

AgendaPop is a great platform on which to advertise to event participants. Here are some examples of the ways you may advertise on the app. Make sure all requirements are fulfilled.

Full-Screen Ads

1) Sponsor the splash page: Full-screen ad appears after users launch app or return to app from inactivity



Splash page image requirements are:

- **2048x1536** (horizontally oriented)
- **640x960 and 640x1136** (vertically oriented)
- Non-transparent background!
- PNG or JPG; keep file sizes to under 0.5 MB

Organizers can control:

- Duration (number of seconds ad is displayed)
- Inventory (which ads are on or off)
- Prioritization (which ads have greater impressions)
- Clickable (link to app page or website) or Non-clickable

2) Sponsor a tab: Full-screen popup ad ("Popover") when users click on one of the five navigation menu icons at the bottom of the app. (Use same dimensions as splash page images.) The ad is displayed before the menu is displayed.



Tip: For full-screen ads, use few words and large text for easier readability

Banner Ads

Banners are displayed at the top of the menu pages. There are various ways to program them.

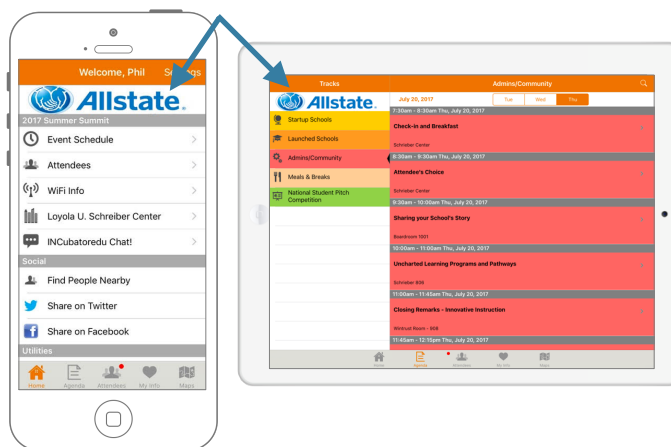
1) Rotating ads: Rotates at random; may be prioritized

2) Static ads: Banner does not rotate. Manually select on/off which banner will appear for any length of time (e.g. entire conference, one full day, partial day) (*Cannot be assigned to a specific navigation icon like a popover ad.)

3) Clickable or non-clickable: Clickable (link to sponsor page on app or sponsor's website) or not clickable

Banner ad image requirements are:

- **640x100** for retina display (horizontally oriented)
- Non-transparent background!
- PNG or JPG; keep file size under 0.5MB



Tip: For banner ads, use few words and large text for easier readability