



## ADVERTISING SPECIFICATIONS

PERTH2024 ISPA Congress

### **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/JPGs

#### Full Page Ad

- No bleed: 2480 x 3508 pixels dimension 300 dpi – 8.3” WIDE x 11.7” HIGH

#### Half Page Ad

- Dimension: 2480x 1748-pixel dimension 300 dpi - 8.3” WIDE X 5.8” 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 April 5, 2024.**

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

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

## Online Advertising on ISPA website

*For those advertising in March, ads should be emailed by Thursday, February 29*

*For those advertising in April, ads should be emailed by Friday, March 29*

*For those advertising in May, ads should be sent by Friday, April 26*

**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 March 1, 2024 through May 30, 2024.

Ad Location	Schedule Page - Monday	Schedule Page - Tuesday	Schedule Page - Wednesday	Schedule Page - Thursday	Schedule Page - Friday	Hotel 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+	3K+	1K

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