

ADVERTISING SPECS AND SCHEDULES

Video/Commercial

- Any standard video formats – FLV (Flash Video), AVI (Audio Video Interleave), MOV (Apple's QuickTime) or PowerPoint
- Video duration: 60 – 120 seconds
- Sponsor must provide video as a downloadable file or provide video on flash drive or DVD.
 - Entire video must be approved by GII's marketing and public relations departments.
 - Video must not show any Goodwill logo or infer a relationship to any Goodwill organization unless approved by GII's marketing and public relations department.
 - To accommodate multiple GII approvals and subsequent revisions, videos must be submitted by **January 30, 2018**.

Logos

- In vector format – EPS preferred
- Non-vector format – JPG or PNG preferred

Hotel Key Card

- Key cards are created by PLI Cards for select hotel venues. Ad specifications will be provided on each event's website prior to the event.

Mobile App Ads

- Banner Ads
 - Required size for Phone – 640 x 100 pixels, PNG
 - Required size for Tablet – 500 x 200 pixels, PNG
- Full-Screen Ads
 - Required size for Phone – 242 x 2208 pixels, PNG
 - Required size for Tablet – 536 x 2048 pixels, PNG

Member Marketplace Online Ads

- Site:
 - 184 W x 325 H pixels, PNG
- Newsletter:
 - 728 W x 90 H pixels, PNG

TERMS AND CONDITIONS

[Click to view](#) GII Sponsorship draft terms. On purchase of a sponsorship, a new document will be sent to you.