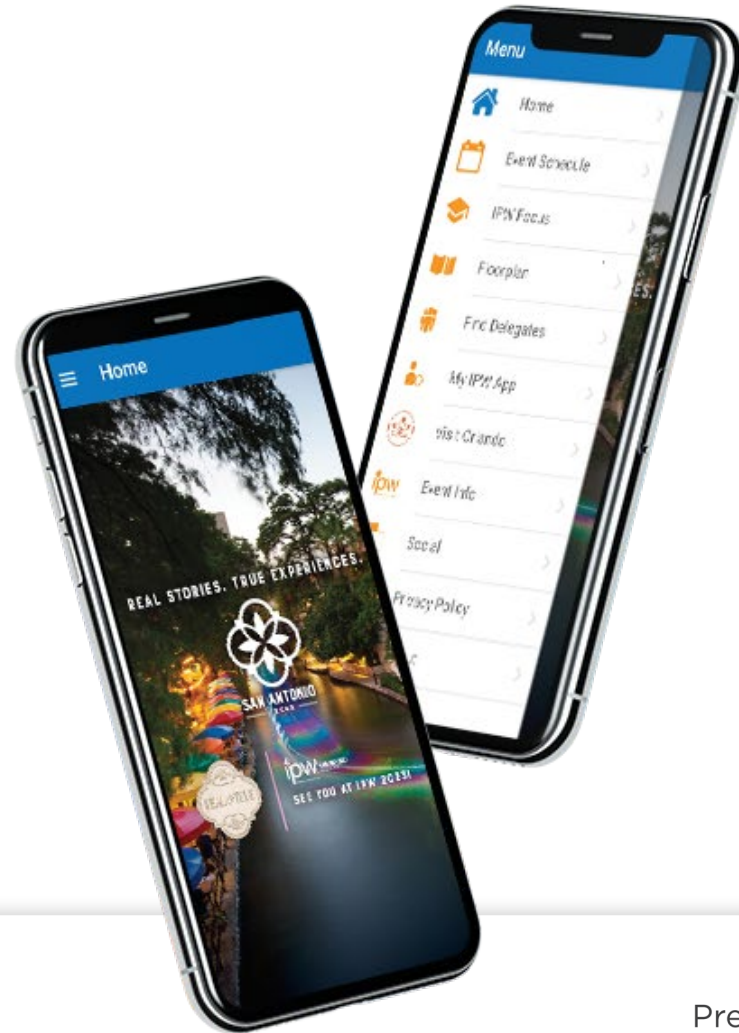


Mobile App Specifications

- Mobile App Sponsor **Benefits**
- Banner **Ads**
- Push **Notifications**



Sponsor Benefits

HOME SCREEN IMAGE

Image Size:

File Type:

Note:

Due February 16, 2024

2732 x 2732 pixels

JPEG or Non-Transparent PNG

Text must be placed in the center of the image (safe zone is 1160 x 1160 pixels) to avoid being cropped out by different size device screens.

BANNER AD

Image Size:

File Type:

File Max Size:

Click-Thu URL:

Due March 12, 2024

1280 x 200 pixels

PNG or Animated GIF

100kb

One URL for all ads

PUSH NOTIFICATIONS

Frequency:

Subject Line:

Text Message:

Note:

Due April 23, 2024

One per day Sat.-Wed.

10-12 words max per notification

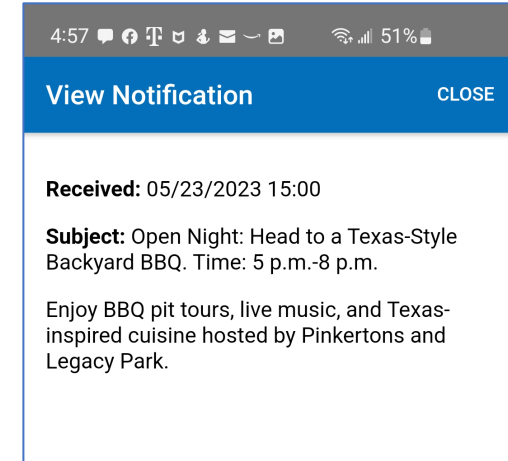
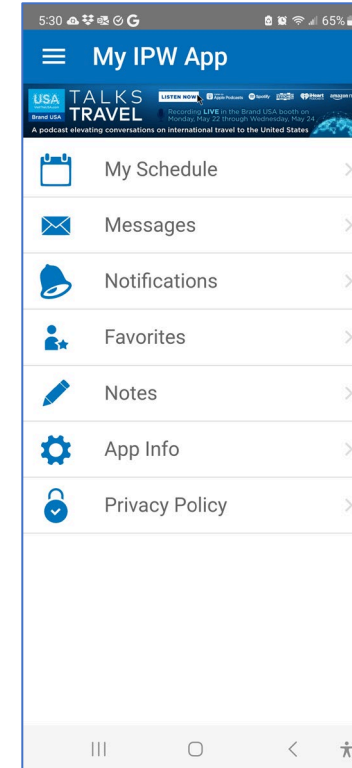
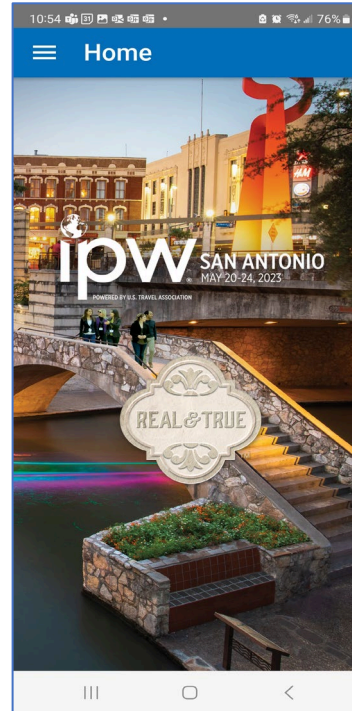
15-20 words max (plain text only) per notification

May request distribution time and specify the audience (e.g., all attendees, buyers only, press only)

Materials Contact:

Shelley Conway

sconway@ustravel.org



Banner Ads

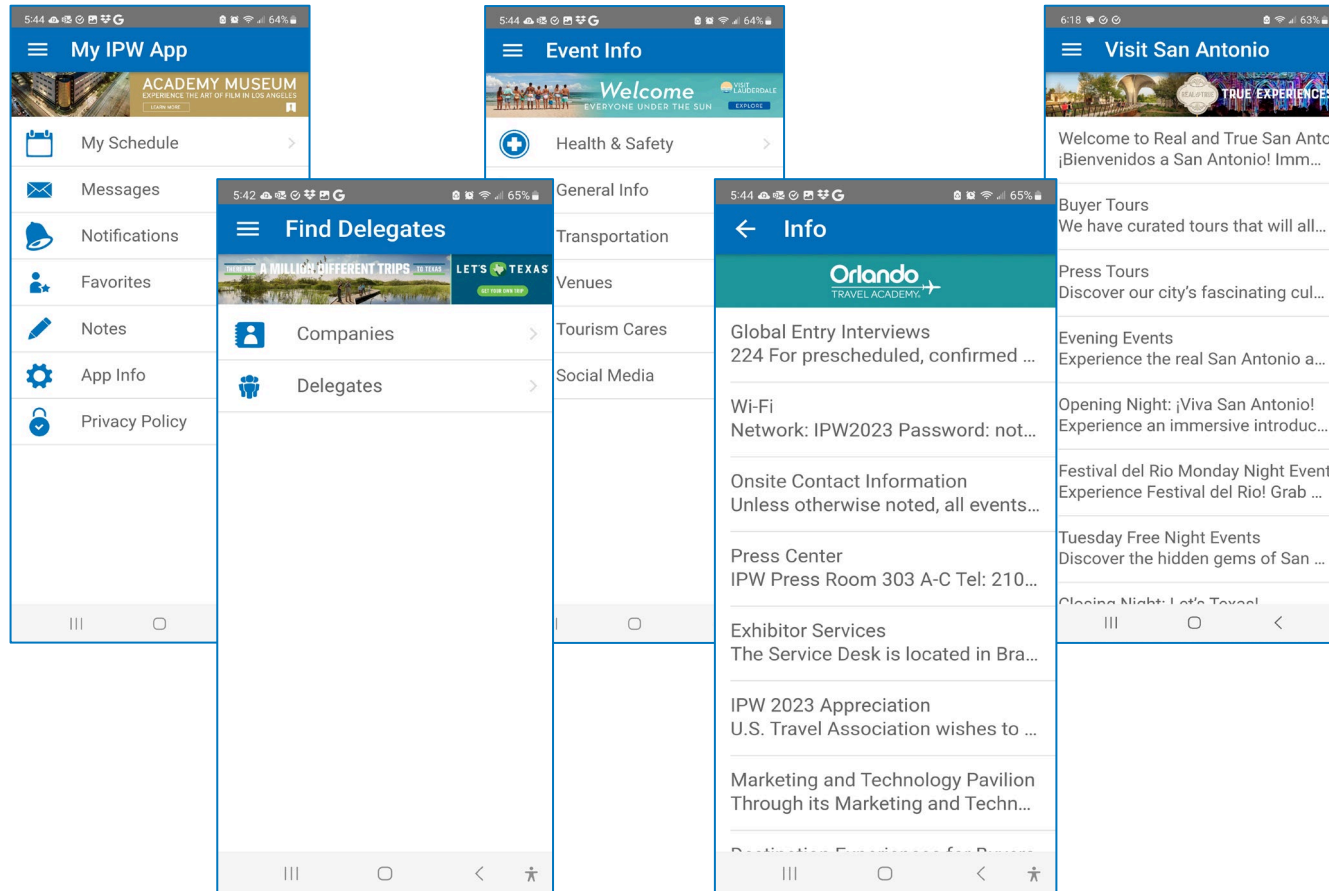


Image Size:

1280 x 200 pixels

File Type:

PNG or Animated GIF

File Max Size:

100kb

Click-Through URL:

One URL for all ads

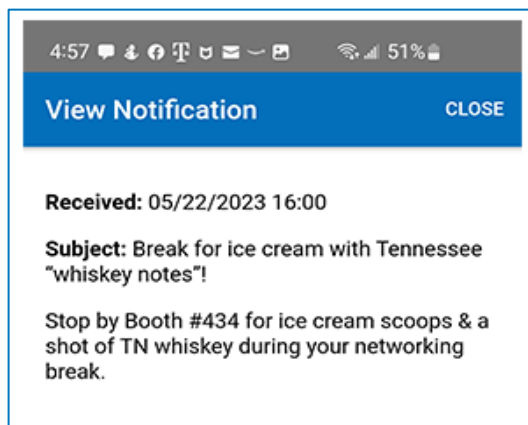
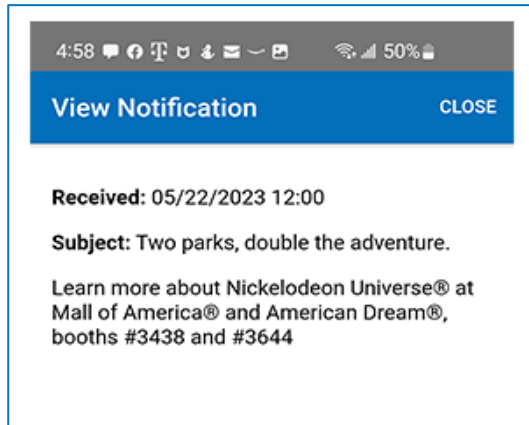
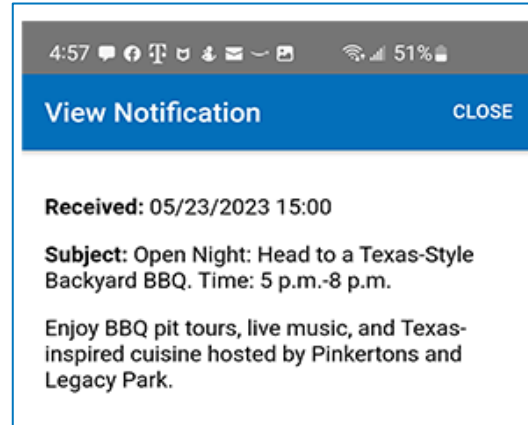
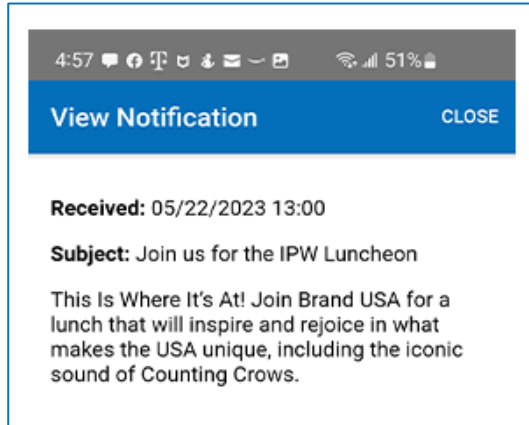
Materials Due Date:

Due March 12, 2024

Materials Contact:

Shelley Conway
sconway@ustravel.org

Push Notifications



Frequency:

One-time Distribution (3 per day total)

Subject Line:

8-10 words recommended

Text Message:

15-20 words recommended (plain text only)

Note:

May request distribution time and specify the audience (e.g., all attendees, buyers only, press only)

Materials Due Date:

Due April 23, 2024

Materials Contact:

Shelley Conway
sconway@ustravel.org