

# Digital Advertising Specifications

## Leaderboard Ads

(Top of Page)

- image size: 2000 x 60 pixels (see note below)
- image type: JPG or animated SWF
- link to advertiser
- max file size 1MB

## Slide show:

- image size: maximum width 500 pixels. Max height 300.
- image type: JPG, animated SWF
- link to advertiser
- Up to 10 images
- URL link to advertiser

## Left of Cover:

- Pixel size is adjustable up to 300 pixels square. See below for example.
- Accepted Formats: JPEG, SWF
- URL link to advertiser

## Overlay Video:

- Files accepted: flv (other types can be acceptable but will be converted on our end to flv files)
- Compressed size not to exceed 15 MB
- Max length: 2:00 minutes
- URL link to advertiser

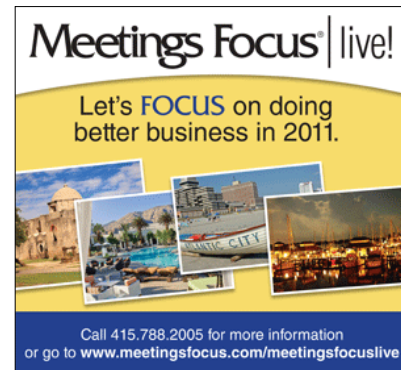
## Leaderboard Example 2000 x 60 pixels



Depending on screen settings, the leaderboard ad will cut off a portion of the right side. Please keep all logos and copy to the left, to ensure nothing will be cutoff.



## Left of Cover Example 300x282



## File Transmission

Please submit small non-zipped files to [production@meetingsfocus.com](mailto:production@meetingsfocus.com)

To submit large files, please upload them to our file transfer site directly as compressed zip files.

**File transfer:** [transfer.meetingsfocus.com](http://transfer.meetingsfocus.com)

**user name:** Meetings (case sensitive)

**password:** Transfer (case sensitive)

Once connected to our file transfer site, place files in the **Meetings Focus** folder and identify them by company name, (i.e. company\_room2.jpg)

Please send a confirmation email to [production@meetingsfocus.com](mailto:production@meetingsfocus.com) when completed.

## E-Media Contact:

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