

# premiereCOLUMBUS

## 2019 E-PASS SPONSORSHIP SPECIFICATIONS

All submitted online advertising should be in digital format.

### IMAGE REQUIREMENTS

- All graphics must be 300dpi
- All graphics must be CMYK
- JPEG or PSD (Rasterized Text)
- Static design ONLY no animations

### ELECTRONIC FILES

Advertising materials may be emailed.

Please include:

- Ad
- Website Link

### SEND MATERIAL TO

**Gretchen Nielsen**

Director of Marketing

407-265-3131 x115 or 800-335-7469 x115

[gretchen@premiereshows.com](mailto:gretchen@premiereshows.com)

### PLEASE NOTE

The launch date will be dependent on when your graphic is received by Premiere. Graphics will be processed within 6-7 business days after receipt. Graphic will then be included on e-passes purchased from that date forward, and will run until 5pm EST on Friday, October 4. Ads are not included on passes purchased onsite.

### GUIDELINES

AD NAME	WIDTH	HEIGHT
E-Pass Sponsorship	3.65"	1.5"

## SAMPLE

### E-PASS SPONSORSHIP

3.65" x 1.5"

The sample graphic is divided into several sections. On the left, under 'SHOW INFORMATION', it lists the show schedule for Sunday, October 6, 2019 (Exhibit Floor Open 9:00am - 6:00pm, Education 9:00am - 6:00pm) and Monday, October 7, 2019 (Exhibit Floor Open 9:00am - 4:00pm, Education 9:00am - 4:00pm). Below this is the 'Show Location' at the Greater Columbus Convention Center, 400 North High Street, Columbus, OH 43215. Social media handles for Facebook and Twitter are also provided. On the right, there is a 'premiere COLUMBUS' logo with a woman's face. Below the logo is a form for 'FIRST NAME' and 'LAST NAME', a QR code, and an 'Order #' field for a 'Professional 2-Day Show Pass'. At the bottom left, there are two blue boxes labeled 'SPONSOR #1' and 'SPONSOR #2'. On the bottom right, there is a diagram showing how to fold the e-pass with numbered steps 1 through 4, and a note to 'Pick up your lanyard when you arrive at the show'. A large 'SAMPLE' watermark is overlaid diagonally across the center.

The sample graphic features a woman's face on the left. On the right, it says 'THE SALON BY InStyle' in a stylized font. Below that, it says 'VISIT THE SALON BY INSTYLE' and provides the website 'jobs.jcp.com'.