BANNER AD & LANDING PAGE PACKAGE SPECS

BANNER AD PLUS ACCOMPANYING FULL-SCREEN LANDING PAGE

Rotating Banner Ad
640Wx110H pixels
.jpg or .png format
300 dpi

Suggestions:

1   **CALL TO ACTION** "Click Here" or a button that prompts the user to click the ad

2   **STRONG MESSAGE** to grab the user attention like "Win an iPad"

Rotating Banner Ad
Banners rotate at top of app Dashboard page. When tapped, user is directed to sponsor's full-screen app Landing Page

Accompanying Full-Screen App Landing Page
320Wx418H pixels
640Wx1008H pixels
1536Wx1920H or 768Wx960H pixels
1408Wx1408H or 704W704H pixels
.jpg or .png format
300 dpi

Suggestions:

3   **CREATIVE TEXT** keeps the user attention

4   **COMPELLING IMAGERY** that is consistent with your brand identity or product

5   **CALL TO ACTION** to elicit a click through response or drive traffic to your booth

6   **BRAND AWARENESS** for quick and memorable brand recognition

App Landing Page
Full screen app Landing Page features sponsor products or services.
Ad clicks through to the Exhibitor Profile or to a provided web URL

CUSTOM GRAPHIC ARTS SERVICES AVAILABLE
Graphic Arts Services offered at a discounted rate can be arranged through your Core-Apps Account Manager.

DELIVERY: Email sponsorship/ad package materials to your Core-Apps Account Manager.

BANNER & LANDING PAGE EXAMPLES