

# Digital Marketing Options

## Listings & Advertising

Give your prospects an opportunity to visit your site and make purchasing decisions 24/7, year-round. Choose from one of the options below or work with us to customize an integrated marketing program.

Home Page



Search Results Page



### Basic Listing – \$195

A basic listing indicates your company name within all of the service categories that your company offers, both print and online.

### Enhanced Listing – additional \$100 (logo appears online only)

Enhance your basic listing with your company logo, making it easier for qualified buyers to find your company and its services. Enhanced listing logo is 200 x 200 pixels (maximum).

### Main Category – \$1,600 (two rotations) or \$3,000 (exclusive)

Gain optimal visibility and highlight your company on a relevant category. Your ad will appear on the category pages(s) you choose.

### Sub-Category – \$600 (exclusive)

Rise to the top of your category and help site visitors locate your company with a highlighted listing (included in the price of your listing).

## Specifications

- Image Dimensions: 600 pixels x 888 pixels (minimum)
- Enhanced listing logo - 600 pixels x 200 pixels (maximum)
- Format: PNG or JPG file format
- Maximum file size: 250 KB
- All ads require a working URL or text alternative (60 character limit)

## Questions?

If you have any questions or need assistance, please contact Patrick Simmons via email or by phone at +1.312.604.0280.

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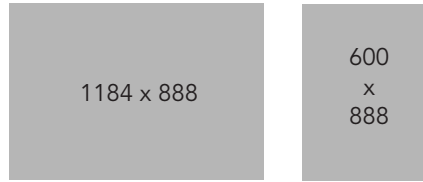
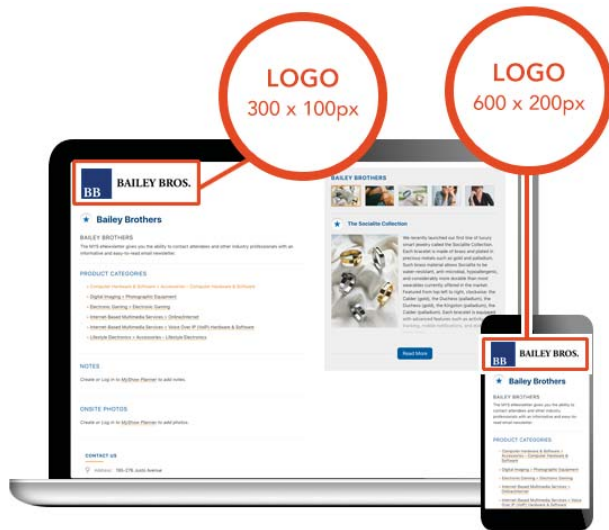
# SHOW FEATURE SPECS

## YOUR GUIDE TO ASSETS

The show directory and floor plan are optimized for all devices so the artwork you provide needs to be larger.

New tablets, phones and computers have higher resolution screens. This means that they display pixels at twice the size as older screens. For example, a logo that measures 300 x 100 pixels should be a minimum of 200 pixels tall to look crisp on a new screen.

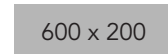
Having higher quality artwork will ensure that your features look beautiful across all devices. Keep in mind when you're creating your artwork that any text or small details will be seen at half the size.



## IMAGE FEATURE

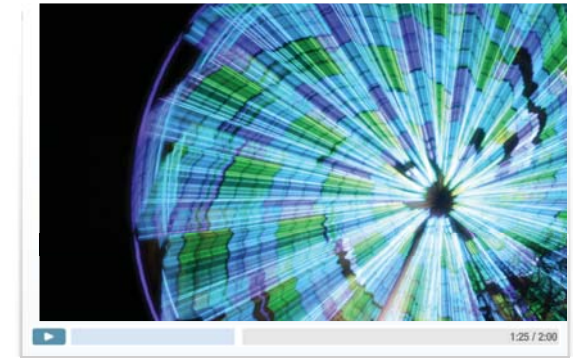
Images must be at least 600 pixels wide. They can be landscape or portrait with a maximum width of 1184 pixels and height of 888 pixels. Feature images can be displayed with or without text.

**Max File Size:** 250 KB



## COMPANY LOGOS

Your logo will be scaled automatically to fit size requirements, it must be a minimum of 100 pixels tall.



## VIDEO FEATURE

**Video Resolution:** 470 x 264 pixels (16 x 9 letterbox format)

**File Type:** .MOV, .WMV, .MP4

**\*Max File Size:** 50 MB

**\*Duration:** 2 minutes

*\*Send larger files to us through our FTP site*



*Each video requires artwork for a preview thumbnail, it must be a minimum of 250 pixels wide.*

## Image Guidelines

Acceptable file formats for show feature images are **JPG** and **PNG**. Have a question about your images or videos?

Call 1-888-527-8823 or email [help@mapyourshow.com](mailto:help@mapyourshow.com).