






New York Clinical Conference Mobile App Advertisements

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| <p>QTY</p> <div style="border: 1px solid black; width: 60px; height: 60px; margin: 10px auto;"></div> |  | <p>Splash page</p> <p style="text-align: right;"><i>Only one available!</i></p> <p>\$1500</p> <p>a full screened ad displays when the event is launched within the app or refreshed for excellent brand visibility.</p> |
| <div style="border: 1px solid black; width: 60px; height: 60px; margin: 10px auto;"></div> |  | <p>Push notifications</p> <p>\$400</p> <p>Messages get sent directly to attendees' mobile devices, which can be scheduled in advance and segmented for select attendees or event-goers at-large.</p> |
| <div style="border: 1px solid black; width: 60px; height: 60px; margin: 10px auto;"></div> |  | <p>Banner ads</p> <p>\$400</p> <p>Rotating and clickable banner ads appear at the top of the mobile event app's screen and serve as a cost-effective way to create brand awareness.</p> |

Return completed form by 12/21 to dani@nyspma.org

Artwork is due, January 5, 2023.

Specifications are on the following page.

Total Cost		
Company Name		
Street Address		
City	State	ZIP
Contact Name		
Contact Email		
Payable Amount		
Cardholder's Name		
Card Number	Exp Date	
Signature		

Splash Screen

- Mobile - 1242 x 2208 pixels
- Tablet (Portrait) - 1536 x 2048 pixels
- Tablet (Landscape) - 2048 x 1536 pixels

If uploading a GIF file, non-animated images only.

***NOTE:** Design your splash screen with a 290-pixel wide safety margin on each side and 50 pixels from the top of the graphic. Keep important content and branding inside the safety margins so nothing gets cut off on different screen sizes.*

Banners

Banners are images, often used to promote sponsors or activities, that cycle across the top of your event every three to fifteen seconds. Two versions of the image are recommended:

- Mobile Phone Banner - 640 x 150 pixels
- Tablet/Online Banner - 552 x 150 pixels

***Note:** A banner must be in one of the following formats: PNG, JPEG, or GIF. Non-animated images-only.*

Push Notifications

Push notifications are 140 characters or less and are pushed to all mobile devices with the NY23 App installed. They notification is standard text and can also link in-app or to an external page. Must submit date and approximate time for push notification request.