

## 2021 APP - BANNER SPECIFICATIONS

**DEADLINE: FRIDAY, SEPTEMBER 17**

All submitted online advertising should be in digital format.

### IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- PNG ONLY
- Static design ONLY no animations

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management will not be allowed.

### SEND MATERIAL TO

**Gretchen Nielsen**

Director of Marketing

407-265-3131 x115 or 800-335-7469 x115

[gretchen@premiereshows.com](mailto:gretchen@premiereshows.com)

No more than a 5 MB file should be sent at a time.

Compress larger files with WINZIP or similar program.

Online file sharing such as Hightail, WeTransfer or Dropbox are acceptable.

### GUIDELINES

Banner ads must be produced for both portrait vertical use (iPhone & Android) and landscape horizontal use (iPad), which means two separate files for each ad.

Some ads have areas that may be cropped on narrow devices. To help safely place content elements, rely on the "safe area" dimensions. PNG file format.

**iPhone & Android:** Safe Area - 1072 px;  
Requirements 1242 x 213 px; at 72 DPI; max 1MB.

**iPad:** Safe Area - 1920 px;  
Requirements 1920 x 141 px; at 72 DPI; max 1MB.



### SAMPLE

### APP - BANNER

Rotating banner ads display in multiple locations within the app, with one-touch access to your company details page.

