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## INDUSTRY RESOURCE GUIDE INFORMATION

The guide showcases all of our valued industry partners as a collection of the best resources available to all of our various constituents, spanning the entire media and entertainment landscape. You can see the 2nd Edition linked [HERE](#).

### Valuable Exposure

Distribution of the industry resource guide will be to NAB Show and NAB Show New York audiences in various ways, including:

- Weekly email promotions, each send goes to a distribution list of 330,000
- Website Visibility on the NAB Show and NAB Show New York sites with house ads pointing to the industry resource guide and Media Partner listing
- Shared across NAB Show's Social Channels that have a following base of 145,000+

### Opportunities:

1. Full page "ad" creative
  - a. This can be any creative communication of your choosing and does not have to be an ad per se. Example: a publication cover
2. Featured Article
  - a. Text based information or article about your organization or an initiative you wish to feature. This could also be a feature about your team, an acknowledgement or some other news item about your organization you would like to share with NAB Show audiences.
3. Listing Information with Logo Placement

### Specs:

1. Full Page Ad
  - a. 8.5 x 11 | JPG
  - b. No bleed
  - c. Include web links as hyperlinks
2. Featured Article - please submit all the following elements in ONE word document
  - a. Headline [Max 75 Char]
  - b. Byline [Suggested 20 Char]
  - c. Featured Image [240 x 240px]
  - d. Content [Max 350 Words]

*Because this is digital, all elements can carry web links, including links to video.*

### Submission Instructions:

- Please email your creative to Whitney Aryeetey at [whitney.aryeetey@mdg.agency](mailto:whitney.aryeetey@mdg.agency).
- Please contact Laura Riggs at [lriggs.nabshow@gmail.com](mailto:lriggs.nabshow@gmail.com), with any questions or comments. We look forward to working with you on this project again and the upcoming 2023 NAB Show.