

# DIGITAL & PRINT ADVERTISING

**NABSHOW**<sup>®</sup>  
*Where Content Comes to Life*

# PROMOTION EMAILS AND NEWSLETTERS

## ATTENDEE NEWSLETTER SPONSOR

**\$5,000**

**Delivered over a two-week period during the months of January – May**  
**Exclusive sponsor of newsletters for two weeks per month**

Reach 200K+ NAB Show registrants, Amplify Users and prospects through promotional emails that deliver important updates and news as attendees prepare for NAB Show.

Opportunity includes an exclusive 600x90 banner ads in 3 different communications sent over two weeks

1. General newsletter containing NAB Show highlights and related NAB Amplify content, sent to entire database (week 1)
2. Follow up email to recipients that engaged with the general newsletter (week 1)
3. Dedicated email promoting NAB Show highlights, features and registration (week 2)

## DEDICATED 3<sup>rd</sup> PARTY EMAIL

**\$8,250 per deployment**

Created entirely by the Sponsor, NAB Show will send the custom email on your behalf to our third-party opt-in audience of approximately 33K. Sponsor must be an Exhibitor and promotion must pertain to their presence at NAB Show. Limited availability, dates confirmed on first come basis.

# SOCIAL MEDIA

The image shows a Facebook post from the 'NAB Show' page. The post text reads: '\*For the first time in its history, CBS Sports will deploy multiple 4K and 8K cameras at the Super Bowl to provide close-ups and alternative viewing angles for NFL fans,\* reports TVTechnology.' Below the text is a photograph of the Mercedes-Benz Stadium in Atlanta at dusk. The post includes engagement statistics: 28,524 People Reached and 1,790 Engagements. It also shows 24 comments and 82 shares, along with a 'Boost Post' button. The source is cited as TVTECHNOLOGY.COM.

**NAB Show**  
Published by Hootsuite [?] - January 12 - 🌐

\*For the first time in its history, CBS Sports will deploy multiple 4K and 8K cameras at the Super Bowl to provide close-ups and alternative viewing angles for NFL fans,\* reports TVTechnology.

TVTECHNOLOGY.COM  
**CBS Sports to Use 4K, 8K Cameras for Super Bowl LIII Broadcast**

28,524 People Reached      1,790 Engagements      Boost Post

👍👎👤 Geor Decker, Thomas Kirby and 227 others      24 Comments      82 Shares

👍 Like      💬 Comment      ➦ Share

## SOCIAL MEDIA POSTS

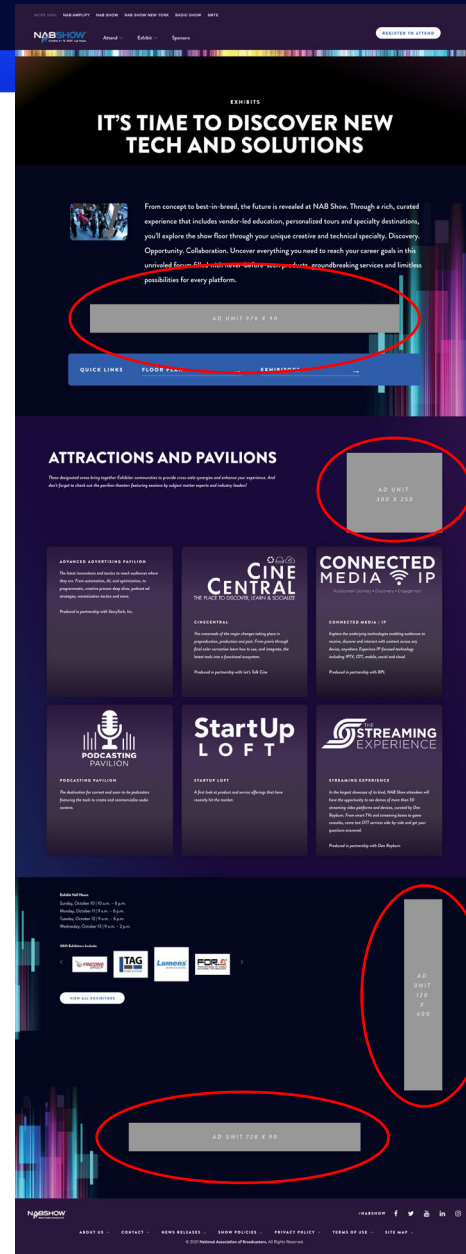
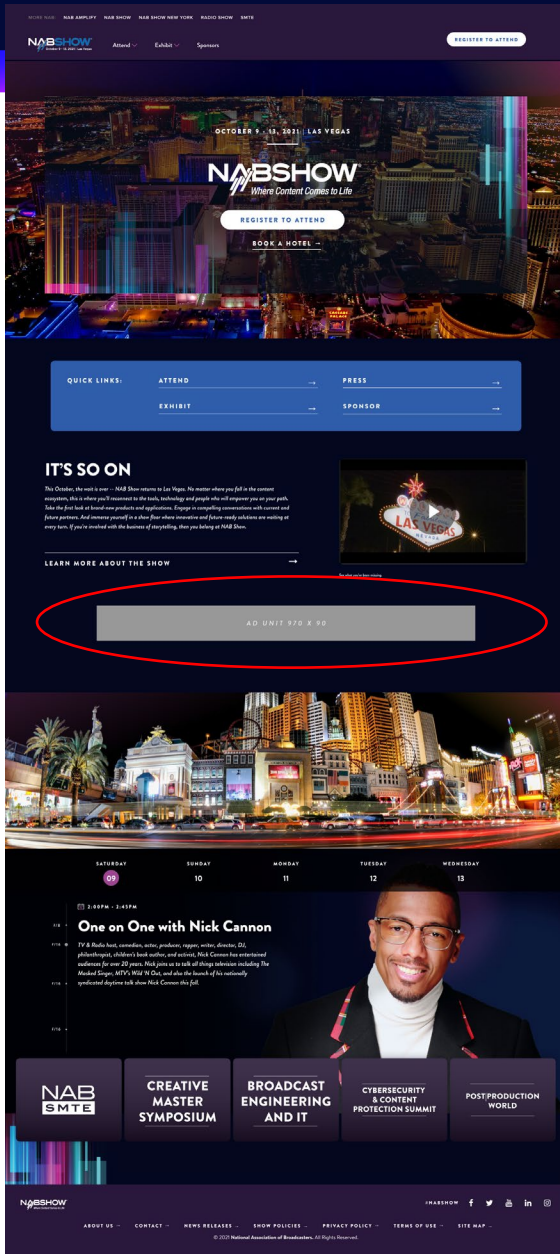
**\$2,500 PER MONTH**

*2 Opportunities per month*

Generate brand awareness and engagement with dedicated posts to our collective social community of 144,500 followers with a 5.8M+ reach.

- 2 Facebook posts
- 2 Twitter posts or retweets
- 2 LinkedIn posts

# WEBSITE DISPLAY ADVERTISING



## Homepage Banner Ad

**\$5,000/month**

Run an exclusive, high impact 970x90 leaderboard banner ad on the homepage.

## Prestitial Ad

**\$5,000/month**

Exclusive 800x600 prestitial "welcome" ad appearing during initial site visit; once per day per visitor.

## Run of Site Ad

**\$1,500/month – non-peak**

**\$2,500/month – March/April**

Gain additional exposure with ROS banner ads.

970x90 top banner ad; internal site pages

- 728x90 middle
- 300x250 middle
- 160x600 middle
- 728x90 bottom

*\*\*Design and placement subject to change*



# NAB SHOW DAILY

## Maximize Your NAB Show Visibility With Advertising in the Official Show Daily Newspaper

### OPTIONS FOR EVERY BUDGET

From print and digital, to before and at the show, there are multiple ways to expand your company's reach as part of the NAB Show Daily family of products. Let us help you plan your marketing strategy to announce your new products and service offerings and drive visitors to your booth.

The Official NAB Show Daily, published by Future under contract to NAB, is the **ONLY** Daily with exclusive distribution rights to all NAB Show exhibit venues including the LVCC and official show hotels.



>> Live automated captioning trusted by hundreds of leading broadcasters. Learn more at ENCO.com/enCaption.

ENCO

Published by  
FUTURE

**SUNDAY**  
APRIL 24, 2022

Day 1 Edition  
April 23-27, 2022  
Las Vegas Convention Center  
Las Vegas, NV

**THE OFFICIAL NABSHOW DAILY**

**Advanced Advertising Replaces TV Business Model**  
PAGE 18

**Streaming Services Offer Consumers More Options**  
PAGE 24

**Virtualization Expands Feedback in Realtime**  
PAGE 28

**GAME ENGINE TECH IS A GAME-CHANGER FOR VIRTUAL PRODUCTIONS**

A STRONG **VALUE PROPOSITION**  
FOR THE **BROADCAST MARKET**

Automatic Closed Captioning • Compliance & Monitoring • Transcription Automation

AUDEMUS  
MEDIA MONITORING SYSTEM  
ALCIBIUS

voice interaction  
www.voice-interaction.com



From **Future US, Inc.**, the publisher of TV Tech, Broadcasting+Cable, Multichannel News, NextTV, TVB Europe, Radio World, Mix, Sound & Video Contractor, Systems Contractor News, AV Technology, TWICE and more!

# NAB SHOW DAILY

## Weekly Newsletter



Published weekly in the 8 weeks preceding NAB Show, First Look is a digital newsletter that provides a glimpse at the innovations in technology and new products expected at the NAB Show. Distributed to both NAB Show pre-registrants and select Future publication subscribers.

Total weekly distribution 200,000+.

**Billboard** (970x250 pixels)  
\$1,825 per week

**News 1** (300x250 pixels)  
\$1,825 per week

**Rectangle Text Ad** (180x150 pixels)  
\$1,595 per week

**News 2-5** (300x250 pixels)  
\$1,595 per week

## PRE-SHOW PREVIEW

Reach buyers before they get to Las Vegas by advertising in the NAB Show Daily Preview edition, delivered in a digital e-zine format the week before the show to all NAB Show pre-registered attendees and select Future subscribers. Packed with last-minute event and exhibit news, the Preview replicates the look and feel of the printed Daily, but offers advertisers the additional value of a hyperlink to their website, plus rich media options (flash, streamed audio, video, etc.). Use your print ad or create a new one for the Preview edition.

Ad Sales Close  
**March 18, 2022**

Ad Material Due  
**March 25, 2022**

### ADVERTISING RATES

	Combined With Three-Day Pkg.*	Preview Only**
1 page .....	\$1,995 .....	\$2,645
1/2 page .....	\$1,695 .....	\$2,265
1/3 page .....	\$1,585 .....	\$2,035
1/4 page .....	\$1,460 .....	\$1,850

All rates are net. Rich media options available. Call for pricing.

\*Rate is for Preview when purchased in combination with a Three-Day Package.

\*\*Rate is for Preview only.



# NAB SHOW DAILY



Published Sunday, Monday and Tuesday mornings, this three-day ad package will receive maximum distribution and visibility. The NAB Show Daily will be distributed at the Las Vegas Convention Center, on buses, in large display bins strategically placed around the show at all main show entrances. Additional distribution at select NAB Show hotels.

Ad Sales Close  
**March 25, 2022**

Ad Material Due  
**April 1, 2022**

## ADVERTISING RATES

*Position Guarantee 10% premium  
Rotating/Split Run Ads 5% premium*

### Three-Day Package

1 page .....	\$9,995
1/2 page .....	\$8,595
1/3 page .....	\$7,975
1/4 page .....	\$7,125

**Classified Column Inch .....** \$395

### Inserts Net Prices

Monday .....	\$14,000
Tuesday .....	\$13,000
Wednesday .....	\$12,000

*All rates are net.*



# NAB SHOW DAILY

ONE-DAY  
OPTION

## MONDAY EXTRA

This special, expanded, center section will appear exclusively in the Monday edition. Advertise in this section and take advantage of single-day ad rates and increased visibility via distribution at the LVCC and select NAB Show hotels.

Ad Sales Close: **April 8, 2022**

Ad Material Due: **April 15, 2022**

### ADVERTISING RATES

1 page .....	\$4,995
1/2 page .....	\$4,335
1/3 page .....	\$4,025
1/4 page .....	\$3,575

*All rates are net.*

## PRODUCT SHOWCASE

There's a lot you can say about your new product or service in an ad that is 1/6th of a page and runs in all three editions of the **NAB Show Daily**. Supply a photo, headline, 50-word description, URL and booth number and we'll put it together for you. Or supply your own 3-3/4" x 2-3/4" finished advertisement.

Just  
**\$1,895**  
net total!

### PRODUCT SHOWCASE

YOUR AD HERE  
3.75" x 2.75"

YOUR AD HERE  
3.75" x 2.75"

YOUR AD HERE  
3.75" x 2.75"

YOUR AD HERE  
3.75" x 2.75"

YOUR AD HERE  
3.75" x 2.75"

YOUR AD HERE  
3.75" x 2.75"



# NAB SHOW DAILY

Verify  
Before  
You Buy!



April 23-27, 2022  
Las Vegas Convention Center, Las Vegas, Nevada USA  
[www.nabshow.com](http://www.nabshow.com)

**Make your advertising plans today for the NAB Show Daily!**

When making your advertising plans for the 2022 NAB Show, remember, there is only one official news source at the show, the **NAB Show Daily**. Assigned, it will feature quick-read articles, more photos, notable content from the show floor and a portable site for buyers to take home.

**NAB has granted Future the exclusive rights to publish the NAB Show Daily.** Future is the publisher of TV Technology, Broadcasting+Content, Multichannel News, NextTV, TVB Europe, Radio World, M+, Sound & Video Connection Systems, Connected News, Ky Technology, TWICE and other well-known industry titles.

You may be contacted by Our Communications based in Tucson, Arizona (or some other publishing group) regarding a "Show Daily" publication for their Show. **Please note that Our and these other groups are neither an NAB Show vendor nor affiliated with NAB in any manner.** Further, they do not have distribution rights for important content such as the Las Vegas Convention Center and official Show guides. Future is the only publisher with exclusive show daily distribution access at these official show venues. If your intention is to reserve an ad in the Official NAB Show Daily, make sure you are talking to a representative from Future.

For more information on NAB Show Daily advertising opportunities, contact Future's **Andi Yarnon** at [andy.yarnon@future.com](mailto:andy.yarnon@future.com), **Adam Goldstein** at 917-902-9972, [adam@nabshow.com](mailto:adam@nabshow.com), or your regular Future publication advertising representative. To inquire about additional opportunities in the NAB Show Daily, contact **Terry Scott** at [terry@nabshow.com](mailto:terry@nabshow.com).

And as always, please feel free to contact NAB Show Sponsorship and Advertising Sales Manager **Michelle Kitzau** at 202-626-2024, or [info@nabshow.com](mailto:info@nabshow.com) with any questions regarding additional marketing opportunities for NAB Show.

Sincerely,  
Eric Tighe,  
Senior Vice President, Chief Customer Success Officer, Global Connections and Events  
National Association of Broadcasters

Official Partner of NAB Show



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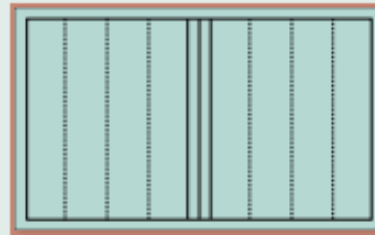
## Ad Sizes and Dimensions

Ad specifications for Preview Edition, NAB Show Daily, Monday Extra and Radio & Audio Extra are shown below.

WIDTH x HEIGHT

*Digital File Specifications:* We require that all ad copy be supplied as digital files. High-resolution, 300 dpi pdf files with appropriate crop mark and fonts embedded.

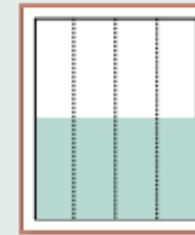
Please contact your sales representative for any further information.



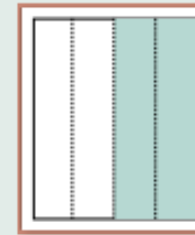
**FULL PAGE SPREAD**  
Bleed: 18.5" x 11.375" (470 mm x 289 mm)  
Trim: 18" x 10.875" (457 mm x 276 mm)



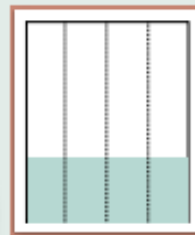
**FULL PAGE**  
Bleed: 9.5" x 11.375" (241 mm x 289 mm)  
Trim: 9" x 10.875" (229 mm x 276 mm)



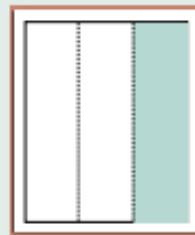
**1/2 PAGE HORIZ.**  
8.5" x 5" (216 mm x 127 mm)



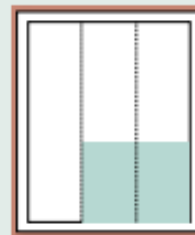
**1/2 PAGE VERT**  
3.9" x 10.375" (99 mm x 264 mm)



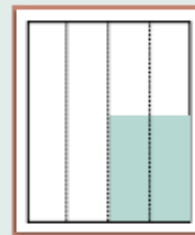
**1/3 PAGE HORIZ.**  
8.5" x 3" (216 mm x 76 mm)



**1/3 PAGE VERT**  
2.375" x 10.375" (60 mm x 264 mm)



**1/4 PAGE HORIZ.**  
5" x 4" (127 mm x 102 mm)



**1/4 PAGE VERT**  
3.9" x 5" (99 mm x 127 mm)

# NAB SHOW DAILY

LET US HELP YOU GET STARTED!

## AD SALES REPRESENTATIVES

*For more information, to plan your NAB Show marketing strategy or to reserve advertising space, contact your regional sales representative:*

### **ANDI TURESON**

*andi.tureson@futurenet.com*

### **ADAM GOLDSTEIN**

*adam.goldstein@futurenet.com*

### **JOHN CASEY**

*john.casey@futurenet.com*

### **DEBBIE ROSENTHAL**

*debbie.rosenthal@futurenet.com*

### **ZAHRA MAJMA**

*zahra.majma@futurenet.com*

### **JANIS CROWLEY**

*janis.crowley@futurenet.com*

### **KYLE WALKENHORST**

*kyle.walkenhorst@futurenet.com*

## INTERNATIONAL

### **RAFFAELLA CALABRESE**

*raffaella.calabrese@futurenet.com*

Japan

### **EIJI YOSHIKAWA**

*callems@world.odn.ne.jp*



If your intention is to advertise in the **Official NAB Show Daily**, the only show Daily with distribution to all NAB Show venues, make sure you place your ad with a representative from Future. Other companies may call, but only **Future** is the **Official NAB Show Daily** contractor!

**LET'S GET STARTED.**

[Contact NAB Sales](#)