

## Website Ad Placement

The diagram below illustrates the placement of the homepage slideshow and bottom (footer) ads, as well as the banner, left rail, and vertical skyscraper ads as they appear throughout the APPAM.org website.

### Homepage Specs

All digital ads must be sent as .jpg, or .gif files

- Slide Show = 990 x 343
- Bottom (footer) = 988 x 147

The screenshot displays the APPAM.org homepage with several ad placements highlighted by boxes:

- Slide Show:** A large banner at the top of the main content area featuring a group of people and the text "Institutional Spotlight: The Watson Institute for International & Public Affairs at Brown University".
- Bottom:** A green footer area containing contact information for the Association for Public Policy Analysis and Management (APPAM), including the address (1100 Vermont Avenue, NW Suite 650 Washington, DC 20005), phone number (202.496.0130), and fax number (202.496.0134). It also includes a navigation menu and social media icons.

Other visible elements on the page include the APPAM logo, navigation menu, search bar, and various news and event sections.

## Subsequent APPAM.org Webpage Specs

All digital ads must be sent as .jpg, or .gif files

- Left Rail = 215 x 375
- Vertical Skyscraper Left Rail = 215 x 600
- Horizontal Banner = 700 x 104

The screenshot shows the APPAM.org website layout for the 'Conferences & Events' page. At the top, the APPAM logo and navigation menu are visible. Below the header is a large banner image of a conference audience. The main content area is divided into a left rail and a main content area. The left rail contains three vertical advertisements: one for American University's new faculty, one for Derek Hyra at the School of Public Affairs, and one for Westat. The main content area features a horizontal banner for the 38th Annual Fall Research Conference, followed by a list of frequently asked questions and a 'Questions And Answers' section.

**Left Rail**

**Vertical Skyscraper Left Rail**

**Horizontal Banner**

**Website Advertising Layout**

Home / Website Advertising Layout

**38th Annual Fall Research Conference**  
The Role of Research in Making Government More Effective  
November 3-5, 2016  
Washington, DC

This FAQ addresses specific questions for the 2016 Fall Research Conference in Washington, DC. If you have a question and it is not answered by any of our FAQs, please feel free to contact Tristiane Staudt, Education and Conferences Manager, at [tstaudt@appam.org](mailto:tstaudt@appam.org).

**2016 Fall Conference Questions**

- [When is the 2016 Fall Research Conference?](#)
- [What is the theme for the 2016 Fall Research Conference?](#)
- [How many sessions will be at the conference this year?](#)
- [How does APPAM determine how many sessions to schedule for each topic area in the Fall Research Conference?](#)
- [What policy areas will be represented at the conference?](#)
- [When can I register for the conference?](#)
- [Do I have to register online for the conference?](#)
- [Do all attendees need to register for the conference?](#)
- [What are the various deadlines for registration?](#)
- [What are the procedures for getting a visa invitation letter to travel to the Fall Conference from outside the U.S.?](#)
- [How do I reserve my hotel room at the conference hotel?](#)
- [What is a caucus, and how do I submit one for the conference?](#)
- [What special events will take place during the conference?](#)
- [This is my first Fall Research Conference. I heard there was a special reception for members like me?](#)
- [How can I learn more about chair, discussant and participant roles and responsibilities?](#)
- [Are there guidelines for poster presenters this year?](#)
- [Will there be volunteer opportunities for the 2016 Fall Research Conference?](#)
- [What sponsorship, advertising and exhibit opportunities are available?](#)
- [Will there be a conference app available again this year?](#)
- [I have a PowerPoint handout to accompany my presentation. What do I do?](#)
- [What meals are included in the registration rate?](#)
- [Will any of the conference sessions be live-streamed or be accessible through video recordings?](#)

**Questions And Answers**

**When is the 2016 Fall Research Conference?**

The [2016 Fall Research Conference](#) will be held Thursday, November 3 through Saturday, November 5 in Washington, DC. Association governance meetings and a pre-conference workshop will occur on Wednesday, November 2. The conference will be held at the Washington Hilton hotel.

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**What is the theme for the 2016 Fall Research Conference?**

The theme for this year's conference is The Role of Research in Making Government More Effective. The theme was selected by APPAM President-elect Carolyn Heinrich.

APPAM's mission is to improve public policy and management by fostering excellence in research, analysis, and education. The annual Fall Research Conference is the association's premier forum for disseminating research findings and engaging in discussions with policy makers and other practitioners about the implications of those findings for improving policy and governance. If research is to play a greater role in making government more effective, these types of interactions and exchanges between researchers and those in a position to apply the research evidence need to be ongoing, collaborative and far-reaching at all levels of government, both domestically and internationally.

What are the mechanisms that we are using and developing to promote more effective use of research evidence in policymaking and public management? What opportunities exist or new partnerships could be forged to support greater collaboration in generating and applying research evidence? Alternatively, what constrains the production and use of