

# DIGITAL AD OPPORTUNITIES FOR EVENT PROGRAM

Full-color digital images that display custom ads and messages. Digital tribute ads will be projected onto large screens throughout the event and will be visible to all attending guests.

## FULL-SCREEN AD

\$1,000

## HALF-SCREEN AD

\$750

## AD SIZES

**PLEASE NOTE:** All ads should be in color and should fully fill the space specified. Please do not include any white/clear space to buffer your ad on the page.

	WIDTH	HEIGHT	RESOLUTION	ORIENTATION
<b>FULL-PAGE AD</b>	1920 pixels	1080 pixels	72 dpi minimum	Portrait
<b>HALF-PAGE AD</b>	894 pixels	992 pixels	72 dpi minimum	Landscape

## ARTWORK SPECIFICATIONS

### ADVERTISERS WHO WISH TO SUBMIT THEIR OWN ARTWORK

Follow the below guidelines. Ads that do not follow the guidelines will appear blurry on the screen and may not be used during the event. Acceptable file formats are JPEG or PNG files. **PLEASE NOTE:** Microsoft Word files are not an acceptable format for final ads.

- ▶ Color mode must be RGB
- ▶ Resolution must be 72 dpi or greater
- ▶ Quality should be 100
- ▶ Compression should be maximum
- ▶ Text should be no smaller than 36 points in size
- ▶ No more than 300 characters of text should be included in ad

### IF YOU WOULD LIKE US TO DESIGN YOUR AD

Please send text and images prepared according to the below guidelines. **PLEASE NOTE:** Scanned documents are not acceptable for submission.

#### TEXT

- ▶ No more than 300 characters of text should be included in ad
- ▶ Microsoft Word documents or unformatted text in the body of an e-mail are acceptable

#### LOGO AND/OR PHOTOS

- ▶ Acceptable file formats are JPEG, PNG, or EPS files.
- ▶ Resolution should be no less than 72 dpi
- ▶ Color mode should be RGB

ALL ADS ARE DUE BY  
**WEDNESDAY, AUG 25TH**

PLEASE SEND SUBMISSIONS TO:  
**EVENTS@NEPHCURE.ORG**

For more information about NephCure Kidney International, to purchase tickets, or inquire about sponsorship opportunities, please visit: [give.NephCure.org/CountdownBoston](https://give.NephCure.org/CountdownBoston) or email [events@NephCure.org](mailto:events@NephCure.org).