

DEDICATED EMAIL SPECIFICATIONS

General Specifications

- Email must promote client's presence within NAB Amplify, NAB Show New York or NAB Show
- 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 <alt> tags to provide alternative text when images cannot be displayed.
- All text styles must be inside of <p>, <table>, <td>, and tags Tables must be nested with widths defined
- No use of
- 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 The desired subject line and applicable seed list should also be sent along with the email file

Deliverables & Deadlines

- All creative materials must be received at least 10 business days prior to the launch of the email.
- Once creative is received, NAB Marketing will supply a test email for approval prior to the email launch date.

Rejecting Creative

NAB reserves the right to reject any creative that does not follow our specifications and terms of the agreement.

[**SUBMIT ASSETS**](#)

This will allow you to upload all required deliverables via the NAB Asset Submission form