

## **E-Program Book Ads**

***All ads should be emailed to Rich Johnson at [rjohnson@ispa.org](mailto: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**

<b>All numbers are USD</b>	<b>Second Page</b>	<b>The last Page</b>	<b>Full Page</b>	<b>Half Page</b>
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](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	200USD	150 USD	150 USD
Estimated impressions	3K+	10K+	5K+	5K+	1K	1K

**Questions?** Contact Rich Johnson [rjohnson@ispa.org](mailto:rjohnson@ispa.org)