

# APPAM

Annual Fall  
Research Conference  
November 7-9, 2013 //  
Washington, DC

Power of the  
Past—Force for  
the Future

## Advertising Specifications for 2013 Ads

*All print ads must be provided as a high resolution PDF file.*

*All ads must be full color.*

### Print Ad Specs for the Final Program

- Full Page: 8.5"x11" -- Add 1/4" of bleed on all sides
- Half Page Horizontal: 7"x4" -- No bleed needed
- Half Page Vertical: 3"x8" -- No bleed needed
- Spreads: 17"x11" -- add 1/4 of bleed on all sides

### Print Ad Specs for the Pocket Guide

- Full Page: 3"x5.5" -- Add 1/4" of bleed on all sides
- Spreads: 6"x5.5" -- add 1/4 of bleed on all sides

### Digital Preliminary Program Ad Specs

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

- Leaderboard: 728 x 90 px
- Full Tower: 160 x 600 px
- Half Tower: 160 x 284 px

### Digital Conference App Ads

*All digital ads must be sent as jpg files.*

- Banner: 72 dpi; 320x418 px; no visible graphic borders
- Landing Page: 72 dpi; 320x418 px; no visible graphic borders; must contain button graphic such as "Click here" "Go" "More Information" or similar
- Exhibitor Info Page: Logo in JPEG or PNG format only; 72 dpi; if download documents are included they must be in PDF format and under 2MB in size