APPAM Fall Conference Advertisement Specifications

The preliminary program will be a **digital only program.** The final program will be a **printed program** that is available onsite at the conference. Please see below for specification for the digital preliminary conference program ads and the printed final conference program ads.

Preliminary Program Advertisements (Online Only)

Ad Size
See below for sizing guidelines

Leaderboard Ad (2 spots only)	*(728 x 90 pixels – at top of landing page)*
Full Tower Ad (2 spots only)	*(160 x 600 pixels - right side of landing page)*
Half Tower Ad (4 spots only)	*(160 x 284 pixels - left side of landing page)*
Leaderboard Ad (5 spots only)	*(728 x 90 pixels - at top of an interior page)*
Full Tower Ad (5 spots only)	*(160 x 600 pixels - right side of an interior page)*
Half Tower Ad (10 spots only)	*(160 x 284 pixels - left side of an interior page)*

eMedia ad sizes and dimensions
(width x height)

Online Sessions Guide/Content Page Ads

Leaderboard Ad 728 x 90 pixels

Full Tower Ad
160 x 600 pixels

Half Tower Ads
160 x 284 pixels
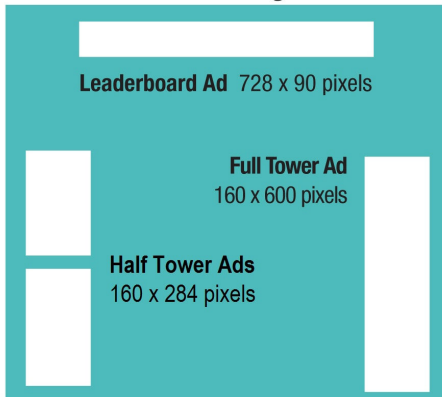
Specifications for Landing and Interior Page Ads

- Ads must in GIF, JPG or SWF format at 72 dpi, RGB and submitted at actual size.
- URL for linking the ad must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the association.
- The maximum ad file size is 100kb–125kb.

Final Program Specifications (Printed Only)

Ad Size
Full Page	8.5" x 11" (Add ¼" bleed on all sides)
Half-Page (vertical or horizontal)	3" x 8" or 7" x 4"
Quarter Page	3.5" x 4"
Premium positions*	7.25" x 9.25"

*Premium positions include the inside front cover, inside back cover and back cover

Specifications for Final Program Printed Ads

- Ads must be submitted electronically in PDF format.
- Ads must be in color; black and white ads will not be accepted.
- Ads must be submitted in the correct size; APPAM cannot resize ads.

Submissions

Preliminary program ads must be submitted to Jayme Washam, FallConference@appam.org no later than August 3rd. Your ad MUST be accompanied by the Advertising Reservation Form.

Final program ads must be submitted to Jayme Washam, FallConference@appam.org no later than October 7th. Your ad MUST be accompanied by the Advertising Reservation Form.

Questions? Contact Jayme Washam, 703.615.0312 or Fall Conference@appam.org