Homepage Slide-In Advertisement

Ad Description	Ad Size (pixels)
Homepage Slide-in Graphic	300x600

Asset Checklist

- 300x600px graphic (GIF, JPEG, & PNG formatted)
- Click-through URL
- Alt-Text

General Specifications

- GIF, JPEG, & PNG formats are accepted, which must be a maximum of 50K in size

Deliverables & Deadlines

- All creative materials must be received at least five business days prior to the launch of the campaign
- Submit creative assets via the submission form linked at the bottom of this page

Rejecting Creative

NAB reserves the right to reject any creative that does not follow our specifications and terms of the agreement.

SUBMIT ASSETS

This will allow you to upload all required deliverables via the NAB Asset Submission form

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