

**ADVERTISING INSERTION ORDER FORM**  
**2019 German Studies Association Conference Mobile App**

Name of Advertiser:

Address:

City:  STATE:  ZIP:

Advertising Manager:  Phone:

Email:

URL for ad link:

Please reserve advertising space in the 2018 GSA Conference Mobile App as follows (check below):

- Splash loading screen       Main menu sponsor ad       Bottom banner ad

<b>Ad types</b>	<b>Dimensions</b>	<b>Price</b>
Splash loading screen	See below	\$5,000
Main menu sponsor ad	1200 x 300 pixels	\$750
Bottom banner ad	1200 x 180 pixels	\$500

**Deadlines:**

Order forms: September 1st, 2019 (Email order form to [journalsadvertising@press.jhu.edu](mailto:journalsadvertising@press.jhu.edu))

**Artwork: September 21st, 2019** (Email final PNG file(s) to [helpdesk@thegsa.org](mailto:helpdesk@thegsa.org))

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**\*\*AD SPECS for all placements:**

1. All images must have a solid background color - no gradients or transparency.
2. All images must be PNG format and be 72 dpi.
3. All images must have a few pixels of padding to prevent anything from being cut off when Apple or Google use the images in their own systems.
4. All ad requests must include the address of the website you wish to link to.

Email final PNG(s) to [HELPDESK@THEGSA.ORG](mailto:HELPDESK@THEGSA.ORG).

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**Splash loading screen: Only one available**

Your advertisement displays every time the user opens the app. You receive the top link on the Sponsor page.

Required sizes (you must submit **all** sizes, to accommodate different screens):

- 640 x 1136 pixels
- 640 x 960 pixels
- 1536 x 2008 pixels
- 2048 x 1496 pixels

**Main menu sponsor ad**

Your advertisement displays in rotation with other advertisers' content. You receive a link on the Sponsor page.

**Bottom banner ad**

Your advertisement displays in rotation with other advertisers' content.

**ARTWORK DUE BY September 21, 2019**

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**PLEASE BILL ME AS FOLLOWS:**

Splash loading screen	\$	<input type="text"/>
Main menu sponsor ad	\$	<input type="text"/>
Bottom banner ad	\$	<input type="text"/>
<b>TOTAL</b>	\$	<input type="text"/>

**Return form to:**

Journals Advertising  
The Johns Hopkins University Press  
2715 N. Charles Street  
Baltimore, MD 21218  
Phone: (410) 516-6988  
FAX: (410) 516-3866  
Email: [journalsadvertising@press.jhu.edu](mailto:journalsadvertising@press.jhu.edu)