



EMAIL MARKETING



SUBMISSION DEADLINE:
ONE WEEK PRIOR TO
CONFIRMED
DISTRIBUTION DATE

CONFERENCE E-FLYERS

File Format: HTML file or a text file with HTML coding is required

Maximum Width: 650 pixels

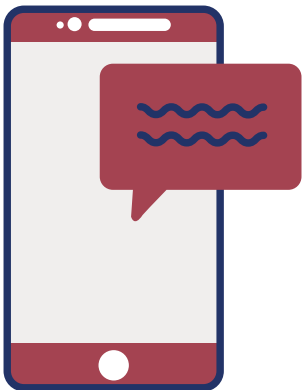
Additional Details such as subject line and reply-to email should be submitted with the eflyer submission form.

AD FILE GUIDELINES:

Please DO NOT forward your e-flyer or embed it in the body of the email to AAS, as this will result in formatting problems; HTML written code must be sent in a separate Word document. A PDF file will not be accepted.

The e-flyer will be sent only once on the date selected.

MOBILE APP ADVERTISING



SUBMISSION DEADLINE:
ONE WEEK PRIOR TO
CONFIRMED
DISTRIBUTION DATE

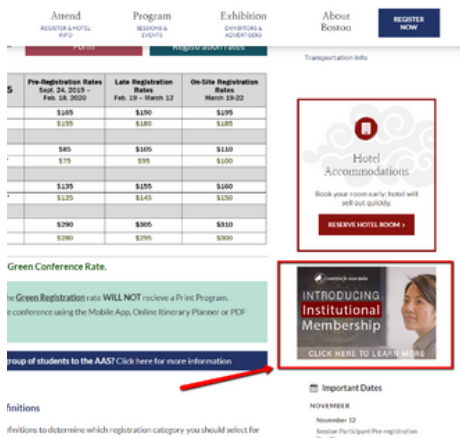
MOBILE APP PUSH NOTIFICATION

AD PLACEMENT: "Push notifications" are sent directly to the mobile app user's phone and appear directly on the user's main screen as well as in the app's Inbox. Users do not need to open the app to receive the message.

Ad Requirements:

- Text of message (Max 2,000 characters including spaces. Text only; no hyperlinks or images)

BANNER ADVERTISING



AAS CONFERENCE WEBSITE BANNER AD

File Format: jpg, gif, or png (Static ads with links only. No animation, no flash, no rotation.)

Ad Dimensions: 300px width x 200px height

Additional Details such as URL link should be submitted with the banner ad submission form.



ONLINE PROGRAM ITINERARY PLANNER ROTATING FOOTER BANNER AD

File Format: .png, .jpg or .gif (only if using animation)

Ad Dimensions: *Three ad files required*

- 1280px width x 100px height
- 960px width x 100px height
- 480px width x 50px height

**SUBMISSION DEADLINE:
ONE WEEK PRIOR TO
CONFIRMED LIVE AD DATE**

Filenames: Formatted as: CompanyAdNameWidthxHeight.extension
e.g., ConfexTutorials1280x100.png, ACMEsales1280x100.png

No spaces in the filenames

Additional Details such as URL link should be submitted with the banner ad submission form.

AD SUBMISSION INSTRUCTIONS

All advertising orders must be paid in full before placement. To purchase advertising, please refer to [Conference Advertising 2023 webpage](#).

Submit your ad file with the links provided below.

SUBMISSION DEADLINES:

Banner Ad Files:
One week prior to the live date

Eflyer Files:
One week prior to the live date

Mobile App Ad Details:
One week prior to the live date

[» Submit Ad File](#)



Questions? Contact Our Team

Exhibits and Sponsorships

Robyn Jones, Director of Conferences & Events
rjones@asianstudies.org

Advertising

Jenna Yoshikawa, Advertising & Marketing Manager
jyoshikawa@asianstudies.org