

premiereBIRMINGHAM

The • Southeastern • Beauty • Event

2022 SOCIAL MEDIA POST SPECIFICATIONS

DEADLINE

Materials are due 2 weeks prior to post date.

ELECTRONIC FILES

Advertising materials may be emailed. Please include:

- Final Artwork
- Caption

All submitted online advertising should be in digital format.

IMAGE REQUIREMENTS

- All graphics must be 72dpi
- All graphics must be RGB
- PNG ONLY
- Static design ONLY no animations

ARTWORK GUIDELINES

AD NAME	DIMENSION	SIZE
Facebook Post	1200x630	500KB
Instagram Post	1080x1080	n/a

All copy and artwork must be approved by show management. Any sponsor assets implying preference or association with show management will not be allowed.

CAPTION GUIDELINES

Please include caption and link with accounts you would like tagged and any hashtags pertaining to your company/post. Caption provided is subject to change by Premiere.

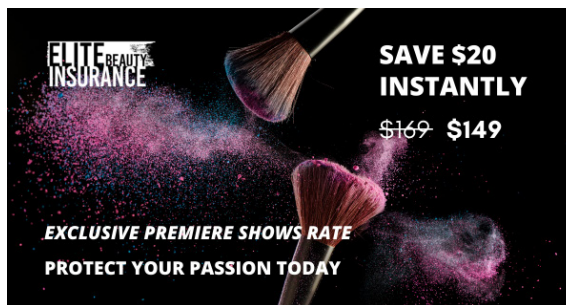
SEND MATERIAL TO

Rachel Brill
 Marketing Specialist
 rachel@premiereshows.com
 407-312-2039

SAMPLE

FACEBOOK

1200x630



INSTAGRAM

1080x1080

