

## **EFA App Sponsorship Placement Specifications:**

- 1) Opening Splash Page Graphics
  - a) Phone Graphic: .jpg or .png format, 300 dpi, no visible outside borders
    - i) 640x960
    - ii) 640x1136
  - b) Tablet Graphics: .jpg or .png format, 300 dpi, no visible outside borders
    - i) 2048x2048 (with central 1152x1152 “safe zone” for important design content)
    - ii) 2048x1536
    - iii) 1536x2048
    - iv) 1920x1080
    - v) 1080x1920
- 2) Watermark for Schedule Page
  - a) No larger than 320x80pixels
  - b) corporate logo, .jpg or .png format with a transparent background
- 3) Banner Ad with full screen Landing Page
  - a) Banner: 640x110 pixels, .jpg or .png format, 300 dpi, no visible outside borders. Graphic must include call to action, such as “click here” or “more info”
    - i) Rotates at the top of the dashboard and once clicked opens to the full screen landing page
  - b) Landing page:
    - i) 320x418 pixels, .jpg or .png format, 300 dpi
    - ii) 640x1008 pixels, .jpg or .png format, 300 dpi,
    - iii) 1536x1920 pixels, .jpg or .png format, 300 dpi
    - iv) 1408x1408 pixels, .jpg or .png format, 300 dpi
    - v) 1080X1920H or 2160X3840H pixels, .jpg or .png format, 300 dpi
    - vi)
      - (1) no visible outside borders
      - (2) Landing page must contain your booth number if you are an exhibitor. The landing page will link out to exhibitor listing page in the app.