ARTWORK SPECIFICATIONS

Event Marketing Opportunities

**Lobby Monitor Ad**
16:9 aspect ratio
- For general images: PNG/JPEG @ 300dpi
- For logos/artwork: AI/EPS (all text outlined/expanded)

**Poster Boards**
22in x 28in finished, add 0.25 bleed
- For general images: PNG/JPEG @ 300dpi
- For logos/artwork: AI/EPS (all text outlined/expanded)
- Colorspace: CMYK

**Slideshow Ads**
- Full screen: 16:9 aspect ratio
- Small logo: 1:1 aspect ratio
  - For general images: PNG/JPEG @ 300dpi
  - For logos/artwork: AI/EPS (all text outlined/expanded)

**Printed/Online Program Book Ad**
- Half-page: 7.375in x 5.375in, finished size, no bleed (RGB)
- Full-page: 7.375in x 10.75in, finished size, no bleed (RGB)
- All text outlined/expanded

**Mobile App Listing**
Please provide the following:
- Short description of you or your company
- Contact information (if you want this public)
- Main Image (logo/headshot): 300px x 300px PNG/JPEG @ 300dpi
- Any additional documents for general viewing 10MB limit

**Mobile App Banner Ad**
Please provide:
- Mobile: 640 x 150 pixels, PNG, JPEG, and GIF only (RGB)
- Tablet: 552 x 150 pixels, PNG, JPEG, and GIF only (RGB)
- Link/URL to your site

**Listing on INS Website**
Small logo: 1:1 aspect ratio
- For general images: PNG/JPEG @ 300dpi
- For logos/artwork: AI/EPS
- Link/URL to your site

All artwork should be in one of the following formats: AI, EPS, PNG/JPEG (300dpi) (unless otherwise specified)
ARTWORK SPECIFICATIONS

Year-Round Marketing Opportunities

**Banner Ad on Job Postings Page**
Dimensions: 920px x 190px (RGB)

**Email Banner Ad**
Dimensions: 600px x 250px (RGB)

**Full Slider on Homepage**
Dimensions: 1200px x 500px (RGB)

**Homepage Ad**
Dimensions: 2” x 2” (144px x 144px) (RGB)

**Job Postings Artwork**
Required artwork:
1. 200px x 200px company logo (RGB)
2. 300px x 100px company banner (RGB)

**Newsletter Ad**
All dimensions are all width x height (finished size)
- Banner Advertisement 7.5in x 2in (RGB)
- Half-page Advertisement 7.5in x 5.75in (RGB)
- Full-page Advertisement 7.5in x 10.5in (RGB)

- Please email all artwork to ins@the-ins.org
- If your artwork is too large for email, please email a cloud link for direct download, e.g., Dropbox, Box, Google Drive, etc.

All artwork should be in one of the following formats: AI, EPS, PNG/JPEG (300dpi) (unless otherwise specified)

The International Neuropsychological Society