# CONFERENCE ONLINE PROGRAM ADVERTISING

Advertising in the conference program provides an outstanding opportunity to reach your target audience. AAAL will have a digital program for the 2023 conference. Participating advertisers will submit artwork for a digital ad and have their organization's website link posted on the AAAL website and mobile app. Program advertising is an excellent way to drive traffic and potential customers to your exhibit space and website. The deadline for artwork is January 27, 2023.

ADVERTISEMENT	RATES
Full Page Ad	$750
Half Page Ad	$500
Quarter Page Ad	$350
Inside Cover	$1,000
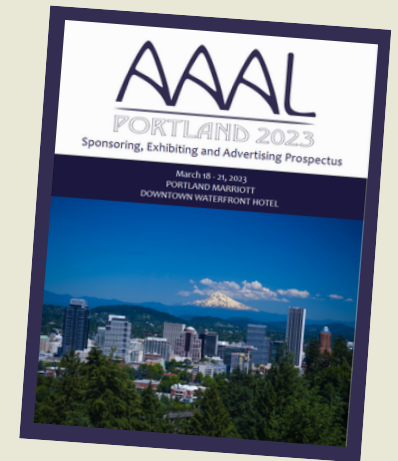
FILE REQUIREMENTS:

Artwork must be in JPEG or PDF format at 300 dpi or higher. Deadline for submitting an advertising order is January 27, 2023. Artwork for advertising must be submitted by January 27, 2023.

AAAL shall not refund, rebate or credit any fees associated with advertising or sponsorship.

CONFERENCE MOBILE APP ADVERTISING

TYPE OF AD	DESCRIPTION	COST
Rotating Banner Ad	Banner ads rotate at the top of the App Dashboard page, and click through to a full-screen App Landing Page. Artwork requirements for Banner Ad: • 640 px by 110 px • PNG or JPG • 72 dpi or higher	$550
Multimedia Video Message	Sponsor video is downloadable from the Exhibitor Profile and also available from the AAAL website.	$350
Enhanced Exhibitor Listing	Upload your company's logo to the top of the app. Attendees will see your mobile app exhibitor listing as well as the app's interactive tradeshow floor plan. As an additional benefit, you can upload product literature, show brochures, press releases and other PDF documents to the mobile app. Attendees can download or email your uploaded information.	$250