NABSHOW®

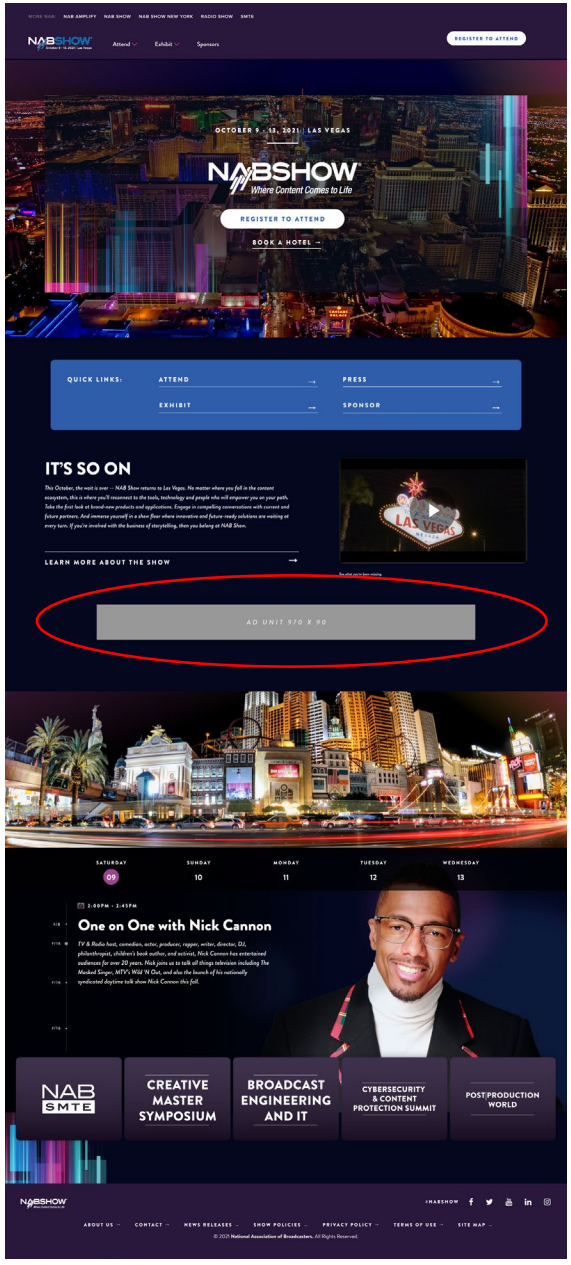
Where Content Comes to Life

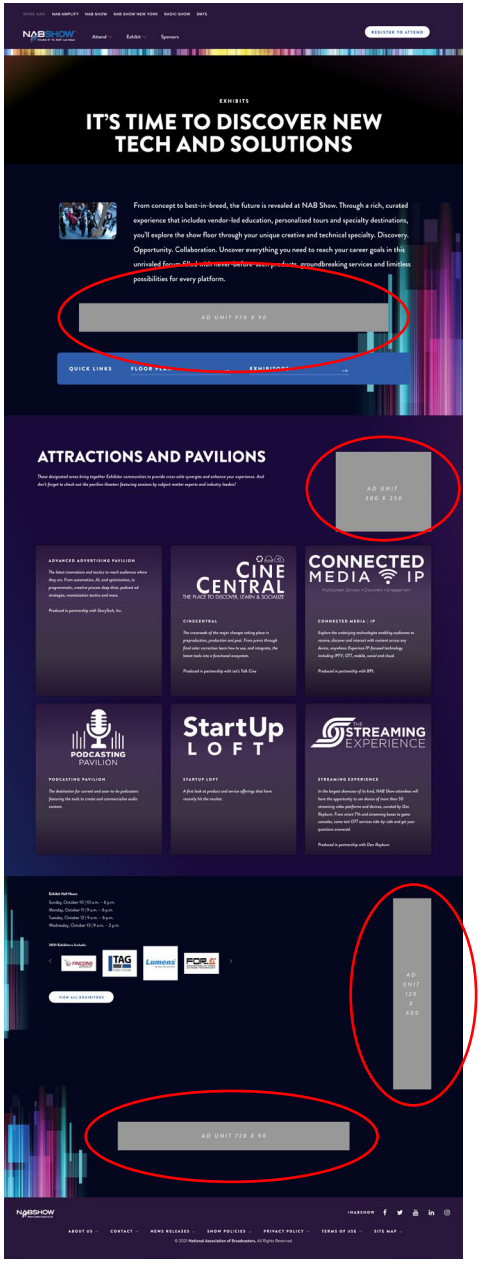
DIGITAL & PRINT ADVERTISING

October 9-13, 2021
Las Vegas, Nevada, US
NABShow.com

Website Display Advertising

NAB SHOW® Where Content Comes to Life





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 - September/October

Gain additional exposure with ROS banner ads.

970x90 top banner ad; internal site pages

- 728x90 middle
- 300x250 middle
- 120x600 middle
- 728x90 bottom

***Design and placement subject to change*

Online Directory

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ONLINE DIRECTORY SPONSORSHIPS

Grab more leads and attention by upgrading your listing in the official exhibitor directory or choose one of the sponsorship opportunities below to make your company stand out to prospective attendees!

Enhanced Listings:

- Silver Online Directory Enhanced Listings
- Gold Online Directory Enhanced Listings
- **Virtual Pavilion Participant – NEW**

Additional Sponsorships:

- Product Spotlight
- Product Category
- Individual Hall Sponsorship
- LVCC Map Overview (facility overview)
- Overall Directory

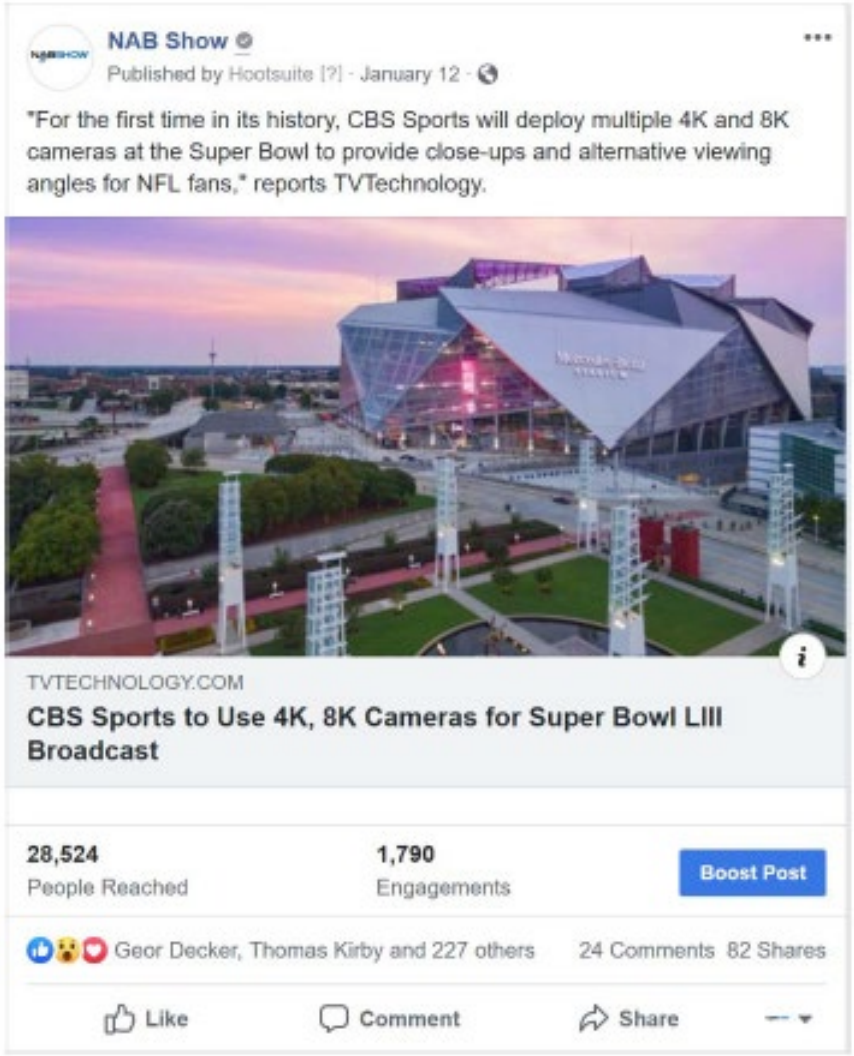
For more information contact: Tony Kruessel
tkruessel@mapyourshow.com
513 527 8894

Features	Standard Listing (Complimentary)	Silver Package ~~$1,500~~ $995	Gold Package ~~$4,000~~ $1,995	Virtual Pavilion $3,000
Contact Info	x	x	x	x
URL	x	x	x	x
Product Categories (10 Max.)	x	x	x	x
Company Description	x	x	x	x
NEW Meeting Scheduling		x	x	x
Logo		x	x	x
Navigational Link to Booth on Floor		x	x	x
Access to Leads		x	x	x
Featured Exhibitor Listing			x	x
Priority Placement			x	x
Highlighted Booth			x	x
Collateral (New Product Release)		2	4	8
Show Specials		3	4	8
Virtual Business Cards		4	8	8
In Booth Events/Training Demos		2	4	N/A
Gallery with Images		4	8	8
Gallery with Videos			4	4
NEW Interactive Product Demos			1	2

Silver Package

- Includes the Basic Listing
- Company Logo & Product Releases
- Access to Leads
- **4 Product Images**
- 4 Virtual Business Cards
- ***NEW* Access to Appointment Scheduling Tool**
- Show Specials
- In Booth Events/Training Demos

Social Media



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

Promotion Emails and Newsletters

ATTENDEE NEWSLETTER SPONSOR

$5,000
Delivered twice a month during the months of June – October
Exclusive sponsor of 2 newsletters per month

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

Opportunity includes:

- 600x300 banner ad running exclusively in designated newsletter
  - Ad can be switched out between weeks if interested
- 600x300 landing page ad
  - http://go.nabshow.com/nabshow.html
  - http://go.nabshow.com/nabamplify.html

DEDICATED 3rd 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.

NAB SHOW DAILY NEWS

$395+

Reach thousands of NAB Show attendees by advertising in the NAB Show Daily News.

Get a jumpstart on your marketing program by reserving your ad space now in the only official onsite daily newspaper. The NAB Show Daily News, published under contract to NAB by Future, is the ONLY daily with exclusive distribution rights to all NAB Show exhibit venues including the LVCC and the official show hotels.

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Maximize Your NAB Show Marketing Program by Advertising in the Official Show Daily

EXPAND YOUR REACH

Take advantage of the industry's most significant in-person gathering in more than two years by placing your ad in the NAB Show Daily — a quick, yet compelling, attention-grabbing and insightful read with wide attendee reach and distribution at the industry's most important show. The Official NAB Show Daily, published under contract to NAB by Future, is the ONLY Daily with exclusive distribution rights to all NAB Show exhibit venues including the LVCC and official show hotels.

FUTURE

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

Weekly Newsletter

NABSHOW DAILY FIRST LOOK

Published weekly in the 8 weeks preceding NAB Show, First Look is an electronic 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

Print

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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
September 3, 2021

Ad Material Due
September 10, 2021

ADVERTISING RATES

	Combined with 3-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.

**Rate is for Preview when purchased in combination with a three-Day Package*
***Rate is for Preview only. Rich Media Options available. Call for pricing.*

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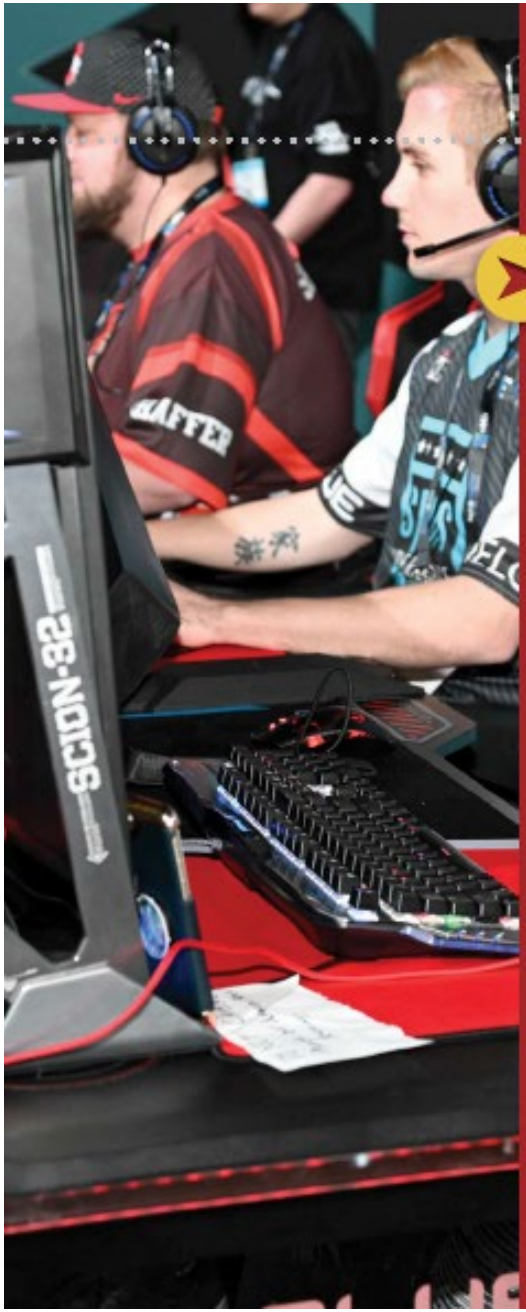

AT THE SHOW
NAB SHOW DAILY

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
September 10 2021

Ad Material Due
September 17, 2021

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.

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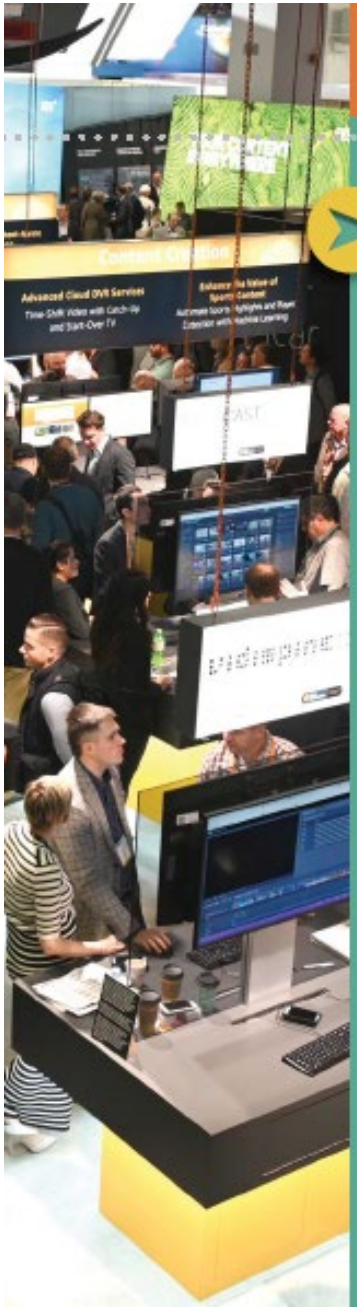

ONE-DAY OPTIONS

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: **Sept. 24, 2021**

Ad Material Due: **Oct. 1, 2021**

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.

RADIO & AUDIO EXTRA

This special-focus, Tuesday-only section will cover radio and audio tech highlights, plus preview the NAB Radio Show. Radio and Audio tech exhibitors can take advantage of single-day ad rates plus increased visibility via distribution at the LVCC and at the Westgate during the Radio Show sessions.

Ad Sales Close: **Sept. 10, 2021**

Ad Material Due: **Sept. 17, 2021**

ADVERTISING RATES

1 page	$2,995
1/2 page	$1,950
1/3 page	$1,395
1/4 page	$1,050

All rates are net.

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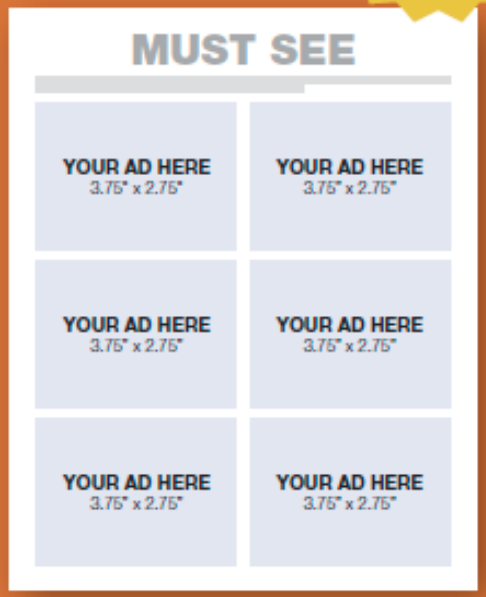
MUST-SEE

Draw more eyeballs to your great new product or exhibit with a 1/6th of a page ad 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!



THE OFFICIAL NAB SHOW DAILY

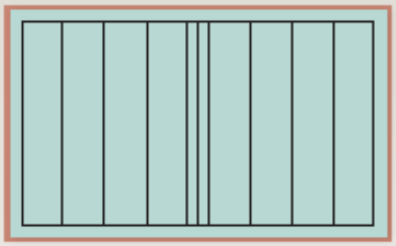
Ad Sizes and Dimensions

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

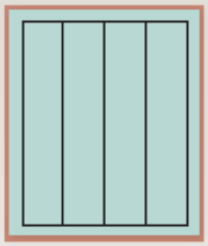
WIDTH x HEIGHT

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.

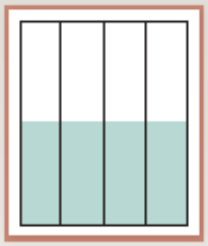
Please contact your sales representative for any further information.



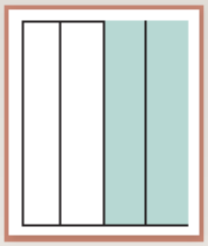
FULL PAGE SPREAD
Bleed: **18.5" x 11.375"** (470 mm x 289 mm)
Trim: **18" x 10.875"** (457 mm x 276 mm)



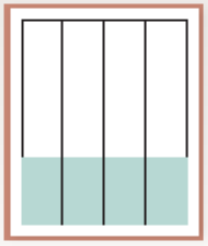
FULL PAGE
Bleed: **9.5" x 11.375"** (241 mm x 289 mm)
Trim: **9" x 10.875"** (229 mm x 276 mm)



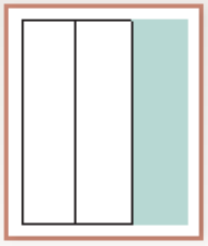
1/2 PAGE HORZ.
8.5" x 5"
(216 mm x 127 mm)



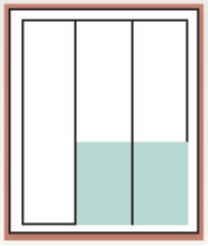
1/2 PAGE VERT
3.9" x 10.375"
(99 mm x 264 mm)



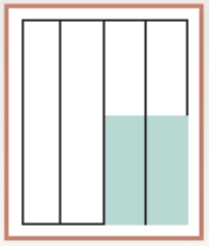
1/3 PAGE HORZ.
8.5" x 3"
(216 mm x 76 mm)



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



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



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

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CONTACT US NOW TO GET STARTED!

AD SALES REPRESENTATIVES

For more information or to reserve advertising space, contact your regional sales representative:

ANDI TURESON
andi.tureson@futurenet.com

LAURA LUBRANO
laura.lubrano@futurenet.com

ADAM GOLDSTEIN
adam.goldstein@futurenet.com

KATRINA FRAZER
katrina.frazer@futurenet.com

PAUL MAURIELLO
paul.mauriello@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

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!

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Let’s get started.

Contact NAB Sales