

# Dedicated Email Blast

## General Specifications

- Email must promote client's presence at NAB Show New York
- Width is no larger than 600 pixels; no maximum height.
- Total email is comprised of 60% text, 40% images to ensure maximum delivery. Keep images small to facilitate quick loading. Image files should be smaller than 32K and should be hosted by the client.
- *NAB will not host images.*
- Use tags to provide alternative text when images cannot be displayed
  - All text styles must be inside of <p>, <table>, <td>, <strong> and <em> tags. Tables must be nested with widths defined.
- Email file size should not exceed 40K.
- File should be sent as a ".HTML" file or a ".txt" with the full HTML code within it. NAB will not accept ".zip" attachments containing multiple files for the email.

## Deliverables Check-list

- .HTML or .txt file with full HTML
- Subject Line (50 characters - suggested)
- Company Logo

## Changes, Cancellations, and Creative Approval

- All creative materials must be received at least five business days prior to the launch of the campaign.
- NAB reserves the right to reject any creative that does not follow our specifications.

Submit all assets via email to [nabclientsrvc@nab.org](mailto:nabclientsrvc@nab.org)

# 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