

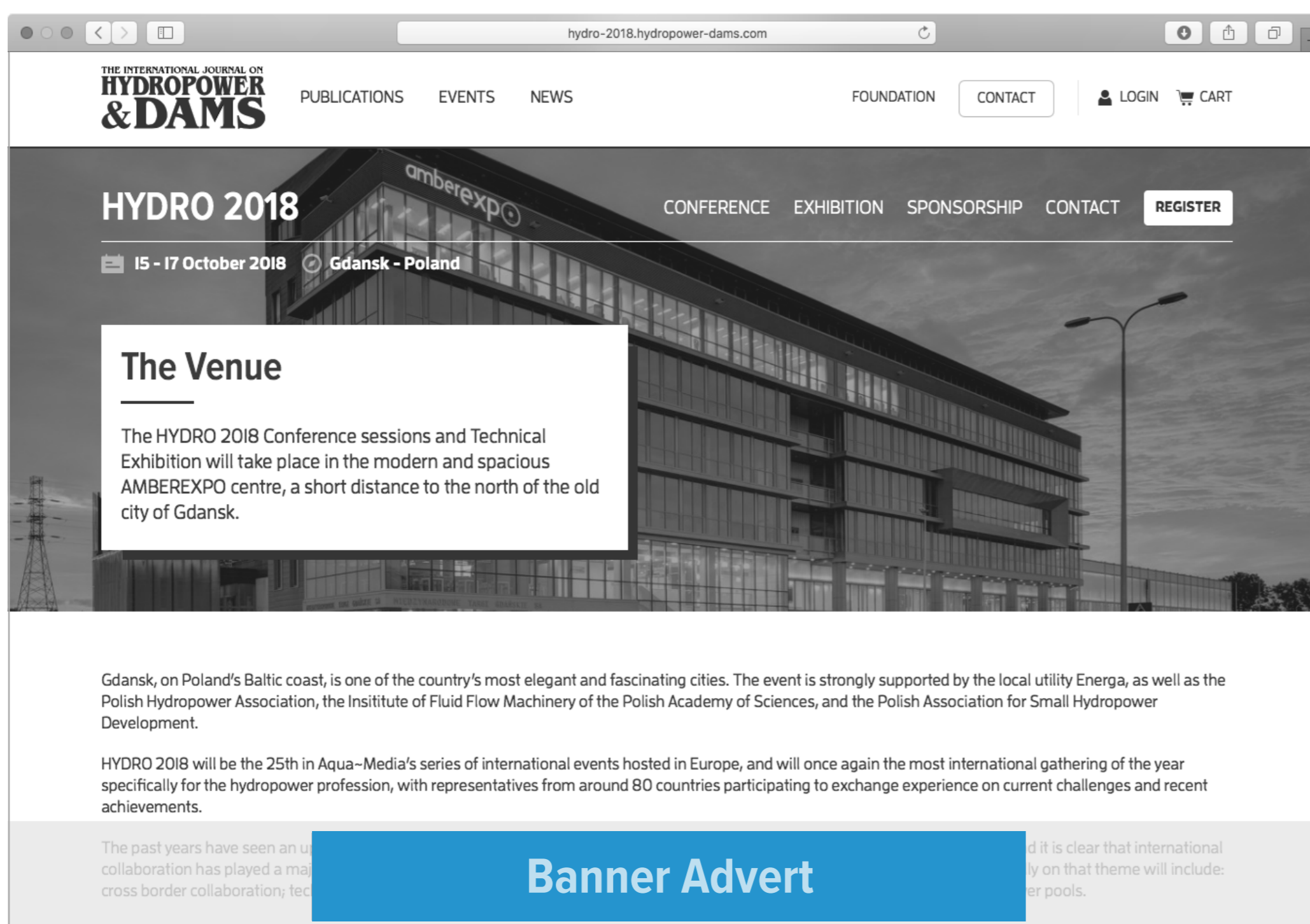
# BANNER ADVERTISING

Advertising on our conference microsites is an effective way to reach a highly targeted market. Learn more about where your banner adverts will appear and the ideal supply formats.

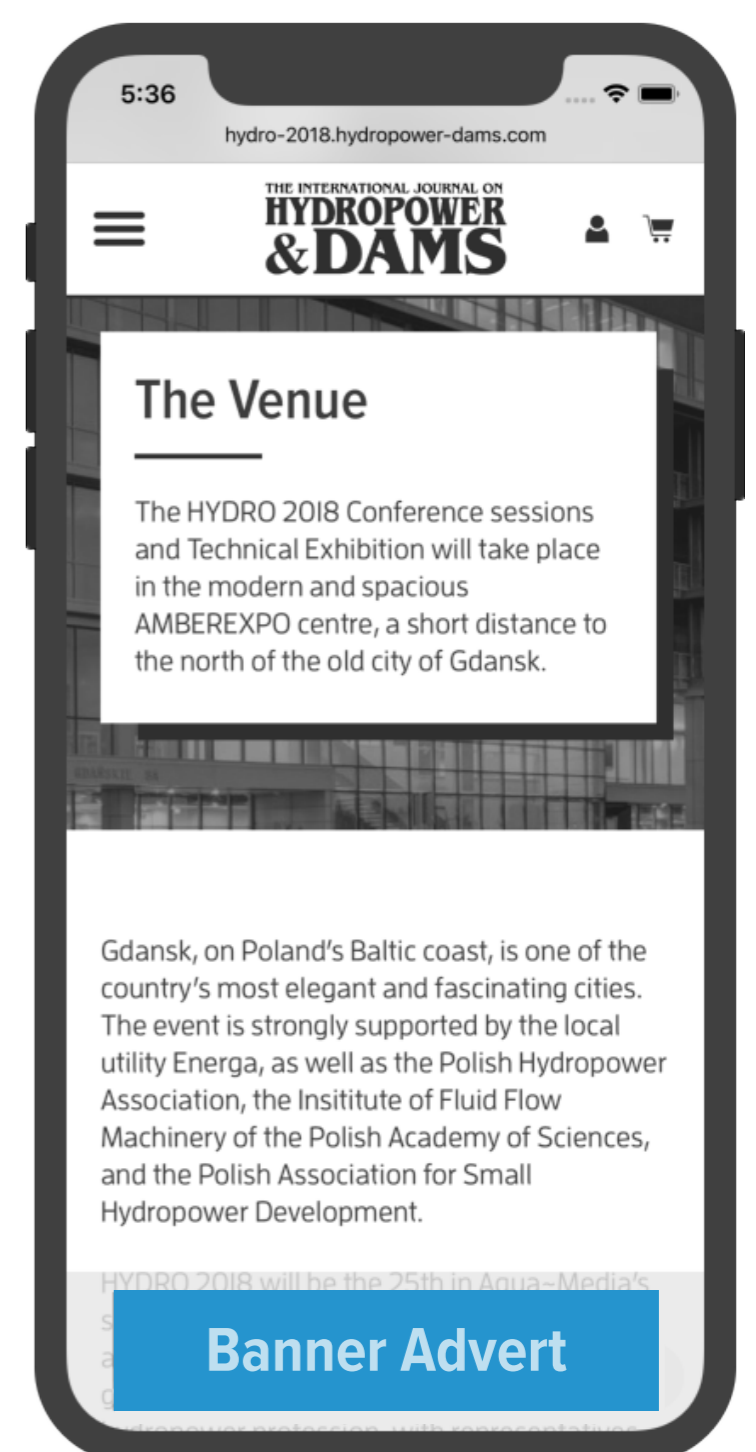
## Placement Examples

We have created a highly visible placement that runs site-wide and 'sticks' to the bottom of the page, ensuring your advertising message will be seen by all visitors.

### DESKTOP



### MOBILE



## Banner Specifications

We use two of the most common desktop and mobile banner sizes and can accept all standard ad formats. Impression and click-through reporting is available and multiple creatives can be run on-rotation to enable multivariate testing.

Banner Name	Dimensions (pixels)	Supported Formats
DESKTOP (LEADERBOARD)	728(w) x 90(h)	.JPG, .PNG .GIF (inc. animated)
MOBILE BANNER	320(w) x 70(h)	.JPG, .PNG .GIF (inc. animated)