



ADVERTISING SPECIFICATIONS NY 2024 ISPA Congress

E-Program Book Ads

All ads should be emailed to Rich Johnson at rjohnson@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 15 of December 2023.

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 20

For those advertising in December, ads should be emailed by Friday, November 17

For those advertising in January, ads should be sent by Friday, December 8

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, 2023 through December 31, 2024.

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