



# AD SPECS

## FILE SUBMISSION

Send fully designed files, links and copy via email to:  
[Sponsorships@ESEAnetwork.org](mailto:Sponsorships@ESEAnetwork.org)

## SPONSORED MARKETING EMAIL

Sponsor one of our regular Conference marketing emails that are sent to 16,000+ ESEA Network account holders in the weeks leading up to the Conference. Choose from several pre-scheduled emails and we will include your company logo, booth number(s), and a provided short article of up to 1,000 characters highlighting your company. Purchase the sponsorship to select and reserve a specific email - subject to availability.

- 1000 character article
- Your logo displayed at 200 px max (.jpeg or .png)
- Full color
- Preferred link to website (Add analytics if desired, ESEA will not provide analytics)

**Artwork deadlines vary**  
**- see website for due dates**

The sample email is for the 2022 National ESEA Conference, held by the National Association of ESEA State Program Administrators (NAESP), from February 16-19, 2022. The header features the conference logo and title. The main headline is "What Is the Value of Attending?". Below this, there are two columns of benefits: "ACCESS TO NATIONALLY KNOWN KEYNOTES AND PRESENTERS" and "EARN A PROFESSIONAL DEVELOPMENT CREDIT". Each column has a "VIEW SESSIONS" or "LEARN MORE" button. Further down, there are two more columns: "ACCESS TO THE U.S. DEPARTMENT OF EDUCATION" and "INSTRUCTIONAL RESOURCES & EXHIBIT HALL", each with a "REGISTER NOW" button. A pricing section titled "EARLY BIRD PRICING ENDS JANUARY 1ST!" shows rates for Early Bird (\$599), Individual (\$659), and Group (\$559 each). A message from an exhibitor, Second Step, is featured in a red-bordered box, highlighting their SEL curriculum. The footer includes "ABOUT ESEANetwork" and "CONNECT WITH US" with social media icons and contact information.

Sample of a previous year's marketing email.

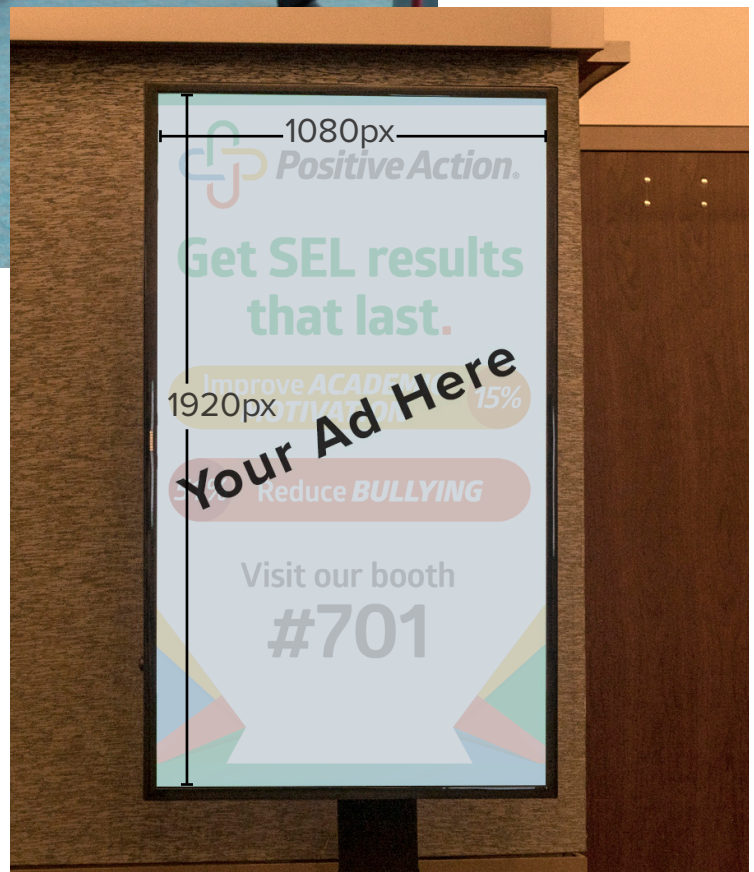
## DIGITAL SIGNAGE

Display your company ad in between sessions on digital signs placed outside **every session room**, that's at least 10 digital signs in total! Digital Signage is a lot of exposure for a minimal investment. Your ad will show between every session, on every digital sign, every day of the Conference. Each ad will be played in a rotation with the other digital ads. Drive attendees to your booth and showcase your services!



- PNG format- 1920(h) x 1080(w)px
- Ads will be displayed on a 65” vertical screen on each digital sign outside of each session room

**Artwork must be received  
by December 1, 2025.**



## FULL PAGE AD & INSIDE BACK COVER AD IN THE CONFERENCE GUIDE

Sponsor the Conference with a full-page, full-color interior display ad in the Conference Guide, which is distributed to all in-person attendees. The Guide includes Convention Center and Exhibit Hall maps, daily session schedule and activity overviews, an exhibitor directory, and pertinent information about the Conference.

- All ads are full color.
- Printed Full Page Ad size: 5.5”w x 8.5”h
- Printed Inside back cover size: 5.5”w x 8.5”h
- Include 1/8 inch “bleed” on all 4 sides
- Send your ad as a 300dpi PDF
- Keep all text and important information 1/8” from trim edges

**Artwork must be received by December 1, 2025.**

**Bleed Line** —  
8.75”w x 5.75”h

**Trim Line** —  
8.5”w x 5.5”h

**Safe Area** —  
8.25”w x 5.25”h

**Crop Marks**

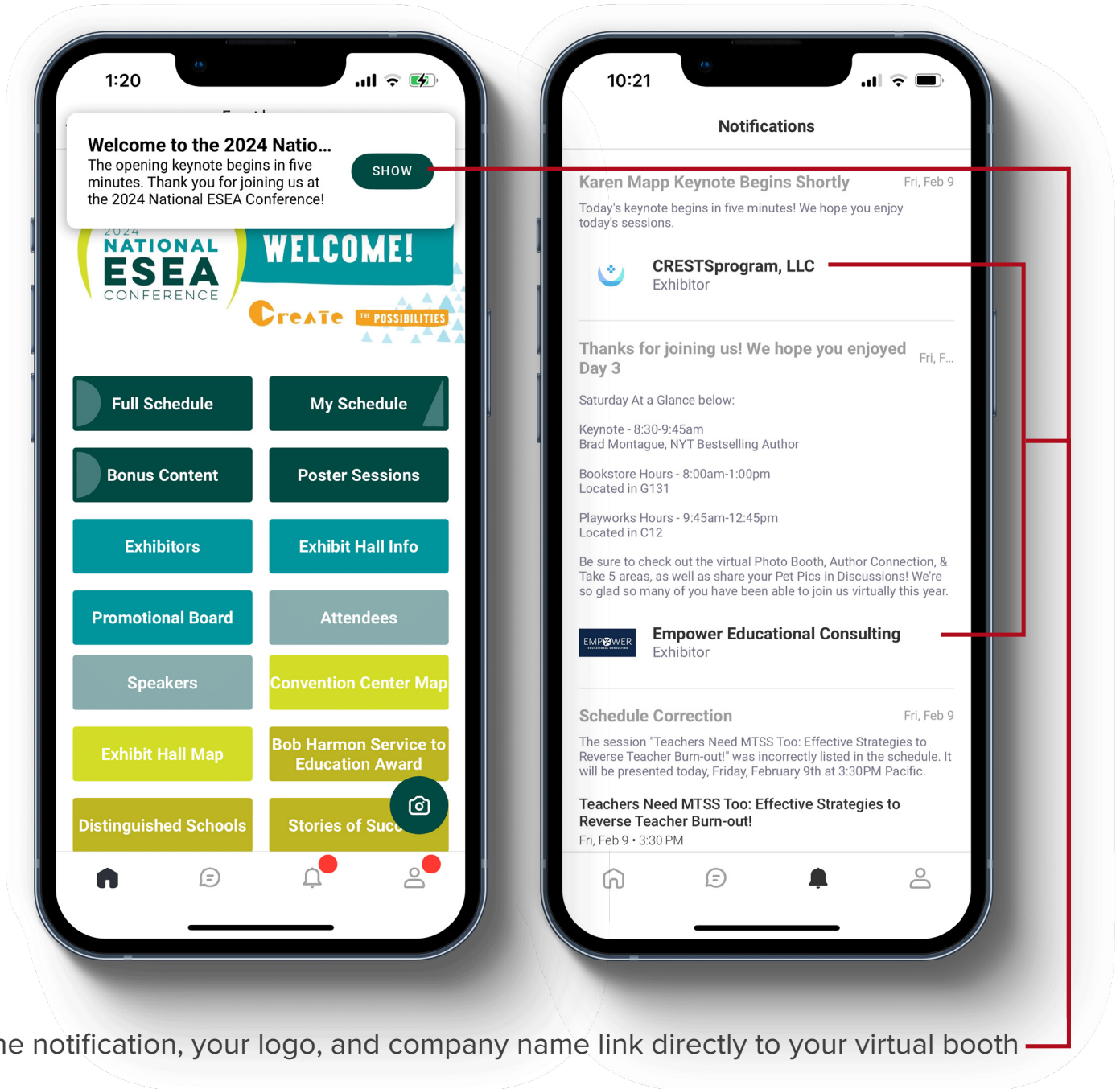




## SPONSORED PUSH NOTIFICATION

Sponsor one of the daily push notifications that go out to all attendees during the Conference via the Conference App. The notification will include your organization logo and link to your complementary virtual booth space. Choose one from the list of pre-scheduled notifications.

Sample from the 2024 National ESEA Conference App



**Your company logo and name will be pulled from your virtual booth in Swapcard. Please have your virtual booth populated by February 2nd.**