

The NACUBO Annual Meeting mobile app enables you to reach thousands of attendees before, during, and after the NACUBO 2022 Annual Meeting. Available for free download from several app stores, the mobile app launches on 6/27 with the following key features:

- **Customizable Schedule**
- **CPEs through Conferences I/O**
- **Session ratings**
- **Real-time alerts and updates**
- **Hotel information and map**
- **Social networking opportunities**
- **Information on local dining, entertainment, and transportation options**

### Rotating Banner Ads: \$2,500

Banner ads appear in rotation on the app's dashboard page. Tapping the banner ad will take the user to the advertiser's preferred URL.

#### Specifications:

640 pixels x 110 pixels or 320 pixels x 55 pixels  
PNG format, 300 dpi

### Text Message Alerts: \$750

Text Message Alerts appear as push notifications on the alerts screen, and within the alert archives. You specify the day and the time to send the text message alert (subject to availability). Use text alerts to notify attendees of sessions in which you are presenting or of your in-booth prize drawings.

**Limit 5 Per Day**

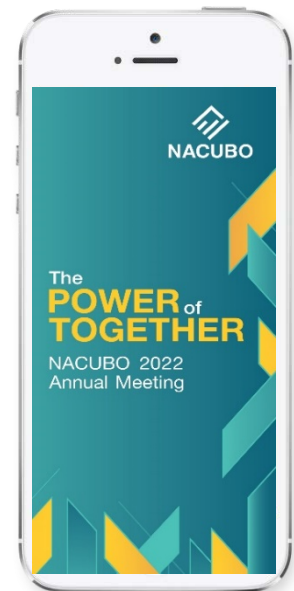
#### Specifications:

**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, 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. *We recommend no more than 75 characters.*

Reservation Deadline: **June 24**

Material Deadline: **July 1**



### CONTACT

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