NATIONAL PAYROLL INSTITUTE

# 2027 ADVERTISING & SPONSORSHIP SPECIFICATIONS GUIDE



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# Dedicated E-Blasts

Dedicated e-blasts are created using the Institute's email template to ensure brand consistency and optimal performance across devices.

## Required Assets

- Company logo
- Email headline
- Body copy
- Call-to-action button text
- Destination URL(s)
- Contact information (if applicable)
- Language and regionality specifications (if applicable)

## Content Guidelines

- Headline: Up to 60 characters recommended
- Preheader: Up to 100 characters recommended
- Body copy: Approximately 150-300 words
- Maximum 3 calls-to-action recommended
- All URLs must be provided by the sponsor

## Logo Specifications

| SPECIFICATION | REQUIREMENT |
|---|---|
| File Type | Adobe Illustrator Vector file, EPS or SVG |
| Background | Transparent preferred |
| Colour Version | Full colour preferred |
| Minimum Width | 600 pixels |

## Review Process

- One round of edits included
- Final content subject to the Institute's review and approval
- All materials must be submitted by the agreed-upon deadline

# Display Ads

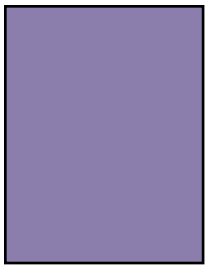
## Display Ads

| SPECIFICATION | REQUIREMENT |
|---|---|
| Ad Size | 310 × 310 pixels |
| File Format | JPG, PNG or GIF |
| Colour Mode | RGB |
| Destination URL | Required |

## Best Practices

- Include a clear call-to-action
- Use minimal text
- Ensure creative aligns with your landing page
- Mobile-friendly design recommended

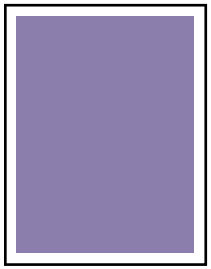
# Dialogue Magazine



## Full-Page Advertisement with Bleed

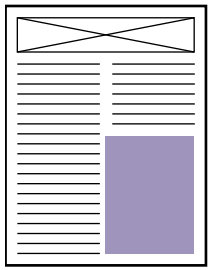
| SPECIFICATION | REQUIREMENT |
|---|---|
| Document Size | 8.5” (w) × 11.125” (h) |
| Trim Size | 8.25” (w) × 10.875” (h) |
| Safe Area | 7.75” (w) × 10.375” (h) |

**Important:** Keep all text, logos and critical content within the safe area.

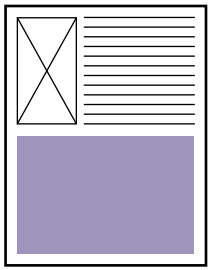


## Full-Page Advertisement (No Bleed)

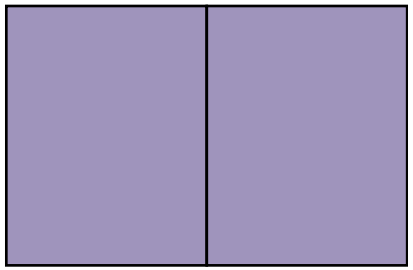
| SPECIFICATION | REQUIREMENT |
|---|---|
| Ad Size | 7.75” (w) × 10.375” (h) |



**Quarter Page**
3.5" W × 4.75" H



**Half Page**
7" W × 4.75" H



**Two-Page Advertorial — Bleed:**
16.75" W × 11.125" H
Trim size: 16.5" W × 10.875" H

## File Requirements — Dialogue Magazine

- PDF format
- 300 DPI minimum resolution
- CMYK colour profile preferred
- All fonts embedded
- No crop marks required unless requested

# Event Sponsorship Assets

## Network & Share Events

Sponsors may be asked to provide:

- Company logo
- Pull-up banners/signage
- Promotional materials
- Prize donations (if applicable)
- Presentation topic (if applicable)

## National Payroll Conference

Depending on sponsorship level, submissions may include:

- Company logo
- Keynote speaker introduction, headshots and bios
- Presentation, product demos (if applicable)
- Industry exchange promotional materials
- Round table topic(s) and description
- Prize draw information (if applicable)
- Push notification copy for event app (if applicable)

Detailed event-specific specifications will be provided following sponsorship confirmation.

# General Submission Requirements

## Logos

Accepted formats:

- AI
- EPS
- SVG

## Logos

- JPG or PNG
- High resolution
- Royalty-free or owned by the sponsor
- Appropriate usage rights secured

## Deadlines

All deadlines are outlined in the applicable sponsorship agreement, rate card or event confirmation package. Late submissions and content reviews may impact placement, production timelines or promotional opportunities.

## Creative Submission Checklist

Before submitting your materials, please ensure:

- [ ] Creative files meet the required dimensions
- [ ] Links have been provided and tested
- [ ] Logos are high resolution
- [ ] Content has been proofread and approved internally
- [ ] Required assets have been submitted by the deadline
- [ ] Contact information has been included

### QUESTIONS OR SUBMISSIONS

Contact our Stakeholder Relations Specialist, Lisa Sabisch (**Lisa.Sabisch@payroll.ca**).

# LET'S BUILD SOMETHING MEANINGFUL TOGETHER

Be part of the conversations, connections and communities at the HEART of payroll.

## Thank you for partnering with the National Payroll Institute

This guide outlines creative specifications and submission requirements for our advertising and sponsorship opportunities. For questions or submissions, please contact our Stakeholder Relations Specialist, Lisa Sabisch (Lisa.Sabisch@payroll.ca).



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