



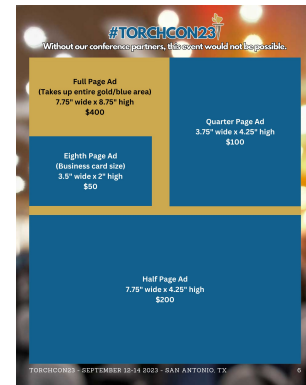
2023 ANNUAL CONFERENCE

PROGRAM AD SPECIFICATIONS

Please reserve your ad space and submit your completed, camera-ready ad by **August 15, 2023**. The ads will be printed in full color in the conference binder and will be included in the electronic copies available online. They will also be promoted on social media in the weeks surrounding the conference.

Print Ad Specifications

- Dimensions — these are the exact sizes of the ads, specified *width x height* (gutters and margins have been accounted for).
 1. Full-page – 7.75" x 8.75"
(2325 px x 2625 px)
 2. Half-page horizontal – 7.75" x 4.25"
(2325 px x 1275 px)
 3. Quarter-page – 3.5" x 4.25"
(1050 px x 1275 px)
 4. Eighth-page – 3.5" x 2"
(1050 px x 600 px)
- Resolution — all ads must be at least 300 dpi – either the entire ad itself or any placed images within the ad must be provided at 300 dpi (or more) at 100% scale.
- Format — please provide your ad as a 300 dpi (or better) PNG, or JPG., or as an SVG (scalable vector graphic), **NOT AS A PDF**



Instagram and Facebook ads, if sent, will conform to the standard sizes for those platforms.

These should be provided “camera-ready”, so that they can be dropped in without any converting, resizing, cropping, or editing of any kind. If you don’t have a design department at your company, you can create a free account on canva.com and create it yourself.

If you have any questions about the ad specs or program production, please contact Shannon Carter at it@txtorch.com or at [\(512\) 922-8619](tel:5129228619).



Without our conference partners, this event would not be possible.

Full Page Ad
(Takes up entire gold/blue area)
7.75" wide x 8.75" high
\$400

Eighth Page Ad
(Business card size)
3.5" wide x 2" high
\$50

Quarter Page Ad
3.75" wide x 4.25" high
\$100

ACTUAL SIZE AND PLACEMENT

Half Page Ad
7.75" wide x 4.25" high
\$200

BANNER ADS

[About TORCH](#) [Find a Home](#) [Preferred Vendors](#) [Education](#) [#TORCHCON23](#) [Member Resources](#) [Contact Us!](#) [Admin Tools](#) [Hidden Store Items](#)

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[TORCHCON23 Registration](#)

[Conference Schedule](#)

[Conference Speakers](#)

[Trade Show](#)

[Book your hotel stay](#)

Conference Sessions



**24-hour CALM
Manager's Training
offered monthly**

CONFERENCE SESSIONS

SEP 12 8:00 am - 5:15 pm TORCHCON23 - 39th Annual Trade Show
Our exhibitors will be accessible throughout the first day of the conference, as well as during our networking happy hour at the end of the day.

SEP 12 9:00 am Conference Kickoff
Inecia Stewart, Board Chair

SPONSORS, SPEAKERS, AND EXHIBITORS MAY SUBMIT CLICK-THROUGH ADVERTISEMENTS FOR THE SPACES ABOVE. THESE ADS RANDOMLY ROTATE ON EVERY PAGE REFRESH.

THE CENTER SECTION (HIGHLIGHTED IN YELLOW) IS A 4:1 AREA. ADS HERE SHOULD BE 1200X300 PIXELS. THIS SECTION IS RESERVED FOR SPONSORS AT THE \$1,500 LEVEL AND ABOVE.

THE SECTION ON THE RIGHT (HIGHLIGHTED IN GREEN) IS A 2:1 AREA. ADS HERE SHOULD BE 600X300 PIXELS. THIS SECTION CAN BE USED BY ANYONE WHOSE PACKAGE INCLUDES CLICK-THROUGH BANNER ADS (SPEAKERS/SPONSORS/EXHIBITORS).

IF YOU HAVE MORE THAN 2 BANNER ADS IN YOUR PACKAGE, YOU MAY ALSO CHOOSE TO PLACE ONE OR MORE OF THOSE ADS LATER IN THE YEAR ON THE MAIN TORCH MEMBER SITE. (THESE WON'T APPEAR ON THE FRONT PAGE AT TXTORCH.COM, BUT WILL APPEAR ON TORCH.CLUBEXPRESS.COM, WHERE ALL THE CONTENT IS FOUND.)



Control Panel Favorites Shannon Carter

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