



GEOFENCING

Accepted File Type: JPG only

Dimensions: 320×100, 300×250, 300×600, 970×250 pixels (width × height)
(Submit one ad in each size)

Required Resolution: 72 PPI

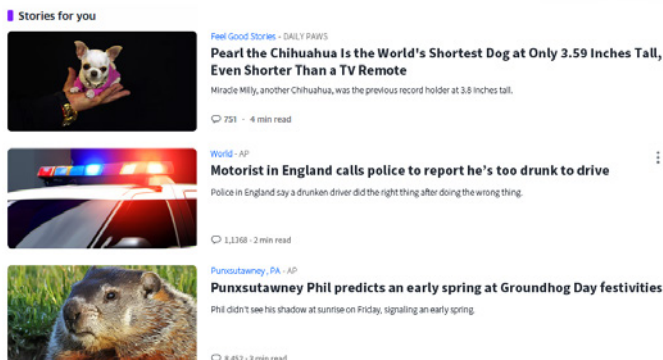
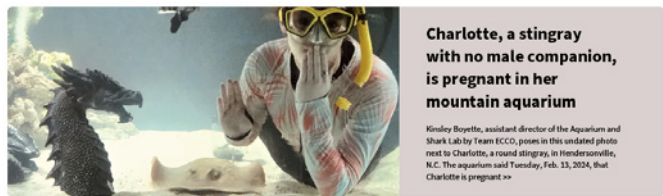
Color Mode: RGB

Maximum File Size: 150 KB

Be sure to include a URL when submitting your content

Your 4 ads will be displayed within a 2-mile radius of the convention center and nearby hotels. These ads will randomly appear on websites and apps accessed by devices (such as cell phones, laptops, and tablets) of people interested in your industry who are in the area during that week. Viewers can click on your ad to visit a website of your choice. Your ads can be shown up to 20,000 times per day during the event, known as **impressions**. You'll receive a report detailing the final impressions and clicks at the end of the campaign.

IMPORTANT: Google determines the sites where ads appear using algorithms beyond our control. You cannot request specific websites for ad placement. Please note that there is no guarantee you will personally view your ads during the show.



**YOUR
AD
HERE**

Geofenced Ads Feature:

- Company logo
- Booth number
- Product images
- Any desired text

Design Assistance

We're here to help you! For a fee of \$150, we can create your Geofenced Ads. Feel free to reach out to us at sgmedia@sourceg.net for details.

Example of potential placement