

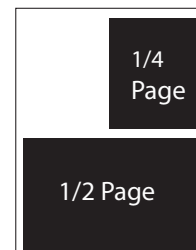
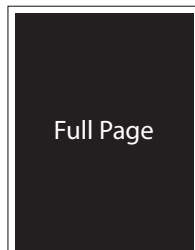


# CONFERENCE ADVERTISING KIT

106th Annual Conference of the College Art Association  
Los Angeles, CA, February 21–24, 2018

## 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, DECEMBER 1, 2017.**

## 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

<b>BANNER AD</b>	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.

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