Run of Site Advertising Suite

Deliverables	Specifications
Homepage Banner Ad	**970x90px**
Box Banner Ad	**300x250px**

General Specifications

- GIF, JPEG, & PNG formats are accepted, which must be a maximum of 50K in size.
- Include with artwork: Click-through URL and alt text

Deliverables & Deadlines

- All creative materials must be received at least five business days prior to the launch of the campaign.
- Submit creative assets via email to nabclientsrvc@nab.org.
- NAB reserves the right to reject any creative that does not follow our specifications and terms of the agreement.

Asset Checklist

- Two (2) 970x90px graphic
- One (1) 300x250px graphic
- Click-through URL to webpage of clients' choice
- Alt-text (Optional)

If you are planning on using 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 and NAB Show New York 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 2025 NAB Show**
  - **Do not use "NAB Show 2025."**
- **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 logo. Please only use NAB Show logos that do NOT have a tagline.**
- **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.