

# DIGITAL AD IN EVENT APP SPECIFICATIONS

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**7.5 x 10.5**

## **Dimensions:**

7.5 x 10.5 in (1125x1575px)

## **Format:**

JPG, PNG, and PDF

## **File Requirements:**

Maximum 3MB

Minimum 72 Resolution

RBG mode

## **FILE NAMING**

Please include your company name, expo city and ad size within your ad file.

Example: "Bloomberg\_NY\_Full.pdf"

## **FILE SENDING**

Upload your file using our online submission form: [Click here to upload](#)

\*Small Business Expo reserves the right not to publish any ad that does not meet the quality & specifications listed above.

## **NEED HELP CREATING YOUR AD?**

If you do not have access to software that can create an ad in one of the formats listed above, we offer paid Design Services that can assist you with ad creation or conversion from its current format. Our rate is \$75/hr. To learn more, please email the Graphic Design Team [D@TheShowProducers.com](mailto:D@TheShowProducers.com)

# NEWSLETTER SPONSORSHIP SPECIFICATIONS

## Small Business Connect Monthly Newsletter Sponsor

[VIEW SAMPLE](#)



## Weekly Webinar Newsletter Sponsor

[VIEW SAMPLE](#)



# LOGO & BANNERS GUIDELINES



### LOGOS

ANY SIZE (large as possible)  
Logos submitted must have a transparent background in PNG with a minimum resolution of 72dpi and formatted for RGB color

### SQUARE

1080x1080  
Banners submitted must have a transparent background in JPG or GIF with a minimum resolution of 72dpi and formatted for RGB color

### RECTANGLE

1080x540  
Banners submitted must have a transparent background in JPG or GIF with a minimum resolution of 72dpi and formatted for RGB color

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PLEASE SEND US HTML CONTENT AT LEAST 7 DAYS PRIOR TO YOUR EMAIL BLAST

# DEDICATED EMAIL BLAST

PLEASE CREATE AN HTML CODED EMAIL BLAST WITH THE FOLLOWING GUIDELINES:

- Content must be appropriate for all ages
- All images must be self hosted
  - This means that you send us the HTML code with your images already hosted online - not in a separate attached "Images" folder.
- Document MUST be coded HTML and submitted as a .html file
  - NOT .jpg, .png, .pdf, .docx, .mht, .txt, etc. or in the body of an email.
- Please send clean, cascading HTML - it is hard for us to troubleshoot any issues if the code is all in one solid block.
- Your email must be at least 70% highlightable text
  - Not predominantly images, otherwise it goes to spam (images of text count as images).
- Avoid using words like "FREE", "LIMITED TIME ONLY", "CALL US TODAY"
  - These words trigger spam filters and will negatively impact your open rates.
- Send us the email blast HTML at least 7 days prior to your scheduled email date. We will send you a test for approval prior to distribution.
- Provide us with a SHORT & CATCHY subject line - **No more than 6 words (recommended)**
  - Again, avoid using spam trigger words like "FREE" etc. (see "Helpful Links" section for a more complete list of spam trigger words).
- Provide us with a SHORT & INFORMATIVE pre-header (this is the preview text that appears before an email is opened) - **18 words or approx. 100 characters (recommended)** - See example below:



- Eblast dates are chosen by SBE based on availability on a first come, first served basis.

**Eblasts that miss their send date due to late submission or are submitted with coding/graphics that do not fit the above specifications will be sent at the discretion of Small Business Expo.**

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# PUSH NOTIFICATIONS

## Title:

Up to 30 Characters (Catchy Subject Line)

## Notification Text:

Up to 300 Characters (do not include any links)

## You may add (1) Image or Video

(up to 5MB) Please provide file

## Link:

We can include (1) URL to link

## Preferred Date & Time to Send:

We will do our best to accommodate your request.

### SAMPLE



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