

## CREATIVE MEDIA PACK REQUEST FORM

**2014**Conferences April 5–10
Exhibits April 7–10

Las Vegas Convention Center Las Vegas, Nevada USA www.nabshow.com

2013 Media Partners: Assuming a renewal of the partnership, you will receive a 2014 Creative Pack (materials needed to promote the Show per your barter agreement). Additional materials may be requested via this form.

New Media Partners: We'll send you a customized Creative Pack based on the information provided below. Have you filled out a Barter Request Form? You may do so now [click to download form].

## 1. IMPORTANT INSTRUCTIONS

- 1. Submit this form to receive a 2014 Creative Media Pack.
- 2. Save the form to your desktop and email to Iriggs.nabshow@gmail.com.

QUESTIONS? CONTACT LAURA RIGGS, PROGRAM DIRECTOR.

Email: lriggs.nabshow@gmail.com Phone/Fax: +1 410 551 9216

| 2. | PL | <b>JBL</b> | ISH | IER | <b>INF</b> | ORI | <b>MATI</b> | ON |
|----|----|------------|-----|-----|------------|-----|-------------|----|
|----|----|------------|-----|-----|------------|-----|-------------|----|

|  | Name of Publishing Organization:   |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|--|--|--|--|--|------------------------|----------------|--|--|--|--|--|--|--|--|
|  | Send Creative Media Pack to:  Name:  |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  |  |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | Phone: Email:  |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | ☐ This person is also the Primary Cont   |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | Send Creative Media Pack via email: [  |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | If no, please provide FTP information:   | o, please provide FTP information:   |  |  |                        |                |  |  |  |  |  |  |  |  |
| _  |  | AFDIA DRAND INFORMATION AND DARTICIDATION  |  |  |                        |                |  |  |  |  |  |  |  |  |
| 3.   |  | EDIA BRAND INFORMATION AND PARTICIPATION   |  |  |                        |                |  |  |  |  |  |  |  |  |
| If more than one, submit information for each unique Media Brand using form on page 2. |  |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | ame of Media Brand:  |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | Media Brand is already registered as a Media Partner: □ Yes □ No                           |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | Farget audience (Please select the ONE that best describes the majority of your readers.): |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | -  |  | nt Buyers or Sellers   | ☐ Gaming   |                        | ☐ Online Video |  |  |  |  |  |  |  |  |
|  | ☐ Combination of content creation,   | ☐ Conter   | nt Creation (below the line)   | ☐ Hollywood Executives (above the                      |                        | ☐ Pro Audio    |  |  |  |  |  |  |  |  |
|  |  |  | ution & Delivery   | line, network and studio execs)  ☐ Live Stage / Events |                        | ☐ Radio        |  |  |  |  |  |  |  |  |
|  | ☐ Consumer Electronics ☐ Ent   |  | rise   |  |                        | ☐ Sports       |  |  |  |  |  |  |  |  |
|  | ☐ Other:   |  | _  | Language, if other than English:                       |                        |                |  |  |  |  |  |  |  |  |
| 4.   | MATERIALS REQUEST  | MATERIALS REQUESTED:   |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | A. PRINT ADVERTISING   |  | <b>B. DIGITAL EDITION ADVERTISING</b> Please send media kit with full specs if a digital edition placement is available. |  | C. VIDEO               |                |  |  |  |  |  |  |  |  |
|  | NAB Show only barters for full-page, four-oplacements in print publications.               | olor ad  |  |  | Specific requirements: |                |  |  |  |  |  |  |  |  |
| 9  | Send ads as a high res .pdf file: ☐ Yes  | □No  | Send:  |  |                        |                |  |  |  |  |  |  |  |  |
|  | If no, preferred file type:  |  | □ No rich media (i.e.: static .pdf) □ Rich media   |  |                        |                |  |  |  |  |  |  |  |  |
|  |  |  | Ad specs (width) x (height)  | :  |                        |                |  |  |  |  |  |  |  |  |
|  | Ad specs (width) x (height):   |  | Trim: x  |  |                        |                |  |  |  |  |  |  |  |  |
|  | Trim:x   |  | Describe Publication (PDF,   |  |                        |                |  |  |  |  |  |  |  |  |
|  | Bleed:xx   |  | 2000.120 : 42.104.101 (: 2.7   | шилот арр, отп.,.                                      |                        |                |  |  |  |  |  |  |  |  |
|  | Live Area: x   |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | D. WEB BANNER ADS  |  |  |  |                        |                |  |  |  |  |  |  |  |  |
|  | Creative Packs include code for flash banne banner type and size here:                     | Creative Packs include code for flash banners in these sizes: 728 x 90; 160x600; 300 x 250. Should you need another file type (animated .gif or static banner), request banner type and size here: |  |  |                        |                |  |  |  |  |  |  |  |  |
|  |  |  | _ (height); <b>Type:</b> □ Animated .gif □ Static banner □ Other   |  |                        |                |  |  |  |  |  |  |  |  |
|  | <b>2. Banner size:</b> (width) x   |  | (height); <b>Type:</b> Animated .gif Static banner Other   |  |                        |                |  |  |  |  |  |  |  |  |
|  | <b>3. Banner size:</b> (width) x   | (h   | eight); <b>Type:</b> 🗆 Animated .git   | f □ Static banner □                                    | Other                  |                |  |  |  |  |  |  |  |  |



## CREATIVE MEDIA PACK REQUEST FORM

PAGE 2, Media Brand Information and Participation, continued

## MEDIA BRAND INFORMATION AND PARTICIPATION 2 Name of Media Brand: Media Brand is already registered as a Media Partner: $\square$ Yes $\square$ No Target audience (Please select the ONE that best describes the majority of your readers.): $\square$ Broadcast Engineering ☐ Content Buyers or Sellers ☐ Online Video □ Gamina ☐ Combination of content creation, ☐ Content Creation (below the line) ☐ Hollywood Executives (above the ☐ Pro Audio line, network and studio execs) studio production and distribution ☐ Distribution & Delivery ☐ Radio ☐ Consumer Electronics ☐ Live Stage / Events ☐ Enterprise ☐ Sports ☐ Other: \_\_\_ Language, if other than English: \_ **MATERIALS REQUESTED:** A. PRINT ADVERTISING **B. DIGITAL EDITION ADVERTISING** C. VIDEO Please send media kit with full specs if a digital NAB Show only barters for full-page, four-color ad Specific requirements: edition placement is available. placements in print publications. Send: Send ads as a high res .pdf file: ☐ Yes ☐ No $\square$ No rich media (i.e.: static .pdf) If no, preferred file type: ☐ Rich media Ad specs (width) x (height): Ad specs (width) x (height): \_\_\_\_\_ x \_ Trim: \_\_\_\_\_ x \_\_\_\_ Describe Publication (PDF, tablet app, etc.): Bleed: \_\_\_ x \_\_\_ \_\_ x \_\_ Live Area: D. WEB BANNER ADS Creative Packs include code for flash banners in these sizes: 728 x 90; 160x600; 300 x 250. Should you need another file type (animated .gif or static banner), request banner type and size here: 1. Banner size: \_\_\_\_\_ (width) x \_\_\_\_\_ (height); Type: ☐ Animated .gif ☐ Static banner ☐ Other \_\_\_

2. Banner size: \_\_\_\_\_ (width) x \_\_\_\_\_ (height); Type: ☐ Animated .gif ☐ Static banner ☐ Other \_\_\_\_\_ \_\_\_\_\_ (width) x \_\_\_\_\_ (height); **Type:**  $\square$  Animated .gif  $\square$  Static banner  $\square$  Other \_\_\_

3. Banner size: \_\_\_