NABSHOW
Where Content Comes to Life

NAB AMPLIFY™

NAB SHOW
NEW YORK

Social Posts Specifications

Recommendations

To improve reach and engagement for your post, the image associated with the URL via your CRM should be used. To preview the image use Facebook's "Sharing Debugger": https://developers.facebook.com/tools/debug/

If you prefer to submit a different image, the specifications are below.

Please link your respective accounts in your copy as well as any hashtags associated with your brand and/or product.

Facebook	Specifications
Image	1200x628 or 1080x1080
Copy	125 characters

Twitter	Specifications
Image	1200x628 or 1080x1080
Copy	257 characters (includes spaces)

LinkedIn	Specifications
Image	1200x628 or 1080x1080
Copy	125 characters

General Specifications

! JPEG or PNG formats are preferred.

! Creative must be received by NAB 10 business days before the campaign launch date via the submission form below.

! NAB reserves the right to reject any creative that does not follow our specifications.

Deliverables & Deadlines

! Creative must be received at least ten business days prior to the campaign launch

! New creative may e submitted each month of your campaign. If no new assets are submitted after the first month, existing assets will be used for the remainder of your campaign

Changes and Cancellations

All creative materials must be received at least five business days prior to the launch of the campaign. If creative is delayed, NAB reserves the right to extend the campaign and date by same number of days creative was delayed.

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