

# premiereCOLUMBUS

## 2019 WEBSITE ADVERTISING SPECIFICATIONS

### DEADLINE

MONTH OF PLACEMENT	GRAPHIC DEADLINE
August	July 12
September	August 9
October	September 6

### ELECTRONIC FILES

Advertising materials may be emailed.

#### Please include:

- Ad
- Website Link

All submitted online advertising should be in digital format.

### IMAGE REQUIREMENTS

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

### SEND MATERIAL TO

**Gretchen Nielsen**

Director of Marketing

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

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

### BANNER GUIDELINES

AD NAME	DIMENSION	SIZE
Interior Banner	180px x 300px	40KB
Registration Banner	415px x 130px	40KB

### 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.

### SOURCE LOCATION - INTERIOR BANNER

#### Website

[premierecolumbusshow.biz](http://premierecolumbusshow.biz)

#### Show Info

- Registration Prices
- General Info & FAQ's
  - Continuing Education
  - Travel Tips
  - Who Can Attend
- Education
- Show Schedule & Location
- Special Events
- School Program
- Show Preview
- Competitions

#### Hotel & Travel

- Hotel Reservations
- Airport Information
- Ground Transportation
- Dining & Night Life
- Directions & Parking
- International Travelers

#### Media

# SAMPLES

## INTERIOR BANNER

180px x 300px

The screenshot shows the 'premiereCOLUMBUS' website header with the date 'October 6-7, 2019'. Below the header is a navigation bar with links: SHOW INFO, HOTEL & TRAVEL, MEDIA, CONTACT US, MY ACCOUNT, EXHIBITOR INFO, and REGISTER TO ATTEND. The main content area is titled 'HOTEL RESERVATIONS' and includes a sub-section 'MAKE YOUR RESERVATIONS HERE' with a grid of hotel images. To the right of this grid is a vertical blue banner with the text 'Sponsor Banner Here'. Below the grid are several promotional points: 'Best Rate Pledge', 'Hotel Rewards Points', 'Pay Today', and 'Exceptional Service'. At the bottom of the page is a footer with multiple columns of links for navigation and contact information.

## REGISTRATION BANNER

415px x 130px

The screenshot shows the 'premiereCOLUMBUS' website with a search bar and navigation links. The main content area is titled 'Purchase Show E-Pass' and features two prominent blue banners with the text 'Sponsor Banner Here'. Below these banners is a 'Purchase Show E-Pass' section with a table listing items and prices:

ADA	\$0.00
NON-LICENSED BEAUTY PROFESSIONAL 2-DAY SHOW PASS - 2019	\$65.00

Below the table, there is a note: 'Available for SALES, TRAINING & EVENTS, Training & Events, International Beauty Professionals &'. The footer contains 'RESOURCES', 'CONNECT WITH US', and 'CUSTOMER SERVICE' sections.