

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)

Job Postings Artwork

Required artwork:

- (1) 200px x 200px company logo (RGB)
- (1) 300px x 100px company banner (RGB)

Email Banner Ad

Dimensions: 600px x 250px (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)

Full Slider on Homepage

Dimensions: 1200px x 500px (RGB)

Homepage Ad

Dimensions: 2" x 2" (144px x 144px) (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)