

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 lriggs.nabshow@gmail.com.

QUESTIONS? CONTACT LAURA RIGGS, PROGRAM DIRECTOR.
Email: lriggs.nabshow@gmail.com Phone/Fax: +1 410 551 9216

2. PUBLISHER INFORMATION

Name of Publishing Organization: _____

Send Creative Media Pack to: _____

Name: _____

Phone: _____

Email: _____

☐ This person is also the Primary Contact for barter negotiation.

Send Creative Media Pack via email: ☐ Yes ☐ No

If no, please provide FTP information: _____

3. MEDIA BRAND INFORMATION AND PARTICIPATION

If more than one, submit information for each unique Media Brand using form on page 2.

Name of Media Brand: _____

Media Brand is already registered as a Media Partner: ☐ Yes ☐ No

Target audience (Please select the ONE that best describes the majority of your readers.):

- | | | | |
|--|--|--|---------------------------------------|
| <input type="checkbox"/> Broadcast Engineering | <input type="checkbox"/> Content Buyers or Sellers | <input type="checkbox"/> Gaming | <input type="checkbox"/> Online Video |
| <input type="checkbox"/> Combination of content creation, studio production and distribution | <input type="checkbox"/> Content Creation (below the line) | <input type="checkbox"/> Hollywood Executives (above the line, network and studio execs) | <input type="checkbox"/> Pro Audio |
| <input type="checkbox"/> Consumer Electronics | <input type="checkbox"/> Distribution & Delivery | <input type="checkbox"/> Live Stage / Events | <input type="checkbox"/> Radio |
| | <input type="checkbox"/> Enterprise | | <input type="checkbox"/> Sports |

☐ Other: _____

Language, if other than English: _____

4. MATERIALS REQUESTED:

A. PRINT ADVERTISING

NAB Show only barter for full-page, four-color ad placements in print publications.

Send ads as a high res .pdf file: ☐ Yes ☐ No

If no, preferred file type: _____

Ad specs (width) x (height):

Trim: _____ x _____

Bleed: _____ x _____

Live Area: _____ x _____

B. DIGITAL EDITION ADVERTISING

Please send media kit with full specs if a digital edition placement is available.

Send:

☐ No rich media (i.e.: static .pdf)

☐ Rich media

Ad specs (width) x (height):

Trim: _____ x _____

Describe Publication (PDF, tablet app, etc.):

C. VIDEO

Specific requirements:

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 _____

3. Banner size: _____ (width) x _____ (height); Type: ☐ Animated .gif ☐ Static banner ☐ Other _____

MEDIA BRAND INFORMATION AND PARTICIPATION 2

Name of Media Brand: _____

Media Brand is already registered as a Media Partner: ☐ Yes ☐ No

Target audience (Please select the ONE that best describes the majority of your readers.):

- | | | | |
|--|--|--|---------------------------------------|
| <input type="checkbox"/> Broadcast Engineering | <input type="checkbox"/> Content Buyers or Sellers | <input type="checkbox"/> Gaming | <input type="checkbox"/> Online Video |
| <input type="checkbox"/> Combination of content creation, studio production and distribution | <input type="checkbox"/> Content Creation (below the line) | <input type="checkbox"/> Hollywood Executives (above the line, network and studio execs) | <input type="checkbox"/> Pro Audio |
| <input type="checkbox"/> Consumer Electronics | <input type="checkbox"/> Distribution & Delivery | <input type="checkbox"/> Live Stage / Events | <input type="checkbox"/> Radio |
| | <input type="checkbox"/> Enterprise | | <input type="checkbox"/> Sports |

☐ Other: _____

Language, if other than English: _____

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☐ Rich media

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