

SUBMISSIONS NOW BEING ACCEPTED  
GLOBAL CHALLENGES, NEW PERSPECTIVES  
HYATT REGENCY HOTEL & ALBUQUERQUE  
CONVENTION CENTER, ALBUQUERQUE, NM  
NOVEMBER 6-8, 2014



ASSOCIATION FOR  
PUBLIC POLICY ANALYSIS  
& MANAGEMENT

## **Advertising Specifications for 2014 Ads**

*All print ads must be provided as high resolution pdf, jpg or gif files.  
All ads must be full color.*

### **Print Ad Specs for the Final Program – Ads are due to APPAM by October 3<sup>rd</sup>.**

- 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 – Ads are due to APPAM by October 3<sup>rd</sup>.**

- Full Page: 3"x7.5" -- Add 1/4" of bleed on all sides
- Spreads: 6"x7.5" -- add 1/4 of bleed on all sides

### **Digital Preliminary Program Ad Specs – Ads are due to APPAM by June 27<sup>th</sup>.**

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

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

### **Digital Conference Mobile App Ads – Ads are due to APPAM by October 17<sup>th</sup>.**

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

*Mobile App advertisers must submit both a rotating banner ad and a landing page ad.*

- Rotating Banner Ad: 300 dpi; 320x55 px; no visible graphic borders
- Landing Page: 300 dpi; 320x418 px; no visible graphic borders; must contain button graphic such as "Click here" "Go" "More Information" or similar
- **Exhibitors Only:** 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