

Digital Ads Brochure



The Digital Ad Experience

Just like the conventions industry, signage has taken a giant leap toward the digital future. Digital signage provides you with exciting opportunities for branding, digital advertising, and attendee interaction. Adaptable video displays, sized appropriately to be seen from all angles throughout the venue, are used to showcase your brand and custom messaging. Whether you choose to provide a static high res image, or a dynamic custom video, your brand is GUARANTEED optimal exposure.

Each 8 second ad will be displayed on a video wall in 10 locations on level 2 of the West Building of the Orange County Convention Center. Ads will run for 5 days (March 24-28) on an 8-minute loop which will include AAOS and several other exhibitor ads.

SUBMIT THE APPLICATION/CONTRACT HERE

Cost:

\$3,000 for each 8 second digital ad

Orders Due By:

January 31, 2020

Video Files Due By:

February 7, 2020

Display:

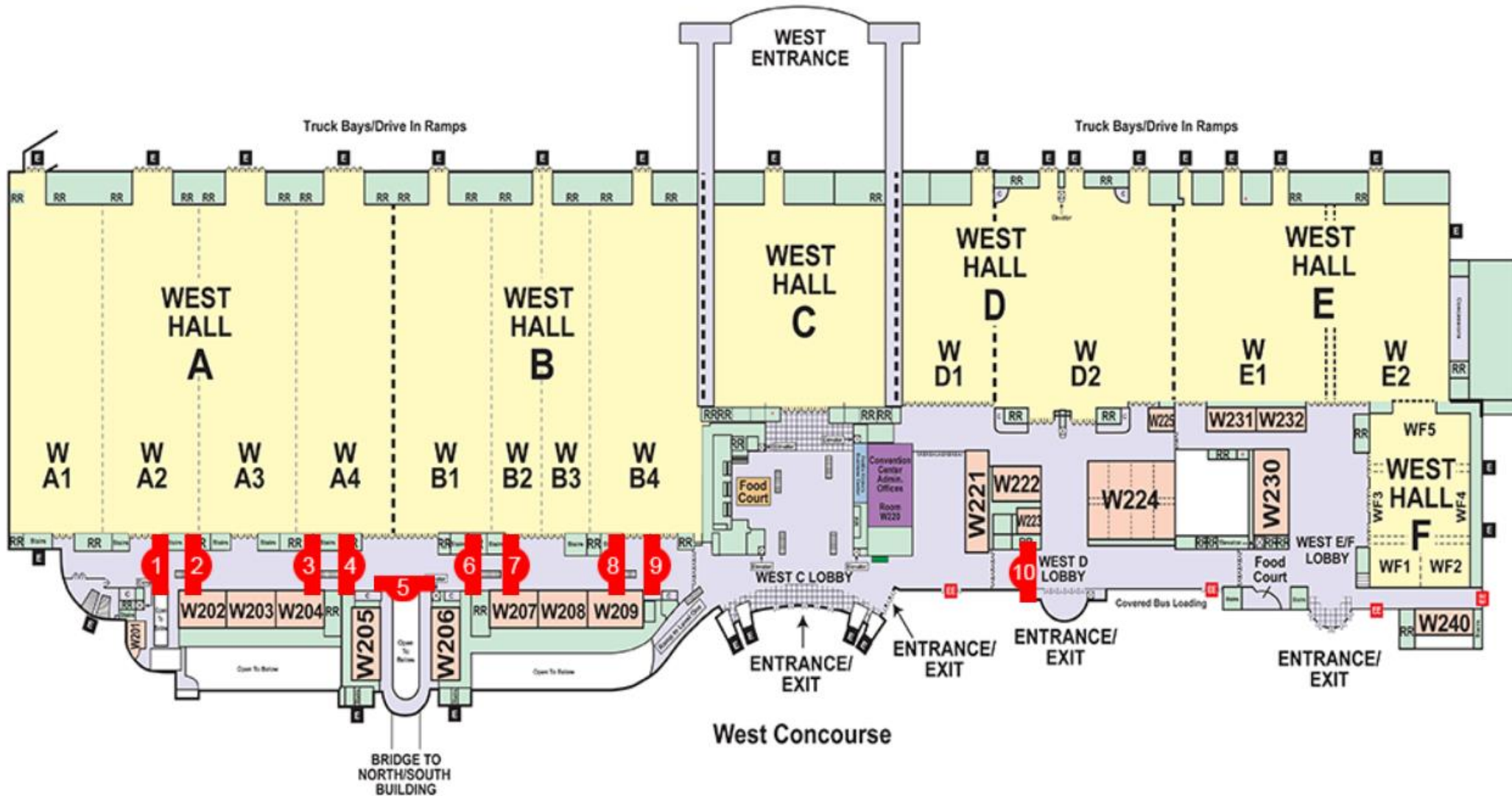
10 locations for 5 days, March 24-28, 2020

Total Loop Time:

8 minutes and will include AAOS and other exhibitor ads

Note: Multiple 8 second digital ads can be purchased to create a short video

Floor Plan of Locations



Why Go Digital?

YOU MUST CREATE YOUR FILE IN THE FORMATS BELOW

MEDIA SPECIFICATIONS:

2x5 Video Walls



Overall Resolution: 1920x432 (square pixels)

Ratio: 40:9

Supported Filetypes: MP4 (.mp4), JPEG (.jpg) and MOV (.mov) with H.264 encoding

1x4 Video Walls



Overall Resolution: 1920x270 (square pixels)

Ratio: 64:9

Supported Filetypes: MP4 (.mp4), JPEG (.jpg) and MOV (.mov) with H.264 encoding

Number of Digital Ad locations: Total of 10

- 1 Digital Ad at all 10 locations on Level 2 of the West Building

How to Send your Artwork:

- All digital ads must be approved by AAOS.
- Please send your digital ad to sierra@aaos.org for approval. AAOS will notify you of the receipt of the file and approval.

Creative Tips & Guidelines

#1 - SIMPLICITY IS THE KEY TO CREATING GREAT CONTENT

An ad's main purpose is functionality. Creating an ad is mainly about making it readable.

#2 - MAKE THE TEXT **BIG!**

Designs should be simple, clear and easy to read. Digital Network Displays should be legible from 20 feet away.

#3 - USE BOLD, NON-SERIF FONTS

Always use large, legible typefaces. At 20 feet thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital, we highly recommend adding a thin dark stroke around the text to separate it from the background.

#4 - STICK TO ONE MESSAGE OR IDEA

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize.

#5 - BE SHORT AND SWEET

Use no more than six - eight words total on the entire display - and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep words short for faster comprehension.

#6 - COLOR

Use only RGB color files for digital displays. Design as you would for a website, TV or monitor. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing designs at a distance.

#7 - DO NOT USE WHITE BACKGROUNDS

Please **DO NOT USE WHITE BACKGROUNDS**. To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your content.

#8 - DESIGN WITH HIGH CONTRAST

Being subtle does not work at distances. Strong contrast in both hue and value are essential for creating good digital content. Some great color matches are: Black on Yellow - Black on White - Yellow on Black - White on Blue - Yellow on Blue - Green on White - Blue on Yellow - White on Green

#9 - PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Use **ONLY HIGH RES** images. We recommend 3 visual elements or less. (i.e. 1 image, 1 logo and 1 headline)

#10 - SOFTWARE SELECTION

Use software designed to produce advertisements such as Photo Shop, Adobe, Illustrator, Final Cut Pro, or Corel. Avoid programs such as Word and Paint.

Why Go Digital?

USE IT TO ...

- INCREASE BRAND EXPOSURE
- ADD TO PRODUCT RECOGNITION
- HIGHLIGHT NEW INITIATIVES
- BROADCAST BOOTH NUMBER
- CREATE BUZZ FOR A BOOTH
- ACHIEVE 100'S OF IMPRESSIONS
- SHOWCASE NEW OFFERINGS
- ENGAGE ATTENDEES

ATTRACT THE EYE OF ATTENDEES!



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For additional information contact

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AAOS
AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS