

premiereORLANDO

THE ULTIMATE BEAUTY EXPERIENCE

2023 WEBSITE ADVERTISING SPECIFICATIONS

DEADLINE

MONTH OF PLACEMENT	GRAPHIC DEADLINE
April	March 24
May	April 14

ELECTRONIC FILES

Advertising materials may be emailed.

Please include:

- Ad
- Contact Person
- Website Link

All submitted online advertising should be in digital format.

IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- JPG, GIF or 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

BANNER GUIDELINES

AD NAME	DIMENSION	SIZE
Interior Banner	500px x 400px	40K

INTERIOR BANNER & REGISTRATION BANNER

Will be rotated with each new page visit between a maximum of 5 companies per location. For example, if 5 banners are sold for the month, each advertisement will be viewed one out of every five times the page is visited.

SAMPLE

INTERIOR BANNER - PREMIERE ORLANDO

500px x 400px

The image is a screenshot of the Premiere Orlando website. At the top left is the logo "premiereORLANDO" with the tagline "THE ULTIMATE BEAUTY EXPERIENCE" below it. To the right of the logo is a search icon and three navigation links: "BECOME AN EXHIBITOR", "REGISTER TO ATTEND", and "MENU" with a hamburger icon. Below the navigation is a list of three menu items, each with a downward arrow: "How Do I Register For A Hands-On Workshop?", "I Require A Wheelchair, Where Can I Rent One?", and "I Have A Question That Has Not Been Answered. Who Can I Ask?". At the bottom of the screenshot, there are four red rectangular boxes arranged horizontally, each containing the white text "Sponsor Banner Here".