

Dedicated Email Blast Specifications and Guidelines

General Guidelines

- **Email content MUST relate to NAB Show New York and/or focus on the Sponsor's presence at NAB Show New York.**
- **NAB Show will not host images. Image files should be hosted by the client.**
- Width is no larger than 600 pixels; no maximum height.
- Total email is comprised of 60% text, 40% images to ensure maximum delivery. Keep images small to facilitate quick loading.
- Use tags to provide alternative text when images cannot be displayed
 - All text styles must be inside of <p>, <table>, <td>, and tags. Tables must be nested with widths defined.
- Email file size should not exceed 40K.
- File should be sent as a ".HTML" file or a ".txt" with the full HTML code within it. NAB will not accept ".zip" attachments containing multiple files for the email.

Deliverables Checklist

- .HTML or .txt file with full HTML
- Subject Line (50 characters - suggested)
- Company Logo
- Please submit all assets using the link below or by email to nabclientsrvc@nab.org

Changes, Cancellations, and Creative Approval

- All creative materials must be received at least five business days prior to the launch of the campaign.
- NAB reserves the right to reject any creative that does not follow our specifications.

Submit Assets

