






CONFERENCE ADVERTISING KIT

107th CAA Annual Conference
New York, NY, February 13–16, 2019

CONFERENCE PROGRAM

| | | | | |
|------------------------|---------------------------------|---|---|---|
| Full Page | 7.25 (w) x 9.5 (h) inches B/W |  |  |  |
| Half Page (horizontal) | 7.25 (w) x 4.625 (h) inches B/W | | | |
| Half Page (vertical) | 3.5 (w) x 9.5 (h) inches B/W | | | |
| Quarter Page | 3.5 (w) x 4.625 (h) inches B/W | | | |
| Inside Front Cover | 4-color only | | | |
| Inside Back Cover | 4-color only | | | |
| Back Cover | 4-color only | | | |

RESERVATIONS AND ADS MUST BE RECEIVED BY FRIDAY, NOVEMBER 30, 2018.

CONFERENCE WEBSITE

| | |
|--------------|---|
| BILLBOARD | 970x250, static image (jpg, png - max 160kb) (Header & below content) |
| HALF PAGE | 300x600, static image (jpg, png - max 120kb) (Sidebar) |
| SPONSOR TILE | 260x130, static image (jpg, png - max 120kb) (Sidebar) |

Advertiser must submit 72ppi JPG or PNG along with a URL for click-through.

CONFERENCE MOBILE APP

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|------------------|--------------------------------------|---|
| BANNER AD | Mobile - 640x150 Tablet - 552x150 | Advertiser must submit 72dpi JPG or PNG along with a URL for click-through. |
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PUSH NOTIFICATIONS

Delivered to all attendees that have downloaded the app, regardless of whether they are actively using the app at that point in time. Push Notifications appear as a pop-up on the phone's lock screen (exception: HTML5 users), and also display in the Notifications panel in the menu. Push Notifications can contain up to 140 characters of plain text and a link to a web page or a document link. Push Notifications can include hashtags and social media handles also.

CAA is now a member of Nectar, a network of leading art & design publishers from Hyperallergic Media.

For additional details, current rates, or to place your order for advertising for CAA's conference program, website, and mobile app, please visit nectarads.com or contact Veken Gueyikian at veken@hyperallergic.com or call 718-302-9800.