



SPECIFICATION AND DEADLINES

Industry Theater

These will be run on the Live Stream every day, Monday through Friday, beginning at 0900 and ending at 1145. Each segment should be no more than **15 mins**. Ideally these will be **'live casts'**. All speakers must be able to connect using **Zoom** to facilitate them. If doing a live cast need to be set up ready to go at least 15 mins prior to scheduled start time.

If providing a **pre-recorded segment** this should be sent as an mp4 to SNA no later than **Wednesday, 6 January 2021**. We can provide a link for you to upload to or you can provide us with a link to download from.

Commercials

As filler between programming segments we will have about 5 minutes of time to fill with commercial and promotional material. Both 30 second and 60 second segments should be sent to us as an mp4 no later than **Wednesday, 6 January 2021**. We can provide a link for you to upload to or you can provide us with a link to download from.

Program Ads

The program will be standard paper size – 8.5” x 11”. We can accept half or full page ads. A full page ad should be 8 wide by 10.5” high. For a half page they should be 8” wide by 5.25 high. A pdf copy needs to be with us by Wednesday, 6 January 2021.

Sponsor Banner Ad

These will replace the 1M Ad Panels that we have at a live event. These banner ads will rotate at the bottom of the app no matter what screen the viewer is in. The dimensions are 768 px by 180 px for mobile viewing and 768 px x 90 px for desktop. We would like these as soon as possible but no later than 4 January 2021.