

## BANNER & LANDING PAGE SPECIFICATIONS

### BANNER AD WITH ACCOMPANYING FULL-SCREEN LANDING PAGE

#### Rotating Banner Ad

640x110pixels

.jpg or .png format

72 or 300 dpi

Suggestions:

No visible outside graphic borders

All banners click through to an accompanying app landing page.

#### Accompanying Full-Screen App Landing Page:

Banner Ad 640x110 pixels (required)

iPhone 4 320x418 (required)

iPhone 5 640x1008 pixels (required)

Tablet Portrait: 1536x1920 (required)

Tablet Landscape: 1408x1408 (required)

.jpg or .png format

72 or 300 dpi

Suggestions:

No visible outside graphic borders

App Landing Pages may contain graphic buttons or "hot spots" that link users to provided webpage URLs (recommended button size: at least 64x64 pixels)

Your landing page may link to specified URLs, to an exhibitor or event listing, or all.



### PLACEMENTS



#### Rotating Banner Ad

Banners rotate at top of app Dashboard page. When tapped, user is taken to sponsor's full-screen app landing page



#### App Landing Page

Full screen app landing page features sponsor products or services. A "More" button takes users to the Exhibitor Listing Page or to a provided web URL

### CUSTOM GRAPHIC ARTS SERVICES AVAILABLE

Graphic Arts Services offered at a discounted rate can be arranged through your Core-Apps Account Manager.

**DELIVERY:** Email sponsorship/ad package materials to your Core-Apps Account Manager.