



ADVERTISING SPECIFICATIONS & DEADLINES

Quick Guide Print Advertisements

Due: April 30

Specifications:

Artwork can be 4-color. Artwork should be a minimum of 300 dpi and at least 150 lpi.

We accept artwork in TIFF, EPS, and PDF formats.

All fonts must be embedded, and line art should be at least 1,200 dpi.

Print Ad sizes are:

Cover and Full page 7" x 10"

Half-Page 7" x 4 7/8"

Digital Video Advertisements

Due: June 15

Specifications:

NO SOUND permitted

File type: MP4s

Length: 15 seconds

Aspect Ratio: 16:9

Specific to digital signs: 1920 x 1080px, H264 codec with MP4 container.

Font size: 40pt font for best visibility.

Tips: Keep information short and simple. Minimize text.

Avoid a fade to black at the end or beginning for a clean loop

Send all final files in the format specified to Amy Farris at amy@amstat.org.

Online Sidebar

Due: June 15

Specifications:

Ads are 250px wide by 100px tall and can link to your company's website.

Provide ad and preferred website link.

All ads display from 7/1 to 8/15.

Ads display on all JSM website pages except the homepage, sponsor tab/sub-tabs, and the online program.

Daily Attendee Email Advertisement

Due: July 1

Specifications:

You may submit a graphic ad (250px wide by 100px tall) and provide a website link, or you can submit a short blurb (maximum 50 words) with links that we will include with your logo.