

Social Media Post Specifications



X
(Formerly known as Twitter)

Specifications

Graphic

1200x628

Copy (Character Count)

280 Max (Including spaces and URL)

Threads

Specifications

Graphic

1080x1920

Copy (Character Count)

500 Max (Including spaces and URL)

LinkedIn

Specifications

Graphic

1200x628

Copy (Character Count)

280 Recommended

Asset Checklist

- 1200x628px and 1080x1920px graphics (.JPEG and .PNG accepted)
- Copy (Can use same copy across all platforms)
- Click-through URL

Best Practices

- Visuals: Posts with high-quality photographs tend to perform better than posts without photos or with graphics.
- Copy: The less your post looks like an ad, the better. Grab attention by including your target audience, what your product does/what your product is, your company name and any additional details.
- Suggested template for copy:
 - Calling all *:TARGET AUDIENCE:!* Looking to *:INSERT NEED THAT ADVERTISED PRODUCT FULFILLS:?* Check out *:PRODUCT:* from our sponsor *:SPONSOR NAME:, :INSERT DETAILS ABOUT PRODUCT:.* Want to dive deeper? Connect with *:SPONSOR NAME:* at this year's #NABShow
- Use our Show Hashtag: #NABShowNewYork

SUBMIT ASSETS

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.](#)



Rejecting Creative

- All creative materials must be received at least five business days prior to the launch of the campaign
- Our team reserves the right to change submitted copy to reflect our style guide if necessary. Copy modifications will not change the intended message.
- **NAB reserves the right to reject any creative that does not follow our specifications and terms of the agreement.**

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