

Homepage Ribbon Ad



Advertisement	Ad Specs
Ad Image	500x200 px (suggested)
Ad Copy	100 Characters (suggested)
Call-to-Action	25 Characters (suggested)

Deliverables Check-list

- Ad Image
- Ad Copy
- Company Logo
- Call-to-Action Copy
- Click-through URL

General Specifications

- Creative must be received by NAB 5 business days before the campaign launch date via the submission form below.
- GIF, JPEG, & PNG formats are accepted, which must be a maximum of 250kB in size.

Changes & Cancellations

- All creative materials must be received at least five business days prior to the launch of the campaign.
- If creative is delayed, NAB reserves the right to extend the campaign and date by same number of days creative was delayed.

Rejecting Creative

- NAB reserves the right to reject any creative that does not follow our specifications.

Submit all assets via the [NAB Amplify Asset Submission Form](#)

NAB Brand Guidelines

SPECIFICATIONS

If you are planning on using the NAB Amplify or the NAB Show names and logos in your creative, please follow the guidelines below.

Naming Usage

NAB Show®

- Use the registration mark ® in the first text reference of NAB Show® in a document and leave it off in the mentions that follow. It is preferred to be in superscript.
- Do not use just “NAB” or “Nab.” It is always NAB Show.
- NAB Show New York should always be written as so and should never be referred to as NAB Show NY or NAB NY.
- When NAB Show or NAB Show New York is referred to as “the Show,” the word “Show” must be capitalized.
- When NAB Show, NAB Show New York and NAB Amplify are nouns, do not use “The” preceding the product name in running copy.
- “The” can be used when the year of the Show is included.
 - Example: The 2021 NAB Show
 - Do not use “NAB Show 2021.”
- When NAB Show is an adjective, “the” can precede it.
 - Example: The NAB Show experience is unforgettable.

Logo

NAB Show®

- There are multiple versions of the NAB Show New York logo - Two examples are copied below.
- [Logos can be downloaded here.](#)



The NAB Show marketing team has the right to request design edits to ensure the brand integrity of NAB Show and NAB Show New York