

MULTIMEDIA AD PACKAGE PLUS EXHIBITOR LISTING PAGE ENHANCEMENT SPECIFICATIONS

BANNER AD PLUS ACCOMPANYING FULL-SCREEN LANDING PAGE

Rotating Banner Ad

320Wx55H pixels

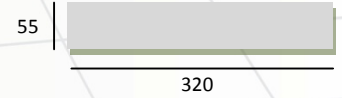
.jpg or .png format

72 dpi

Suggestions:

No visible outside graphic borders

All banners click through to an accompanying app landing page.



Accompanying Full-Screen App Landing Page:

320Wx418H pixels

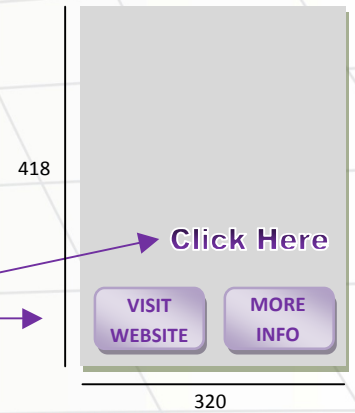
.jpg or .png format

72 dpi

Suggestions:

No visible outside graphic borders

App Landing Pages may contain graphic buttons or "hot spots" that link users to provided webpage URLs (recommended button size: at least 64x64 pixels)



PLACEMENT



Rotating Banner Ad

Banners rotate at top of app Dashboard page. When tapped, user is taken to sponsor's full-screen app landing page



App Landing Page

Full screen app landing page features sponsor products or services. A "More" button takes users to the Exhibitor Listing Page or to a provided web URL

VIDEO



Video will live on and be launched from the App Exhibitor Listing Page. Prefer HD h264 with ACC audio. If video is shot in 16:9, we can accept it in that format. Cropping it to 3:2 would be fine, but if only adding letterbox to output 3:2, then our system will do that automatically if needed. .mov and .mp4 format accepted.

EXHIBITOR LISTING PAGE ENHANCEMENT - LOGO AND PDF DOCUMENTS

Logo: .jpg or .png only, 72dpi, size should be no larger than 300 pixels per side.

Document Handouts: Product literature, press releases, show specials, announcements, etc., PDF format only

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.

