



WASHINGTON, D.C.  
DECEMBER 1-5



## Media Wall Advertising Insertion Order

### Advertiser Information

ADVERTISER

CONTACT NAME

BILLING ADDRESS

CONTACT PHONE

CITY

STATE

ZIP

CONTACT EMAIL

### Insertion Information

**Media Wall** - See specifications on next page. The wall is a maximum ten minute continuous loop.

60 second spot - \$2,000 per day

30 second spot - \$1,400 per day

15 second spot - \$800 per day

Saturday      Sunday      Monday

Great Location! Media wall will be located outside the Exhibit Hall in Rotunda B near registration. Location subject to change.

**Deadline for Insertion Order** if AES is formatting your content: **November 1, 2017**  
**Deadline for Insertion Order** if you provide ready-to-run content: **November 18, 2017**  
**SEE ADDITIONAL DEADLINE INFO ON NEXT PAGE**

Space is limited for the Program Book and Media Wall and may sell out before the deadline.

### Payment Information (payment in U.S. dollars)

**Total**

Media Wall: \$ \_\_\_\_\_ x \_\_\_\_\_ =  
AMOUNT PER SPOT    NUMBER OF DAYS

**Total Payment Due**

Check enclosed       Send invoice

Please charge my credit card:

American Express     MasterCard     VISA

CARDHOLDER NAME

CARD NUMBER

EXPIRATION DATE

AMOUNT (in U.S. Dollars)

CARDHOLDER SIGNATURE

**BONUS!** Ads paid for 3 days will run for 5 days at the 3 day price! Thursday evening to Monday afternoon!

**NOTE:** All advertisements must be approved by AES. Please allow three - five business days.

As an authorized representative of \_\_\_\_\_, I confirm that \_\_\_\_\_ agrees to pay for the advertisements ordered above and to provide materials per the deadlines and specifications provided on pages two and three of this Insertion Order.

**SIGNATURE:**

**DATE:**

Return completed form to Susan Oliver at soliver@aesnet.org or AES, 135 South LaSalle Street, Suite 2850, Chicago, IL 60603.



## Media Wall Ad Specifications

### GENERAL INFORMATION

The media wall is provided by neoPromo Media, a vendor contracted by AES. neoPromo can accept fully produced videos from advertisers or it can create video using assets (pictures, video and script) from the advertiser.

Advertisements will run in a continuous loop (maximum 10 minutes) at all times that the Exhibit Hall is open. The Media Wall is fully video enabled, but AES requests that advertisers do not rely on audio for their advertisement. The sound will not be turned on so the noise and repetition does not create an unpleasant environment for exhibits and other activities happening around the wall.

The screen is 20 feet wide and 5 feet high for a total of 100 square feet. The location, subject to change, is expected to be at the front of the Exhibit Hall in a prominent location.

### VIDEO FILE SPECIFICATIONS

1296 pixels wide by 324 pixels tall .AVI file

### DEADLINES

**For content prepared by neoPromo** using assets provided by the advertiser, please submit this signed Insertion Order with payment by **November 1, 2017**. Assets such as pictures, videos, script to neoPromo must be received on or before **November 2, 2017**. Asset submission information to be provided.

**For ready-to-run content that is in-specs prepared by the advertiser**, this signed Insertion Order with payment must be received by AES by **November 18, 2017**. Content must be submitted to neoPromo on or before **November 24, 2017**.

Advertisements must be approved prior to submitting final artwork by Susan Oliver at [soliver@aesnet.org](mailto:soliver@aesnet.org). Please allow three - five business days for approval.

### INSERTION ORDER

Please submit insertion orders to:  
Susan Oliver

By email: [soliver@aesnet.org](mailto:soliver@aesnet.org)

By mail: AES, 135 South LaSalle Street, Suite 2850  
Chicago, IL 60603

