Mobile App Advertising Opportunity

Advertising in the 2018 mobile app for the American Association of Neuroscience Nurses (AANN) offers you concentrated exposure to more than 1,000 nurses involved in neuroscience nursing who are expected to attend the 50th Annual Educational Meeting. The mobile app is the complete listing of educational sessions, presenters, meeting events, and exhibit activities. It is a valuable tool for all meeting attendees and they refer to it often. To reserve space, contact the AANN Professional Relations department. **The mobile app banner ad is $1,250 an ad or $5,000 for the Title advertiser.**

Ad details: The banner ads rotate at the top of the app Dashboard page, and click through to a full-screen App Landing Page. A maximum of 10 rotating ads are available; each ad rotates approximately every 5 to 8 seconds. It includes provided post-show user metrics. Sponsorship of the app is for a period of one year and all materials will be available for viewing and download throughout the year.

Enhancements Available: You can upload your company's logo to the app. Attendees see it on your mobile app exhibitor listing and on the mobile app's interactive tradeshow floor plan. You can also upload product literature, show brochures, press releases, and other .pdf documents to the mobile app. Attendees download your information to their smart phones, or email them. Enhancements are available at an additional charge.

Contact:
American Association of Neuroscience Nurses (AANN)
Mary Paulson
Manager, Professional Relations & Development
8735 W Higgins Rd., Suite 300
Chicago, IL 60631
847.375.4803, Fax 888.374.7259
mpaulson@aann.org

AD SPECIFICATIONS

BANNER AD PLUS ACCOMPANYING FULL-SCREEN LANDING PAGE

Rotating Banner Ad
640Wx110H pixels
.jpg or .png format
300 dpi
All banners click through to an accompanying app landing page.

Accompanying Full-Screen App Landing Page
320W x 418H pixels (required)
640W x 1008H pixels (required)
1536W x 1920H pixels (required)
1408W x 1408H pixels (required)
1080 x 1920H or 2160 x 3840H pixels (required)

.jpg or .png format
300 dpi

Suggestions:
No visible outside graphic borders. App Landing Pages may contain graphic buttons or "hot spots" that link users to provided webpage URLs (recommended button size: at least 64x64 pixels)

Material due date: February 15, 2018
Note: Ad sizes/specs subject to change. No cancellations will be accepted after the due date.

Name of company/ organization _____

Address _____

City/State/Zip _____

Submitted by _____ Title _____

Date _____ Email _____ Phone (___) _____

□ Check Enclosed (payable to AANN)   Check Number: _____
Credit Card: □ MasterCard   □ Visa   □ American Express   □ Discover

Name on Card (please print): _____ Amount: $ _____

Credit Card Number: _____ Expiration Date: _____

Signature: _____