



Advertising Guidelines

Winter Meeting **2017**

March 8-10 · Hilton Columbus at Easton

Web Advertising Guidelines

Enhance your company's exposure by prominently displaying your logo or web advertisement on the official website for the 2017 Winter Meeting. **All artwork for website advertising must be submitted by March 1, 2017. Upon receipt of the correct format, your digital advertisement will go live within 1 business day.** Please contact Lyndsey Kleven at lyndsey@ooga.org with any questions you may have.

Artwork Dimensions

Please submit all advertisement artwork according to the dimensions indicated below.

Sidebar Advertising

Dimensions: 252w x 200h (pixels)

Display: Featured in order of submission along the event website's primary sidebar

Exhibitor Floor Plan Advertising

Dimensions: 150w x 76h (pixels)

Display: Featured in order of submission above the interactive exhibitor floor plan

Resolution

All submitted artwork must be a minimum of **72dpi**.

Color

Artwork must be submitted in a **RGB** color format.

Bleed

Please submit your artwork at the specified dimensions without bleeds.

File Format

JPG, TIFF, PSD, PNG, GIF and AI files will be accepted.

Fonts

Please convert all fonts to outlines prior to submission.

File Submission

Please submit all advertising artwork by **March 1, 2017** using the form indicated in your confirmation email following purchase. Please contact Lyndsey Kleven at lyndsey@ooga.org with any questions you may have.