

THE
OFFICIAL

NABSHOW[®] 2023 DAILY

Published by

FUTURE

Advertising Information and Rate Card

**Target Thousands of NAB Show Attendees
with Your Advertising Message**

April 15–19, 2023 | Las Vegas Convention Center | Las Vegas, Nevada USA

www.nabshow.com

Reach Buyers Before and During NAB Show with Digital and Print Show Daily Advertising

**OPTIONS
FOR EVERY
BUDGET**

From print and digital, to before and at the show, there are multiple ways to expand your company's reach as part of the NAB Show Daily family of products. Let us help you plan your marketing strategy to announce your new products and service offerings and drive visitors to your booth.

The Official NAB Show Daily, published by Future under contract to NAB, is the ONLY Daily with exclusive distribution rights to all NAB Show exhibit venues including the LVCC and official show hotels.

BEXT The Future of Broadcasting bext.com

Published by
FUTURE

SUNDAY
APRIL 24, 2022

Day 1 Edition
April 22-27, 2022
Las Vegas Convention Center
Las Vegas, NV

THE OFFICIAL **NABSHOW**
DAILY

Virtual
Production's
Future

Radio's Presence
at the Show
Grows

Exhibits Address
'Intelligent Content'

**STREAMING, 8K
AND AR AMONG
INDUSTRY
TRENDS**

INTRODUCING
CC
EN CAPTION 5

ACCURATE
LIVE AUTOMATED
CAPTIONING

BOOTH N-5625 ENCO.com/encaption **ENCO**



From **Future US, Inc.**, the publisher of TV Tech, Broadcasting+Cable, Multichannel News, NextTV, TVB Europe, Radio World, Mix, Sound & Video Contractor, Systems Contractor News, AV Technology, TWICE and more!

Weekly Newsletter

NAB SHOW DAILY FIRST LOOK

Published weekly in the 8 weeks preceding NAB Show, First Look is a digital newsletter that provides a glimpse at the innovations in technology and new products launching at the show. Distributed to both NAB Show pre-registrants and select Future publication subscribers.

Total weekly distribution 200,000+.

Billboard (970x250 pixels)
\$1,895 per week

News 1 (300x250 pixels)
\$1,895 per week

Rectangle Text Ad (180x150 pixels)
\$1,675 per week

News 2-5 (300x250 pixels)
\$1,675 per week

PRE-SHOW PREVIEW

Reach buyers before they get to Las Vegas by advertising in the NAB Show Daily Preview edition, delivered in a digital e-zine format the week before the show to all NAB Show pre-registered attendees and select Future subscribers. Packed with last-minute event and exhibit news, the Preview replicates the look and feel of the printed Daily, but offers advertisers the additional value of a hyperlink to their website, plus rich media options (flash, streamed audio, video, etc.). Use your print ad or create a new one for the Preview edition.

Ad Sales Close
March 10, 2023

Ad Material Due
March 17, 2023

ADVERTISING RATES

	Combined With Three-Day Pkg.*	Preview Only**
1 page	\$2,195	\$2,925
1/2 page	\$1,865	\$2,495
1/3 page	\$1,745	\$2,245
1/4 page	\$1,625	\$2,035

*All rates are net. Rich media options available.
Call for pricing.*

**Rate is for Preview when purchased in
combination with a Three-Day Package.*

***Rate is for Preview only.*



AT THE SHOW

THE OFFICIAL **NABSHOW**[®]
DAILY

Published Sunday, Monday and Tuesday mornings, a three-day ad package in the Official Show Daily Newspaper will give your message maximum visibility at the show. The NAB Show Daily will be distributed at select NAB Show hotels, the LVCC, on buses, in large display bins strategically placed around the show, and at all main show entrances.

Ad Sales Close
March 17, 2023

Ad Material Due
March 24, 2023

ADVERTISING RATES

*Position Guarantee 10% premium
Rotating/Split Run Ads 5% premium*

Three-Day Package

1 page	\$9,995
1/2 page	\$8,595
1/3 page	\$7,975
1/4 page	\$7,125

Classified Column Inch \$395

Inserts Net Prices

Sunday	\$14,000
Monday	\$13,000
Tuesday	\$12,000

All rates are net.



Verify
Before
You Buy!



April 15-19, 2023
Las Vegas Convention Center, Las Vegas, Nevada USA
www.nabshow.com

Make your advertising plans today for the NAB Show Daily!

When making your advertising plans for the 2023 NAB Show, remember, there is only one official news source at the show, the **NAB Show Daily**. This year's Daily will feature quick-read articles, more photos, notable content from the show floor and a portable size for buyers to take home.

NAB has granted Future the exclusive rights to publish the NAB Show Daily. Future is the publisher of TV Tech, Broadcasting+ Cable, Multichannel News, NextTV, TV8 Europe, Radio World, Mix, Sound & Video Contractor, Systems Contractor News, Av Technology, TWICE and other well-known industry titles.

You may be contacted by Oser Communications based in Tucson, Arizona (or some other publishing group) regarding a "Show Daily" publication for NAB Show. **Please note that Oser and these other groups are neither an NAB Show vendor nor affiliated with NAB in any manner.** Further, they do not have distribution rights for important venues such as the Las Vegas Convention Center and official Show hotels. Future is the only publisher with exclusive show daily distribution access at these official show venues. If your intention is to reserve an ad in the **Official NAB Show Daily**, make sure you are talking to a representative from Future.

For more information on **NAB Show Daily** advertising opportunities, contact Future's **Andi Tureson** at andi.tureson@futurenet.com, **Adam Goldstein** at 917-922-9872, adam.goldstein@futurenet.com; or your regular Future publication advertising representative. To inquire about editorial opportunities in the NAB Show Daily, contact **Terry Scutt** at terry.scutt@futurenet.com.

And as always, please feel free to contact NAB Show Sponsorship and Advertising Sales Manager **Heissa Kittson** at 202-429-3924, or hkittson@nab.org with any questions regarding additional marketing opportunities for NAB Show.

Sincerely,
Eric Trabb,
Senior Vice President, Chief Customer Success Officer, Global Connections and Events
National Association of Broadcasters

Official Partner of NAB Show



NABSHOW.COM #NABSHOW [f](#) [t](#) [i](#) [n](#) [+](#)

THE OFFICIAL **NABSHOW**
DAILY

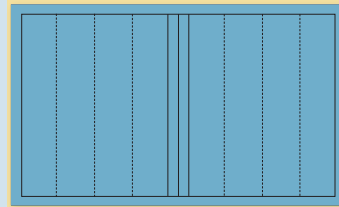
Ad Sizes and Dimensions

Ad specifications for Preview Edition, NAB Show Daily, Monday Extra and Radio & Audio Extra are shown below.

WIDTH x HEIGHT

Digital File Specifications: We require that all ad copy be supplied as digital files. High-resolution, 300 dpi pdf files with appropriate crop mark and fonts embedded.

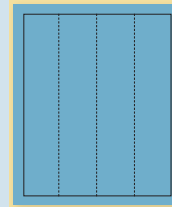
Please contact your sales representative for any further information.



FULL PAGE SPREAD

Bleed: 18.5" x 11.375" (470 mm x 289 mm)

Trim: 18" x 10.875" (457 mm x 276 mm)



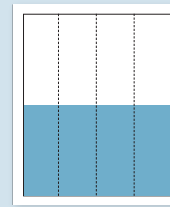
FULL PAGE

Bleed: 9.5" x 11.375"

(241 mm x 289 mm)

Trim: 9" x 10.875"

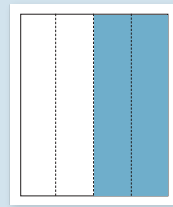
(229 mm x 276 mm)



1/2 PAGE HORIZ.

8.5" x 5"

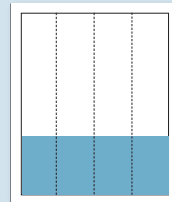
(216 mm x 127 mm)



1/2 PAGE VERT

3.9" x 10.375"

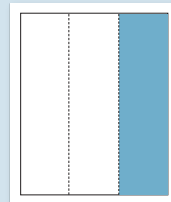
(99 mm x 264 mm)



1/3 PAGE HORIZ.

8.5" x 3"

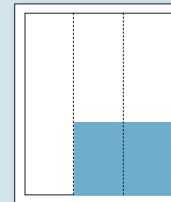
(216 mm x 76 mm)



1/3 PAGE VERT

2.375" x 10.375"

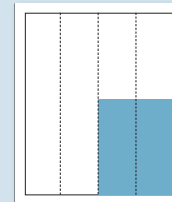
(60 mm x 264 mm)



1/4 PAGE HORIZ.

5" x 4"

(127 mm x 102 mm)



1/4 PAGE VERT

3.9" x 5"

(99 mm x 127 mm)

LET US HELP YOU GET STARTED!

AD SALES REPRESENTATIVES

For more information, to plan your NAB Show marketing strategy or to reserve advertising space, contact your regional sales representative:

ANDI TURESON

andi.tureson@futurenet.com

ADAM GOLDSTEIN

adam.goldstein@futurenet.com

JOHN CASEY

john.casey@futurenet.com

DEBBIE ROSENTHAL

debbie.rosenthal@futurenet.com

ZAHRA MAJMA

zahra.majma@futurenet.com

JANIS CROWLEY

janis.crowley@futurenet.com

KYLE WALKENHORST

kyle.walkenhorst@futurenet.com

INTERNATIONAL

RAFFAELLA CALABRESE

raffaella.calabrese@futurenet.com

Japan

EIJI YOSHIKAWA

callems@world.odn.ne.jp



If your intention is to advertise in the **Official NAB Show Daily**, the only show Daily with distribution to all NAB Show venues, make sure you place your ad with a representative from Future. Other companies may call, but only **Future** is the **Official NAB Show Daily** contractor!

Ensure Your NAB Show Success!

See Inside for Great Advertising Options!



1100 13th Street NW, Ste. 1000, Washington D.C. 20005 USA



**BE PART OF
SOMETHING BIG**

Make history. It's the Centennial
Celebration of NAB Show!

April 15–19, 2023

Las Vegas Convention Center
Las Vegas, Nevada USA

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