



Technical Specifications Sheet Sponsor Deliverables and Due Dates

Intro: This year's theme, "Our Children – Our Future Ancestors," highlights AFN's commitment to recognizing our children are the future of Alaska's Native peoples. The convention will provide a forum for discussing ways to empower and support Alaska Native children, and to ensure that they have the tools and resources to succeed.

Advertisements

DUE DATE: September 6, 2024

ADVERTISEMENT SIZES

Please note that AFN does not sell Convention Guide ad space. Ad space is reserved exclusively for convention sponsors at the following levels:

SUSITNA SPONSORS - Quarter-page: 3.75 in. W x 5 in. H including bleeds
(cropped size in book is 3.5 in. x 4.75 in.)

KATMAI SPONSORS - Half-page: 7.75 in. W x 5 in. H including bleeds
(cropped size in book is 7.5 in x 4.75 in)

DENALI SPONSORS - Full-page: 9 in. W x 11.5 in. H including bleeds
(cropped size in book is 7.5 x 10)

FILE SPECS

FILE FORMAT – Adobe Acrobat Portable Document File (PDF off-set printing highest resolution) is OUR preferred file format. All fonts used must be embedded in the file pdf.

GRAPHICS & PHOTOS – All graphics, logos and photos must be high resolution, **300 dpi or higher.** Formats accepted are PDF, or JPG images. Please include all linked photos. We cannot use web site images (72 dpi) or low pixel digital images.

COLOR – 4-Color Process (CMYK), photos or art with PMS, Pantone or spot colors must be converted to CMYK and be **minimum 300 dpi resolution.**

****NOTE that Microsoft Word & Adobe InDesign files will NOT be accepted.**

Company Logo

DUE DATE: September 6, 2024

FILE FORMAT – 1 megabyte in .jpg or .png format.

Welcome Video Message

(Denali and Katmai Sponsors Only)

DUE DATE: September 13, 2024

CONTENT

Katmai and Denali sponsors may provide a self-produced welcome video message – maximum of 30 seconds to five minutes in length – to be shown during plenary session breaks, on the broadcast/webcast, and posted on the AFN website and mobile app. Does not have to be fancy, just sincere.

TECHNICAL

1920 x 1080 60i

HD

Prefer .mp4

4-second black video head and tail

30-Second TV Advertisement

(Denali Sponsors Only)

DUE DATE: September 13, 2024

CONTENT

Sponsors may provide up to three different 30-second TV ads.

TECHNICAL

1920 x 1080 60i

HD

Prefer .mp4

4-second black video head and tail

APP Banner Ad

(Denali and Katmai Sponsors Only)

DUE DATE: September 13, 2024

File Format – The app homepage banner ads should be 960x450, jpg.

Virtual Exhibit Booth Information

DUE DATE: September 13, 2024

Virtual Exhibit Booth Information, including company logo, mission statement, brochure/flyer, contact information, website URL and social media details for Facebook, Twitter, and Instagram.

INQUIRIES

Please direct all inquiries regarding these technical specifications and ad submissions to Nikki Stoops (nstoops@nativefederation.org).