



# SOCIAL MEDIA ADS

Accepted File Types: JPG, PNG

Dimensions: One image sized at 1080×1080 pixels (width × height) for the duration of the entire show

Text Limits: Primary - 125 characters | Headline - 27 characters | Description - 27 characters *(Including spaces for all fields)*

Required Resolution: 72 PPI

Color Mode: RGB

Source Group will execute promotional campaigns on Facebook and Instagram throughout the entirety of the show, employing industry-specific, interest-based, and location-based targeting to maximize impressions and clicks.

Your company will design an advertisement to be featured in these promotions throughout the show. Typically, the advertisement includes your company logo, product images, and any desired text. Please ensure that your booth number is included, as the advertisement will run during the show.

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## Design Assistance

We're here to help you! For a fee of \$150, we can create your Social Media Ad campaign. Feel free to reach out to us at [sgmedia@sourceg.net](mailto:sgmedia@sourceg.net) for details.