

NACUBO APP ADVERTISING OPPORTUNITIES

BANNER ADVERTISING

Welcome to the NACUBO App, a mobile application that program attendees of the NACUBO Annual Meeting and select professional development programs use to access comprehensive information to enhance their on-site learning experience.

Once attendees download the complimentary app from their devices' App store they can plan their conference and access materials before, during and after the meeting.

FEATURES:

- Hotel information—location, dining guide
- Speaker information and biographies
- Program information—search for sessions by day and time
- Calendar—helps attendees manage their schedule
- Messaging—real-time alerts can be sent to attendees about updates and news
- Show information—hours, registration info and more
- Exhibit Hall—exhibitor information, booth numbers and maps

DEVICES:



Apple, Android, Blackberry and Windows smart phones.

COST:

Professional Development Programs—\$750

NACUBO Annual Meeting—\$1,500

Rotating Banner Ads		* Optional Full-screen App Landing Page (included with Banner ad at no cost):	
Specs	Suggestions	Specs	Suggestions
<ul style="list-style-type: none"> • 320Wx55H pixels • .jpg or .png format • 72 dpi 	<ul style="list-style-type: none"> • No visible outside graphic borders • All banners have the option to click through to an accompanying *Landing Page. 	<ul style="list-style-type: none"> • 320Wx418H pixels • .jpg or .png format • 72 dpi 	<ul style="list-style-type: none"> • No visible outside graphic borders • App Landing Pages may contain graphic buttons or “hot spots” that link users to provided webpage URLs (recommended button size: at least 64x64 pixels) <p>*Note: All landing pages must include the exhibitor booth number and Landing Page can have up to two hot spots, one being their exhibitor listing page and the other being a link to an outside URL.</p>

Placements	
	<p>Banners rotate at top of app Dashboard page. When tapped, user is taken to full-screen app landing page.</p>
	<p>Optional full screen app Landing Page features sponsor products or services. A “More” button takes users to the Sponsor/Exhibitor Listing or to a provided web URL.</p>

NACUBO APP ADVERTISING OPPORTUNITIES

TEXT MESSAGE ALERTS

SPECIFICATIONS:

Subject Line: Alert subject lines or titles longer than 29 characters will be automatically and randomly abbreviated by the mobile app. So, to maintain content and context, you might consider keeping your subject line fewer than 29 characters.

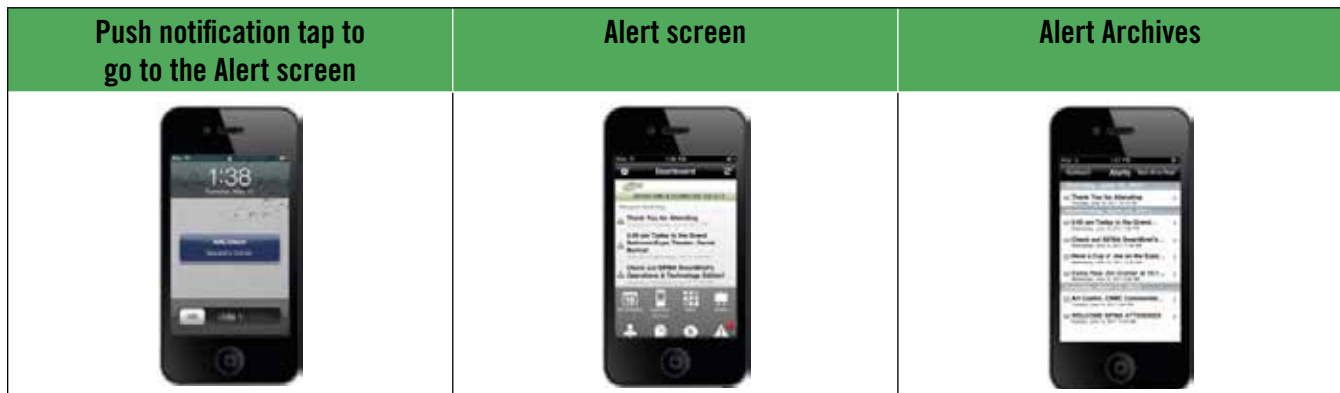
Body: The body of the text message can be scrolled to accommodate lengthier messages, and can contain full URLs to link the user to a webpage.

PLEASE PROVIDE:

- Date/Time Alert Should Be Sent
- Text Message Alert Title (29 character limit)
- Body of Text Message Alert

Note: The most recent three text alerts appear on the Dashboard page, and all text alerts are saved under the “Alerts” Dashboard icon.

On the iPhone and iPad app version, “Push notification” alerts can be set to be received as “overlay” messages, shown below. The user simply taps the message to open the app and be taken to the alert message.



COST:

Professional Development Programs—\$250

NACUBO Annual Meeting—\$500

DEADLINES

All reservations and files must be received two weeks prior to the event. Payment must be received one week prior to the event.

Professional Development Programs	Deadline
Student Financial Services Conference, March 9–11, 2014	February 24, 2014
Higher Education Accounting Forum, April 27–29, 2014	April 13, 2014
Planning and Budgeting Forum, September 22–23, 2014	September 8, 2014
Tax Forum and Global Operations Forum, September 28–October 1, 2014	September 15, 2014
NACUBO Annual Meeting, July 19–22, 2014	July 2, 2014

CONTACT

NACUBO Advertising

Advertising @nacubo.org

202.861.2513