

START SPREADING YOUR NEWS

With Effective, Affordable Pre-Show and On-site Advertising



Published weekly beginning **September 20**, First Look is an electronic newsletter that provides a glimpse at the innovations in technology and new products expected on the exhibit floor.

Marquee (970 x 250)
for one month: **\$1,950** total

Box ad (300 x 250)
for one month: **\$1,500** total

Total distribution: 200,000

Ad Materials Deadline
September 14, 2018

PROGRAM AND EVENT GUIDE

The NAB Show NY Official Event Guide is every attendees' on-site navigation tool — packed with need-to-know information about exhibitors, conferences and special events. The handy 6" x 9" guide is convenient for attendees to take home and use year-long when searching for new products and vendors.

Advertising Rates:

Inside Front/Back Cover	\$3,125
Full Page	\$2,550
Half Page	\$1,800
Quarter Page	\$1,300

Deadline for Ad Reservations:
September 21, 2018

Ad Materials Due:
September 28, 2018



NAB Show NY First Look and NAB Show NY Event Guide are produced by Future US, Inc. under contract to the National Association of Broadcasters. For more information about advertising, contact your Future US sales representative below:

John Casey, Senior Director Strategic Accounts, TV/Video/Radio | 212-378-0400 x512 | john.casey@futurenet.com

Pete Sembler, Western Region | 650-238-0324 | pete.sembler@futurenet.com

Vytas Urbonas, Central/Northeast | 212-378-0400 x533 | vytas.urbonas@futurenet.com

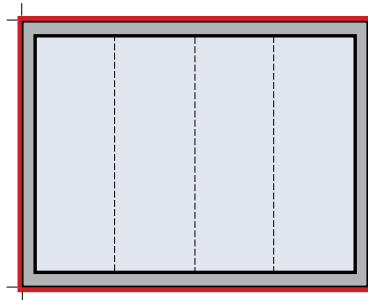
Michele Inderrieden, Mid-Atlantic & Southeast | 212-378-0400, x523 | michele.inderrieden@futurenet.com

Raffaella Calabrese, Europe, ME, Africa | +39-320-891-1938 | raffaella.calabrese@futurenet.com

Be King of the Hill at This Year's Show—Call Now to Get Started!

PROGRAM AND EVENT GUIDE AD SPECIFICATIONS

PRINT ISSUE | PREFERRED FORMAT FOR ELECTRONIC AD FILES: Provide Ready-To-Print PDF X-4 Compliant (PDF/X-4 2008). CMYK color and grayscale only (No RGB or spot color), 300 dpi images, flatten all transparency. All transparent artwork needs to be flattened by the advertiser in the native program or during the PDF creation process. embed all fonts. Make full-page bleed ads according to specs, include crop marks for all full-page ads and partial-page ads that bleed off the page. (offset 3/16")

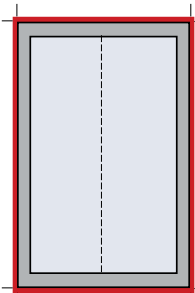


FULL SPREAD

TRIM/DOCUMENT SIZE:
12" x 9"

BLEED: 1/8" beyond trim size
(all four sides)

LIVE AREA: No text should come within 1/4" of the trim

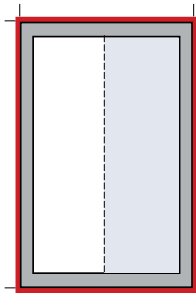


FULL PAGE

TRIM/DOCUMENT SIZE:
6" x 9"

BLEED:
1/8" beyond trim size
(all four sides)

LIVE AREA:
No text should come within 1/4" of the trim



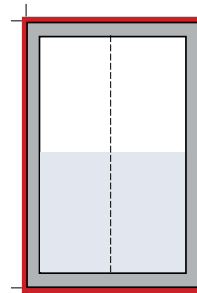
1/2 PAGE Vert.

SIZE:
2-5/8" x 8-1/2"

For Bleed Ads:

SIZE: 2-7/8" x 9"
(Live area: 1/4" in from bleed size on all sides)

BLEED: 1/8"
beyond trim size (all sides)



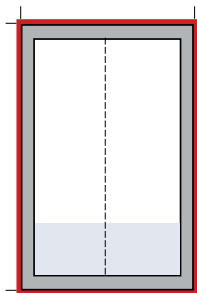
1/2 PAGE Horiz.

SIZE:
5-1/2" x 4-1/4"

For Bleed Ads:

SIZE: 6" x 4-1/2"
(Live area: 1/4" in from bleed size on all sides)

BLEED: 1/8"
beyond trim size (all sides)



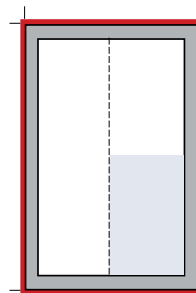
1/4 PAGE Horiz.

SIZE:
5-1/2" x 2-1/8"

For Bleed Ads:

SIZE: 6" x 2-3/8"
(Live area: 1/4" in from bleed size on all sides)

BLEED: 1/8"
beyond trim size (all sides)



1/4 PAGE Vert.

SIZE:
2-5/8" x 4-1/4"

For Bleed Ads:

SIZE: 2-7/8" x 4-1/2"
(Live area: 1/4" in from bleed size on all sides)

BLEED: 1/8"
beyond trim size (all sides)