

ITC Mobile App Advertisement Specification Sheet



The ITC Mobile App offers prime advertising opportunities for sponsors to enhance their visibility among attendees. Below are the specifications for the available ad placements within the app.

ITC Mobile App **Banner** *(Reserved for Bundled Sponsors)*

The image will appear behind your banner's text. Text is optional.

BANNER AD SPECS

- > **Supported File Types:** JPEG, JPG, PNG, or GIF only
- > **Required Size:** 1464 x 420 pixels
- > **Optional Content:**
 - **Title:** Limited to 60 characters
 - **Body Text:** Limited to 120 characters
 - **Button Text:** Limited to 35 characters
- > **Link Options:** Attendees can be directed to either your exhibitor page in the mobile app or an external page such as your website.
- > **Placement:** These banner ads will be displayed at the top of the app in the exhibitor list or sponsor list. They do not auto-rotate; attendees must swipe to see other banners.



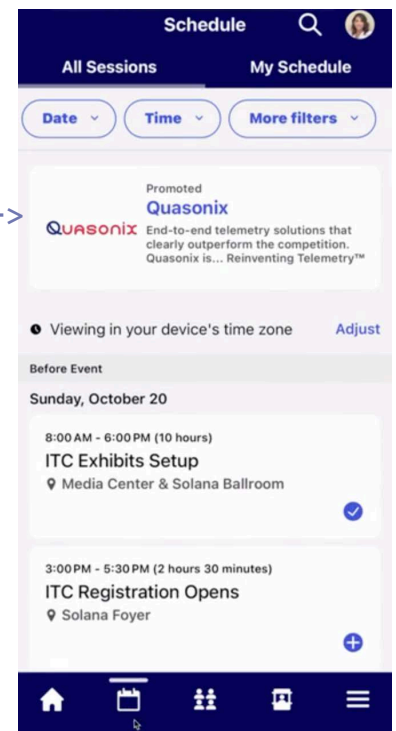
Banner Ad

ITC Mobile App **Event Ad**

EVENT AD SPECS

- > **Supported File Types:** JPEG, JPG, PNG, or GIF (not animated)
- > **Required Sizes:**
 - 444 x 306 pixels
 - 300 x 300 pixels
- > **Required Content:**
 - **Title:** Limited to 25 characters (usually the company name or a short tagline)
 - **Body Text:** Limited to 120 characters
- > **Link Options:** Attendees can be directed to either your exhibitor profile in the mobile app or an external page such as your website; or have no link.
- > **Placement:** These event ads can appear on the home page of the app, exhibitor listing, or session list.

Event Ad ->



For best results, ensure that your ad design is visually engaging, high resolution, and meets the specified character limits. Materials due NLT September 29th.