



## MEDIA KIT SPECS

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Please contact Logan Mooney at [lmooney@ag.org](mailto:lmooney@ag.org) or call (417)862-2781 x4088 for any clarification you need on any of the following specifications.

To submit, email [Oed71bf4.ag.org@amer.teams.ms](mailto:Oed71bf4.ag.org@amer.teams.ms) . For larger files, please make alternate sending arrangements with Logan.

### Logo specs: **Due date: ASAP**

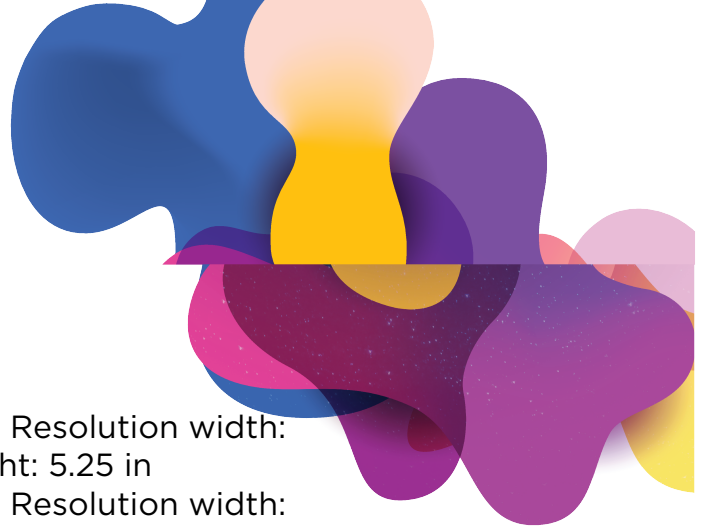
- For use online and in the conference guidebook as well as anywhere logo recognition is needed
  - Platinum/Gold = High Resolution 300px x 300px
  - Bronze/Silver/Exhibitor = High Resolution 300px x 145px
- Format: .PNG or .JPEG



### Social Media Post Specs: **Due date: February 28**



- Platform:
  - Facebook: 1200px x 628px or 800px x 800px
  - Twitter: 1024px x 512px
  - Instagram: 1200px x 1200px
  - Attendify App for Exhibitors: 180px x 120px
  - Attendify App Sponsored Post: 580px x 256px
- Format .PNG or .JPEG



**Printed ads:** Due date: January 31



- Sizes:
  - ¼ Page Ad: High Resolution width:
    - 4 in x height: 5.25 in
  - ½ Page Ad: High Resolution width:
    - 8.25 in x height: 5.25 in
  - Full Page Ad: High Resolution width:
    - 8.25 in x height: 10.75 in
  - 2-Page Spread: High Resolution width:
    - 16.75 in x height: 10.75 in
- Format: High Resolution .PDF or .JPG
- NOTE: Please build each of these with an additional 1/8-inch bleed

**Slides and Video Files:** Due date: February 28

- Slides:
  - Size: High Resolution 1920px x 1080px
  - Format: .JPEG images (no PPT files)
- Videos:
  - Encoded using H.264 MP4 at 1080p with a 10-20Mbps bit rate



**Tent Cards and T-Shirts:** Due date: February 28

- Tent Cards
  - Size: High Resolution 300px x 145px
    - We can use the image provided above
  - Format: .PNG or .JPEG



- T-Shirts
  - Size: High Resolution 300px x 300px
  - Format: Vector format (.EPS or .AI)
  - Color: 100% Black, or CMYK 100% Black