Half Page Template	
Advertising Art Option 6:	Inline Ad Art Quarter Page Template	
Advertising Art Option 7:	Popup Ad Art Template	
Advertising Art Option 8:	Loading Banner Ad Art Template	
Advertising Art Option 9:	Session Advertiser (no template needed)	