



Print Specifications for World Sleep 2025

This document contains print specifications for

- Full-page Final Program Advertisement
- Half-page Final Program Advertisement
- Bag Insert Flyer
- Mobile App Banner Ad
- Mobile App Full-Screen Ad

This document does **not** contain print specifications for any venue signage, booth graphic printing, or other items not being directly coordinated by World Sleep Society. Please contact Tyler at ringstad@worldsleepsociety.org with any questions.

Deadlines

- Full-page and half-page program advertisements are due July 31, 2025.
- Bag insert flyer artwork is due July 31, 2025.
- Mobile app banner ad artwork is due August 8, 2025.
- Mobile app full-screen ad artwork is due August 8, 2025.

Submit all artwork through the associated task in your exhibitor dashboard. Contact Tyler at ringstad@worldsleepsociety.org if assistance is needed.

Full-page Final Program Advertisement

Page size: 8.5" wide x 11" high (US Letter)

Live area: 8" wide x 10.5" high

Full color

Non-bleed ad size:

7.5" wide x 10" high (.5" margins on left and right side, top and bottom)

Bleed ad size:

8.75" wide x 11.25" high (page size plus .125" bleed on all sides)

File specifications:

- Bleed marks required for bleed ads
- The preferred file format is PDF, set to Print Quality
- All files must be the correct size as listed above
- All files and images must be at least 300 dpi



Full-page ad with no bleeds
(leaves white space in the margins)



Full-page ad with bleeds
(extends to the edge of
the page)

Half-page Final Program Advertisement

Page size: 8.5" wide x 11" high (US Letter)

Live area: 8" wide x 10.5" high

Full color

Half-page ad size:

7.5"(wide) x 4.875"(high)

File specifications

- Bleed marks required for bleed ads
- The preferred file format is PDF, set to Print Quality
- All files must be the correct size as listed above
- All files and images must be at least 300 dpi



Half-page ads
(all half-page ads will have NO
bleeds, leaving white space in the
margins)



Full-page ad with bleeds
(extends to the edge of
the page)

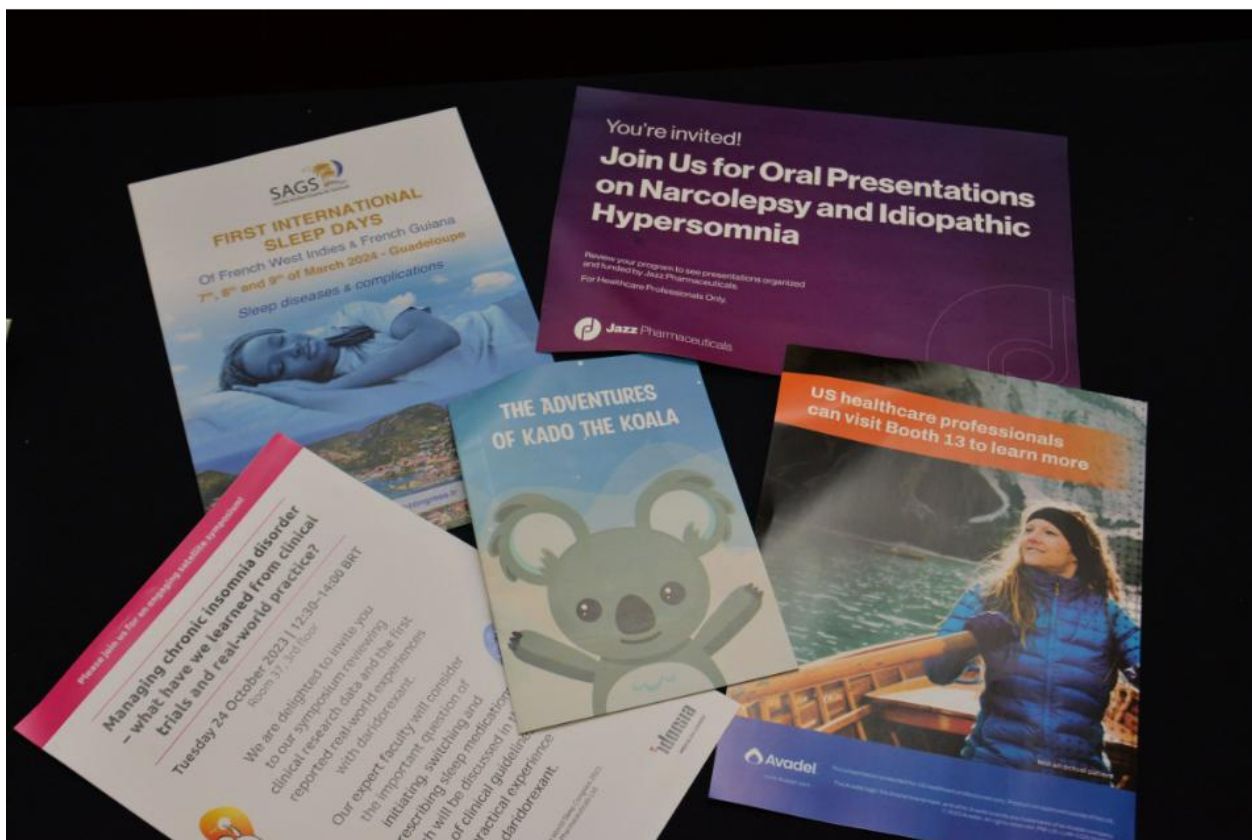
Bag Insert Flyer

The bag insert flyer must be 12 inches by 15 inches or smaller to fit inside the bag.

Double-sided print items are welcomed.

Small brochures or pamphlets (about 6 pages) are OK with approval. Please write to Tyler at ringstad@worldsleepsociety.org if you are interested in this.

World Sleep Society will arrange for printing, delivery, and bag packing. The sponsor is responsible for the cost of printing and delivery (if applicable) only.



Mobile App Banner Ad

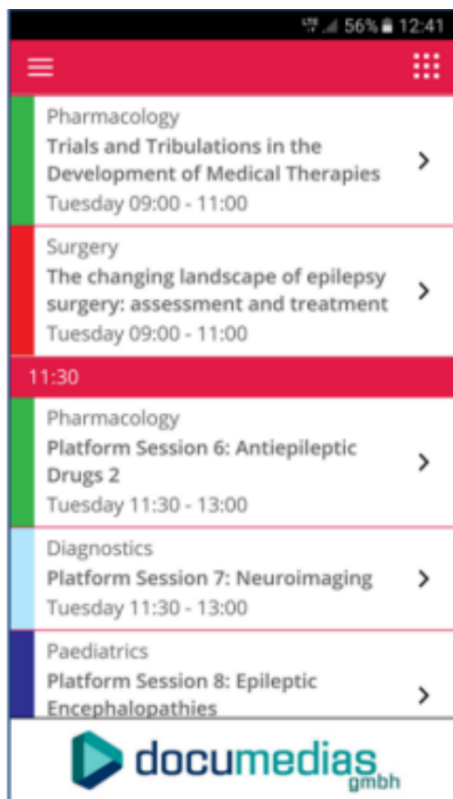
1667 x 292 pixels

.png file format

The background should be a single color or transparent.

The banner ad may be clickable with a hyperlink to a certain session, exhibitor profile, or external website.

Example:



Banner Ad