

Digital Advertising Materials Specifications



Showcase

Upload your Showcase materials online at exhibit.mhi.org/listing.

File Specifications

Company Logo

JPG or GIF, RGB color
maximum width: 300 px
maximum height: 120 px
72 ppi

Exhibit Description

Include a description of up to 1000 characters (approx. 150 words)

Product Photos

JPG or GIF, RGB color
maximum width: 750 px
maximum height: 452 px
72 ppi

10 MB or 25 MB Library

Formats may include: PDF, Microsoft Word, Excel, PowerPoint, Real Player, Quicktime, Windows Media, or Flash

To order, contact Donna Streicher at 704-714-8718 or dstreicher@mhi.org

For materials questions, contact Morgan Pettrone at mpettrone@mhi.org.

Banner Ads

Email banner ad files to Morgan Pettrone at mpettrone@mhi.org.

File Specifications

JPG or animated GIF (limit 4 frames), RGB color
72 ppi
maximum file size: 1 MB

Ad Dimensions

Showcase Banner Ad:

Width: 468 px
Height: 60 px

Registration Page Banner Ad:

Width: 300 px
Height: 250 px

Home Page Banner Ad

Standard: width - 320 px, height - 250 px
Mobile: width - 320 px, height - 50 px

Search Pages Banner Ad:

Width: 468 px
Height: 60 px

Interior Pages Banner Ad:

Width: 300 px
Height: 250 px

Naming Convention

File names must match ad name. Format: company_BannerAdType
EXAMPLE: mhi_RegistrationPageBannerAd

All materials will be reviewed and approved by MHI production prior to activation. Materials not supplied as specified will be subject to conversion changes.