



ADVERTISING SPECIFICATIONS NY 2023 ISPA Congress

E-Program Book Ads

All ads should be emailed to Magda Mazurek at mmazurek@ispa.org

General Specifications

- Hi-res 300 DPI
- Ensure all fonts are embedded
- RGB color space
- Acceptable formats: PDF or JPEG
- Please do not send low-resolution PDFs

Full Page Ad

- No bleed: 320x480-pixel dimension 300 dpi - 4.4" WIDE x 6.6" HIGH

Half Page Ad

- Dimension: 320 x 240-pixel dimension 300 dpi - 4.4" WIDE X 3.3" HIGH

NOTE: PLEASE KEEP TYPE LEGIBLE TO BE VIEWED ON MOBILE DEVICES.
For maximum legibility, text fonts should not be smaller than the visual equivalent of
10-point Helvetica Regular

Art work is due by 16 of December 2022.

Please note the E-Program will be associated with the congress on ISPA's website for a minimum of 3 years!

Advertising Fees

| All numbers are USD | Second Page | The last Page | Full Page | Half Page |
|------------------------|----------------|------------------|--------------|--------------|
| Star Members | 1050.00 | 850.00 | 650.00 | 375.00 |
| Members | 1150.00 | 950.00 | 675.00 | 500.00 |
| Non-members | 1275.00 | 1050.00 | 750.00 | 550.00 |

Online Advertising on ISPA website

For those advertising in November, ads should be emailed by Friday, October 21

For those advertising in December, ads should be emailed by Friday, November 18

For those advertising in January, ads should be sent by Friday, December 9

Schedule Pages Online Ad Dimensions: 450 px width X 115 px height

All Online Ads:

- Optimized for web
 - 72dpi
 - RGB format
- Acceptable file format: JPG, PNG, EPS
- No animation allowed
- Please allow for up to three business days to process the order and upload the image

Available placements:

One ad each on the following pages:

- 1) Schedule pages (example from NY2020): https://www.ispa.org/page/congress_ny20_sche

Online Congress Advertising Fees

Price per month. Ad space available November 1, 2021 through December 31, 2021.

| Ad Location | Schedule Page - Monday | Schedule Page - Tuesday | Schedule Page - Wednesday | Schedule Page - Thursday | Hotel Page | Other Events Page |
|--|-------------------------------|--------------------------------|----------------------------------|---------------------------------|-------------------|--------------------------|
| Star Members (15% discount) | 120 USD | 240 USD | 170 USD | 170 USD | 120 USD | 120 USD |
| Members (10% discount) | 135 USD | 270 USD | 180 USD | 180 USD | 135 USD | 135 USD |
| Non-members | 150 USD | 300 USD | 200 USD | 200 USD | 150 USD | 150 USD |
| Estimated impressions | 3K+ | 10K+ | 5K+ | 5K+ | 1K | 1K |