

# Beyond Innovation: Challenge to Change



CAPCSD.ORG  
2021 Annual Conference  
April 8-10  
VIRTUAL

## About the CAPCSD Conference App



The CAPCSD mobile event app makes it easy for attendees, sponsors, and speakers to connect. In 2021, participants will use the app for a second screen experience, and as a way to interact with the sessions, sponsors and other participants.

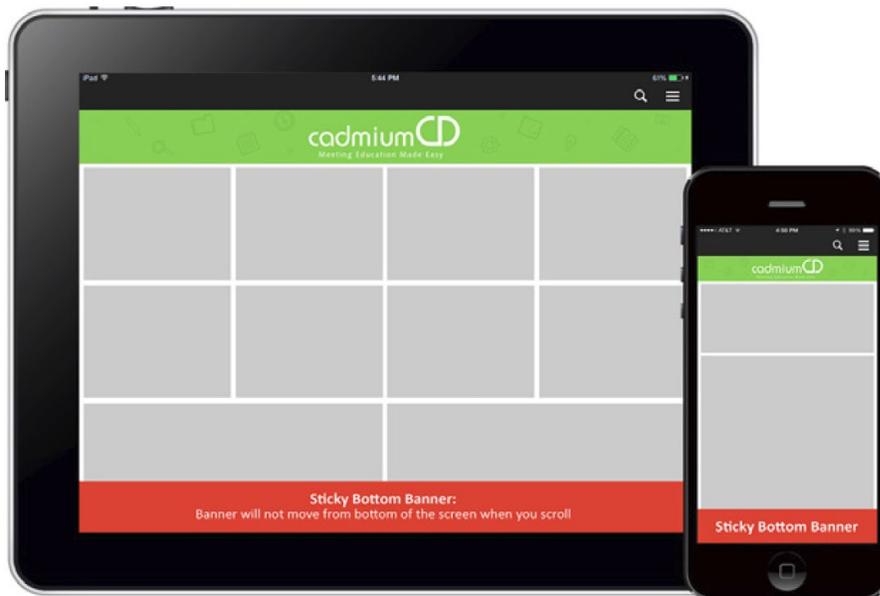
## 2021 APP ADVERTISING OPPORTUNITIES

After a great success in 2018 & 2019, CAPCSD is continuing with a limited number of ads in the 2021 conference app.

### APP AD #1 - Home Screen Sticky Banner

Displayed at bottom of home screen

Required size – 2000 x 175 pixels

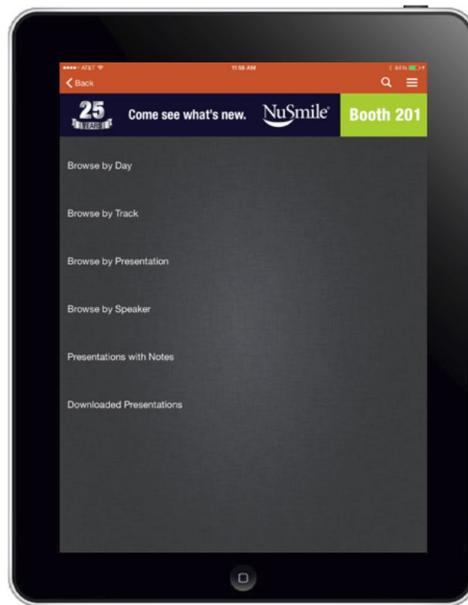


Quantity Available: 1

Price: \$900

## APP AD #2 – Rotating Page Banners

### Banner ads on app pages



Quantity available: 4

Price: \$400

## GRAPHIC GUIDELINES

### Responsive Design Mobile Experience

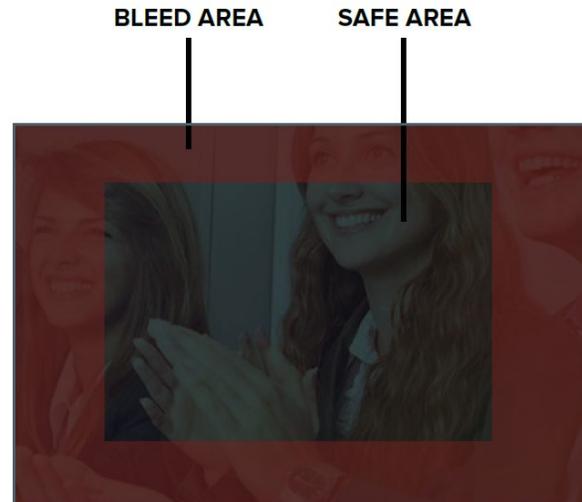
The app is a responsive design mobile experience. The graphics will adjust how much they show based on the size of the screen and the orientation of the device. Some of your image information will be unviewable on certain devices.

### What is The Bleed Area?

The bleed area (red area in the example image) may or may not be displayed in the app, depending on which device it is displayed on. Any background graphics or colors can extend into this area, but important text or images should not.

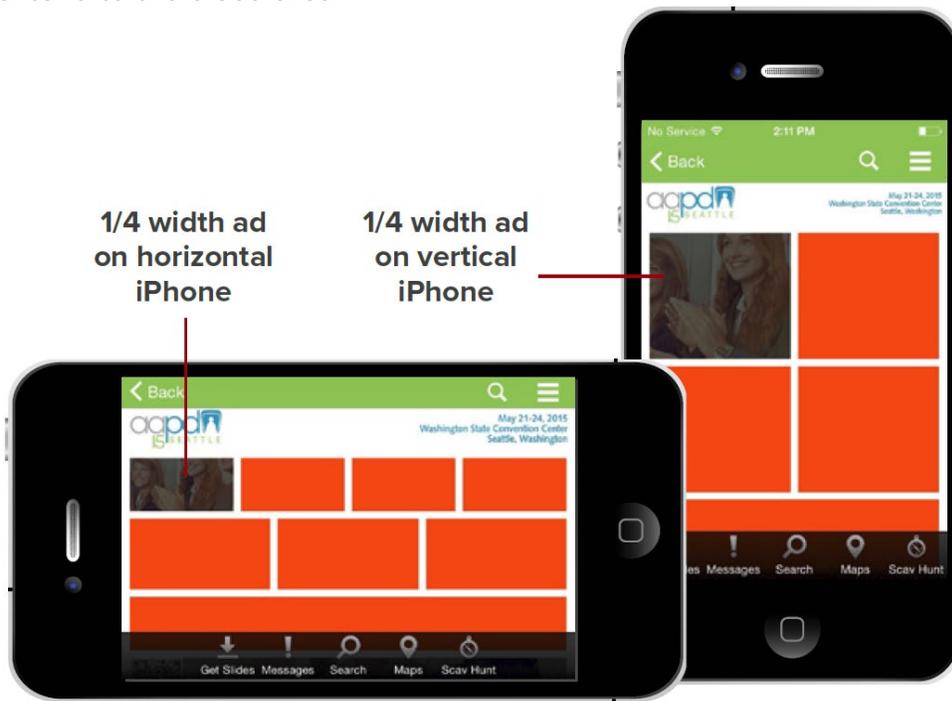
### What is The Safe Area?

The safe area of the graphic will always be visible in the app, no matter the device the app is being used on. All-important graphics or text should be included here but cannot extend to the bleed area.



1/4 width ad  
on horizontal  
iPhone

1/4 width ad  
on vertical  
iPhone



## FILE FORMATS

### Acceptable File Types

In providing any artwork for Sponsors, files will need to be sent in specific formats. We allow the following formats: Packaged InDesign, Layered Photoshop, and Packaged Illustrator files. Many times, we will need to alter your artwork in order to fit multiple size requirements. The artwork specifications in the following pages must be also followed.

### Packaged InDesign File

Packaged InDesign files gather copies of all images and fonts used in the document along with a copy of the InDesign document itself into a single folder that you can easily deliver to us. You can find this option by clicking File > Package. When the package is complete, the result will be a folder with fonts, images, and your InDesign file.

### Photoshop File

When working in Photoshop, a system called “Layers” is used. This allows the user to work with the images’ individual layers even after the file has been saved. When providing Photoshop files, make sure the layers are intact and have not been flattened.

### Illustrator File

Similar to InDesign, fonts and images must be packaged in order for us to open your file. With Creative Cloud, choose File > Package to package the Illustrator file. If you have a previous version, you must choose to “Embed” any photo elements and convert any text to outlines.