

premiereORLANDO

THE ULTIMATE BEAUTY EXPERIENCE

2023 APP - BANNER SPECIFICATIONS

DEADLINE: FRIDAY, MARCH 31

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

Sharon Cruz

Sponsorship Fulfillment & Special Events Coordinator

Sharon.cruz@informa.com

C: 689-203-6101

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.

