

NEDAS VIRTUAL SYMPOSIUM

Banner Ad Design Specifications

As part of the sponsorship package offers, banner ads are available for placement throughout the NEDAS Virtual Symposium website

Banner Ad Sizing: 700px x 210px
(the size of this grey box)

Best practices for the design of your ad include:

- Your company logo (with a hyperlink to a web page you'd like to direct them to)
- Company description or tagline
- Highlight of company products and/or services
- A Call to Action button (CTA) telling the readers what to do ("click here for more Information," "download the paper," "contact us," and more)

To submit your ad for placement on the NEDAS Virtual Symposium Event site:

- Make sure the file is 'clickable' with all links active and verified
- Make sure you have a way to capture incoming queries to measure the ad's performance (lead-gen form, Google Analytics, etc.)
- Files can be provided as .jpg .png .pdf files and should be high resolution
- Submit your ad to: nedas@imillerpr.com with the subject line:
AD Submission for (COMPANY NAME).
- If the file is larger than 10MB a link to download your ad may be required.