

## LOGISTICS & SPECIFICATIONS: Wall of Content Static Ad Package

Be a part of the Natural Products Expo West Wall of Content. Your static ads will be played throughout the show via an engaging digital experience inside the ACC where all the buzz is! This is a rare opportunity to get your voice, your brand and your story in front of attendees.

### Opportunity details:

- Company provides artwork. Show will produce Wall of Content programming. All content and claims must be approved by New Hope Network Standards.
- **Artwork deadline: Friday, January 23, 2026**
- Non-exclusive opportunity.

### Inclusions with this Opportunity:

- (3) Ad sizes to be orchestrated into 3 days of content shown on the Wall of Content.
  - Full Screen Ad: 1920×1080 – static for 7.5 seconds and shown multiple times per day.



- Third Page Ad: 1050×1080 – static for 7.5 seconds and shown multiple times per day.



- Ribbon & Third Page Ad: 1296×290 & 1050×1080 static for 15 seconds and shown multiple times per day.



- Wall of Content Ad Specs:
  - **Still Image:** .PNG or .JPEG
  - **Image Dimensions:**
    - Full Screen: 1920 x 1080
    - Third Page: 1050 x 1080
    - Ribbon Ad: 1296 x 290
  - Limited to one (1) design per ad size, per company.
  - Recommendation: No more than 10-words per image
- Wall of Content located inside the ACC, Level 200 Wednesday, March 4 – Friday, March 6.

Questions? Please contact me!

Troy Cushman

Sponsorship Specialist

[tcushman@newhope.com](mailto:tcushman@newhope.com)

303-917-2047