

premiereBIRMINGHAM

The Southeastern Beauty Event

2019 WEBSITE ADVERTISING SPECIFICATIONS

DEADLINE

MONTH OF PLACEMENT	GRAPHIC DEADLINE
August	July 12
September	August 9
October	September 6

ELECTRONIC FILES

Advertising materials may be emailed.

Please include:

- Ad
- Website Link

All submitted online advertising should be in digital format.

IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- JPEG, GIF or PNG ONLY
- Static design ONLY no animations

SEND MATERIAL TO

Gretchen Nielsen

Director of Marketing

407-265-3131 x115 or 800-335-7469 x115

gretchen@premiereshows.com

BANNER GUIDELINES

AD NAME	DIMENSION	SIZE
Interior Banner	180px x 300px	40KB
Registration Banner	415px x 130px	40KB

INTERIOR BANNER & REGISTRATION BANNER

Will be rotated with each new page visit between a maximum of 5 companies per location. For example, if 5 banners are sold for the month, each advertisement will be viewed one out of every five times the page is visited.

SOURCE LOCATION - INTERIOR BANNER

Website

premierebirminghamshow.biz

Show Info

- Registration Prices
- General Info & FAQ's
 - Continuing Education
 - Travel Tips
 - Who Can Attend
- Education
- Show Schedule & Location
- Special Events
- School Program
- Show Preview
- Competitions

Hotel & Travel

- Hotel Reservations
- Airport Information
- Ground Transportation
- Directions & Parking
- Dining & Night Life
- International Travelers

Media

SAMPLES

INTERIOR BANNER

180px x 300px

The screenshot shows the 'HOTEL RESERVATIONS' section of the premiereBIRMINGHAM website. The header includes the event name, dates (October 20-21, 2019), and navigation links. The main content area features a 'MAKE YOUR RESERVATIONS HERE' button, a list of benefits (Best Rate Pledge, Hotel Rewards Points, Pay Delay, Exceptional Service), and a 'BOOK YOUR ROOMS TODAY' button. Two vertical red banners with the text 'Sponsor Banner Here' are overlaid on the right side of the page.

REGISTRATION BANNER

415px x 130px

The screenshot shows the 'Purchase Show E-Pass' section of the premiereBIRMINGHAM website. The header includes the event name and a search bar. The main content area features a 'Purchase Show E-Pass' button, a list of categories (ADA, Non-Licensed Beauty Professionals), and a 'Purchase Show E-Pass' button. Two horizontal red banners with the text 'Sponsor Banner Here' are overlaid on the right side of the page.