

Program & Exhibit Guide Specifications

SPECIFICATIONS

| Position | Size |
|---------------------------------|---|
| Back Cover | 8 5/8" x 11 1/8" Trim Size – 8 3/8 x 10 7/8" |
| Center Spread | (2) 8 5/8" x 11 1/8" |
| Inside Front Cover | 8 5/8" x 11 1/8" |
| Inside Back Cover | 8 5/8" x 11 1/8" Live Area – 8" x 10.5" |
| Full Page | 8 5/8" x 11 1/8" |
| Half Page Horizontal | 7 1/2" x 5" |
| Half Page Vertical | 4 13/16 x 7 1/2" |
| One-Third Square | 4 3/4" x 5" |
| One-Third Vertical (One Column) | 2 1/4" x 9" |

INSTRUCTIONS: (2 ways to submit)

Electronic Submission: Include all fonts (.pfb and .pfm). Art, logos and other images must be supplied as high-resolution (at least 300 dpi) objects. Supply a color laser print for proofing. Artwork may be furnished in the formats listed below, refer to Application Programs.

Submission via FTP site:

- We will accept artwork via our FTP site. Please submit artwork via the following link no later than **August 20, 2010**.
<ftp://ftp.nab.org/xfer/adv-srvs/advertising/webform/>
- Please email hshuster@nab.org when you are sending files. Please include the company name, file name and size of advertisement.

Submission on CD:

- 1) Save ad on CD using one of the programs/formats listed below. You **MUST** include a print quality PDF.
- 2) Write the name of the program and version you used to create your advertisement on the CD so there is no question which program we should use to view your advertisement.
- 3) For color ads please send a color laser print for proofing. For black & white ads please send a black and white laser print for proofing.
- 4) Negatives should be slip-sheeted and packed with rigid cardboard in a waterproof envelope. All advertising materials should be sent via a traceable overnight service. Please ship materials to the following address:
- 5) Mail CD to: **NAB Conventions & Business Operations, 1771 N Street, NW Washington, DC 20036, Attn: Heather Shuster.** All artwork must arrive no later than **August 27, 2010**.

Application Programs

| Word Processing Text Files Only: | | Page Layout Files: | |
|----------------------------------|----------------|--------------------|----------------|
| MS Word | Windows or Mac | Quark Express | Windows or Mac |
| WordPerfect | Windows or Mac | PageMaker | Windows or Mac |
| | | Adobe Illustrator | Windows or Mac |
| | | Adobe Photoshop | Windows or Mac |
| | | Adobe InDesign | Windows or Mac |

Please Note: Any Advertisers promoting a booth location must be officially registered with NAB Conventions & Expositions as an exhibitor. If promoting your hotel suite through NAB Advertising you can only promote your suite as being open to attendees **"after show hours."**