

2024 DIGITAL PROGRAM SPECS

ALL MATERIALS DUE NOVEMBER 15, 2024

 <p>GOLD \$1,000</p>	<ul style="list-style-type: none"> • Full-Page: 7"x10" • Placement in first 1/3 of digital program book • Up to 5 links to external content • Up to 3 pieces of embedded content: video, audio, animations • <u>Download Full-Page ad template</u>
 <p>SILVER \$750</p>	<ul style="list-style-type: none"> • Full-Page: 7"x10" • Up to 4 links to external content • Up to 2 pieces of embedded content: video, audio, animations • <u>Download Full-Page ad template</u>
 <p>BRONZE \$500</p>	<ul style="list-style-type: none"> • Half-Page: 7"x4" • Up to 3 links to external content • 1 piece of embedded content: video, audio, animations • <u>Download Half-Page ad template</u>
 <p>BASIC \$250</p>	<ul style="list-style-type: none"> • Half-Page: 7"x4" • Up to 2 links to external content • <u>Download Half-Page ad template</u>
<p>GENERAL INFO</p>	<ul style="list-style-type: none"> • Content must be submitted online as a PDF and payment must be received by the November 15 deadline. • The Digital Program Book will be distributed via the Midwest Clinic website, social media platforms, the 2024 event app, and available via QR code links and signage onsite at the 2024 conference. • Sponsors will receive performance metrics for their pages upon request, including link clicks and pageviews. Note that we cannot provide metrics for video/audio content that is hosted elsewhere (not embedded into the PDF). Metrics will be available Jan 2025.

QUESTIONS? Email us at info@midwestclinic.org



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VIDEO SPECS

Video files can be submitted two ways:

1. Embed your video file(s) into your PDF (preferred). Detailed instructions from Adobe are [available here](#).
 - a. Video must be uploaded in either MP4, F4V or FLV video format with the following requirements:
 - b. Bitrate - The recommended bitrate is between 300kb/s and 700kb/s
 - c. File Size - The maximum file size for a video is 100MB.
 - d. Audio Codec - The only supported audio codec for FLV files is MP3.
 - e. Video Codec - MP4 files must use the H.264 or x264 codecs for video and the AAC or MP3 codecs for audio.
 - f. Full details on files types and requirements are [available here](#).
2. Submit your file link(s) and include a space for us to link to in your PDF.
 - a. include your Vimeo or YouTube URL.
 - b. include an open area in your PDF for the video to be added, and instructions on where to place the video when you submit your content via the form below.

AUDIO SPECS

Audio files can be submitted two ways:

1. Embed your audio file(s) into your PDF (preferred). Detailed instructions from Adobe are [available here](#).
 - a. Audio must be uploaded in .MP3 or .MP4 audio format.
 - b. Full details on files types and requirements are [available here](#).
2. Submit your file link(s) and include an icon for us to link to in your PDF.
 - a. include the URL where your audio file resides.
 - b. include a speaker icon in your PDF to link the audio file to. **[Download icon](#)**.

PAGE SPECS

- Full-Page size: 7"x10"
- Half-Page size: 7"x4"
- We recommend setting up pages as you would for print.
- Fonts: all fonts must be embedded. Embedded subsets are acceptable; Composite and Identity-H fonts should not be used, as they will not render properly.
- Selectable Text: in order to include your content in dynamic menus, we must be able to select, copy & paste the text within your PDF. If you use text outlines or raster images and you cannot select, copy & paste the text, then your issue will not be searchable. Please note that private-use Unicode characters will not be searchable. In general, text must be ASCII or map to Unicode to be searchable.
- Printer Marks/Page Bleeds: no bleeds, gutters, or crop marks are needed.
- URLs: all URL links should be embedded into your PDF file to ensure they are clickable by viewers.

SUBMIT

Submit your PDF and all related content by **November 15, 2024** [via the online form](#).

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