



# XVII

## World IFTA Congress 2009 Slovenia, March 4-7, 2009



### **HOW TO ADVERTISE A BANNER ON THE *IFTA CONGRESS 2009* WEBSITE**

#### **File format**

Banner file format should be flash (SWF), Animated GIF or JPEG.

#### **File Size**

Maximum banner weight: 30kb.

#### **Banner Width and Height (in pixels)**

- ❖ Width= 157 px
- ❖ Height=216 px

#### **Suggestions for successful Banner Ads**

- ❖ Consider your advertising goal. If you spreading the word about your presence at the IFTA 2009 Exhibition, you may want to include the booth number and conference name in addition to your company name, logo and/or product line. If your goal is to draw people to your website, don't spill all the beans in the ad – tease the viewers with just enough intriguing information to become curious, click the ad, and visit your website to learn additional information.
- ❖ Consider the layout and predominant colors of the area where your ad will be placed. An ad that looks great on an empty white page may sometimes seem very "busy" when placed in an area that is predominantly of some other color. If the colors are too similar to the surrounding area, the ad may seem to "disappear".
- ❖ If you are using animation (GIF or Flash), consider the speed and style of your animation carefully, text that scrolls by too quickly to read or a great deal motion in the ad is less likely to draw the viewers positive attention.

#### **Banner Content**

We reserve the right to reject any banner for any reason, at our sole discretion. If this is the case, we will make the banner inactive while we attempt to contact you to correct the issue.

We do not allow third-party ad serving.

**For banner advertisement or if you would like additional information, please contact:**

**Dana Kedar** [dkedar@paragon-conventions.com](mailto:dkedar@paragon-conventions.com)

**Tel: +41 (0)22-5330-948**