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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 fullscreen app Landing Page

Accompanying Full-Screen App Landing Page

320Wx418H pixels

640Wx1008H pixels

1408Wx1408H or 704W704H pixels

1536Wx1920H or 768Wx960H pixels

2160Wx3840H pixels (iPhone 7/7P)

.jpg or .png format

300 dpi

SUGGESTIONS

1 **CREATIVE TEXT** keeps the user attention

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

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

4 **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.

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BANNER & LANDING PAGE EXAMPLES