

## Digital Preliminary Program

The diagram below illustrates the placement of banner, full tower, and half tower ads in the digital preliminary program. Advertisers will have their choice of any of these ads on either the landing page (the first page seen when the program is opened) or the interior pages (all other pages within the program). Ads on every page will rotate each time the page is loaded by a visitor to ensure all ads have equal visibility.

### Specs

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

The image shows a screenshot of the APPAM website landing page. Three callout boxes identify ad placement areas:

- Banner Ad (728 x 90 px):** Located at the top of the page, above the main header.
- Half Tower Ad (160 x 284 px):** Located on the left side of the page, next to the 'PUBLIC POLICY PAPERS' section.
- Full Tower Ad (160 x 600 px):** Located at the bottom of the page, in a vertical sidebar on the right.

The website content includes:

- Header: "Without passion and purpose, a job is just work." with Abt logo and "Join Us." button.
- Main Header: "APPAM Annual Fall Research Conference November 7-9, 2013 / Washington, DC" and "Power of the Past—Force for the Future".
- Registration: "REGISTRATION IS NOW OPEN".
- Public Policy Papers: "Read a collection of key Public Policy papers FREE online".
- Search: "Download a PDF of the preliminary program" and a search bar.
- Technical Support: "If you require technical assistance, please contact..."
- Navigation: "Browse by Day" (THUR 8, SAT 9), "Browse by Session", "Author Index", "Organization Index", "Policy Area Index", "Print Page".
- Additional Resources: "APPAM Home", "Schedule at a Glance", "Registration Information", "Hotel Information", "Special Events", "General Conference Information and Theme", "Sponsorship, Exhibits and Aids", "Fall Conference FAQs".
- Footer: "LBJ UT at Austin LINKING RESEARCH AND PRACTICE TO ACHIEVE THE PUBLIC GOOD" and "SCHOOL OF PUBLIC AFFAIRS".