

premiereSAN ANTONIO

THE ULTIMATE BEAUTY EXPERIENCE

2023 WEBSITE ADVERTISING SPECIFICATIONS

DEADLINE

| MONTH OF PLACEMENT | GRAPHIC DEADLINE |
|--------------------|------------------|
| August | July 10 |
| September | August 7 |
| October | September 11 |

ELECTRONIC FILES

Advertising materials may be emailed.

Please include:

- Ad
- Contact Person
- Website Link

All submitted online advertising should be in digital format.

IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- JPG, GIF or PNG ONLY
- Static design ONLY no animations

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management will not be allowed.

SEND MATERIAL TO

Sharon Cruz

Sponsorship Fulfillment & Special Events Coordinator

Sharon.cruz@informa.com

C: 689-203-6101

BANNER GUIDELINES

| AD NAME | DIMENSION | SIZE |
|-----------------|-------------------------|------|
| Interior Banner | 970 px x 90px at 72 dpi | 40K |

INTERIOR BANNER & REGISTRATION BANNER

Will be rotated with each new page visit between a maximum of 5 companies per location. For example, if 5 banners are sold for the month, each advertisement will be viewed one out of every five times the page is visited.

SAMPLE

The screenshot displays the website's navigation bar with links for 'Premiere Shows Home', 'Premiere Anaheim', 'Premiere Orlando', and 'Premiere Columbus'. The main header includes 'premiereSAN ANTONIO' and a 'REGISTER TO ATTEND' button. A large banner features a group of people and the word 'ATTEND'. Below this is a registration notice: 'Registration Now Open! Save \$30 off day-of-show price, now through September 5.' with a 'REGISTER TODAY' button. The 'SHOW PASS PRICING' section offers three tiers: 'Early Bird Special: May 8th-Sep. 5th' (Professional = \$65, Student/School = \$45), 'Advance Rate: September 6th-30th' (Professional = \$75, Student/School = \$55), and 'Show Rate: October 1st-2nd' (Professional = \$95, Student/School = \$75).