

The background of the entire image is a dark grey or black field filled with a dense pattern of thin, parallel lines radiating from the center. These lines are colored in a vibrant, multi-colored palette including shades of purple, blue, yellow, orange, and pink. The lines are arranged in a way that creates a sense of depth and movement, similar to a stylized sunburst or a digital data visualization.

NAB
AMPLIFYTM

2024 MEDIA KIT

**GROW YOUR AUDIENCE,
BRAND & BOTTOM LINE.**

THE CORNERSTONE OF YOUR DIGITAL STRATEGY

Align your company and message with the industry's most valuable and engaged community from the NAB Show. Your company can now reach this audience year-round on NAB Amplify - the only online resource with the broad and exclusive reach that the NAB Show audience can deliver.

Maximize exposure in weekly newsletters to 100k+ recipients, reach the right readers with Special Reports that focus on key topics — or create customized content in various formats that complement your digital strategy!

Get started with us today to:

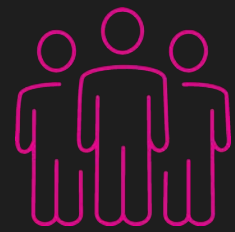
- Expand your reach to new customers and decision makers while reinforcing and building your brand.
- Drive traffic to your site and generate new leads and sales opportunities.
- Create a campaign that guarantees real and measurable results for your advertising investment.

NAB AMPLIFY™



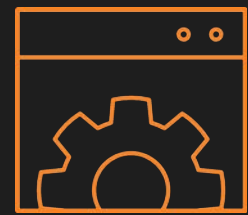
63,000

Avg. Visitors
Per Month



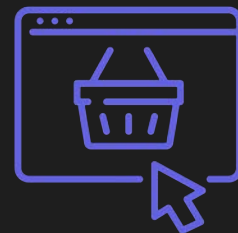
51,045

Registered
Amplify Users



1:56

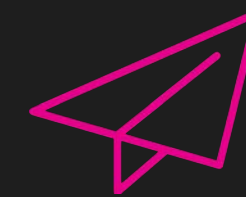
Average Session
Duration



154,000

Total Page Views
Per Month

USER INTEREST BY COMMUNITY:



Emails
Delivered



Average
Open Rate



CTR of
Individual Ads

The Angle
Newsletter

114,812

38.20%

.13%

Special Report
Newsletter

37,040

37.63%

.32%

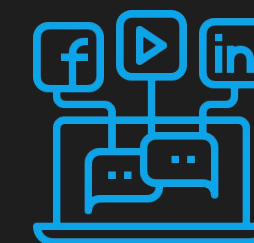
Third Party
E-blast

42,860

33.15%

1.12%

SOCIAL PRESENCE



160K+

Impressions
in 2023

2.5%

Overall
Engagement



**DISPLAY AND NEWSLETTER
ADVERTISING +
DEDICATED EMAILS**

ADVERTISING



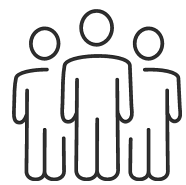
Display Advertising

**Design subject to change and other custom ad formats available by request.

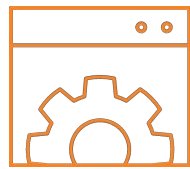
Average Monthly Performance



63,000
Avg. Visitors
Per Month



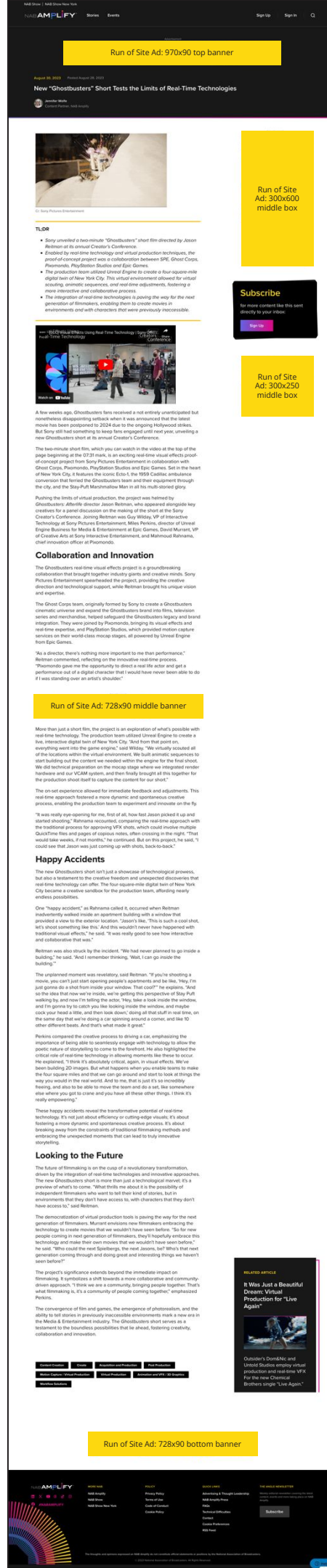
51,045
Registered
Amplify Users



1:56
Average Session
Duration



154,000
Total Page Views
Per Month



Homepage — Top
970x90
Run of Site — Top

Run of Site - Middle
300x600

Run of Site - Middle
300x250

Run of Site — Middle
728x90

Run of Site — Bottom
728x90

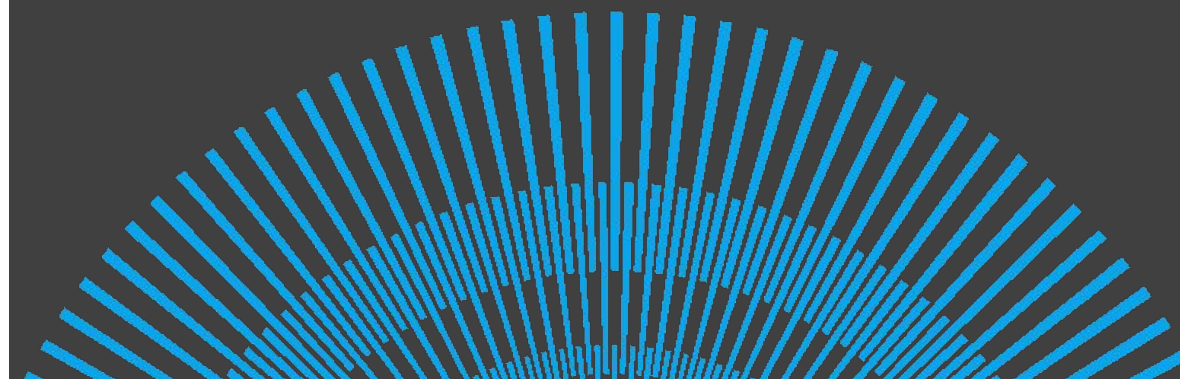
Homepage Banner Ad - Exclusive
\$2,500/month

Run an exclusive, high-impact 970x90
leaderboard banner ad on the NAB Amplify
homepage.

Run-of-Site Ad
\$1,500/month

Gain additional exposure with up to 4 different
ROS banner ads rotating throughout the site.

- 970x90 top banner (won't run on homepage)
- 300x600 middle banner
- 300x250 middle box
- 728x90 middle and bottom banner



ADVERTISING



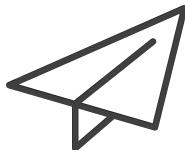
The Angle Newsletter

Running each Monday and Wed to 100k+ subscribers during the year.

Company banner ad or Native article will be included in four (4) emails per month.

**Design subject to change

Average Performance



Emails Delivered

The Angle Newsletter

114,812



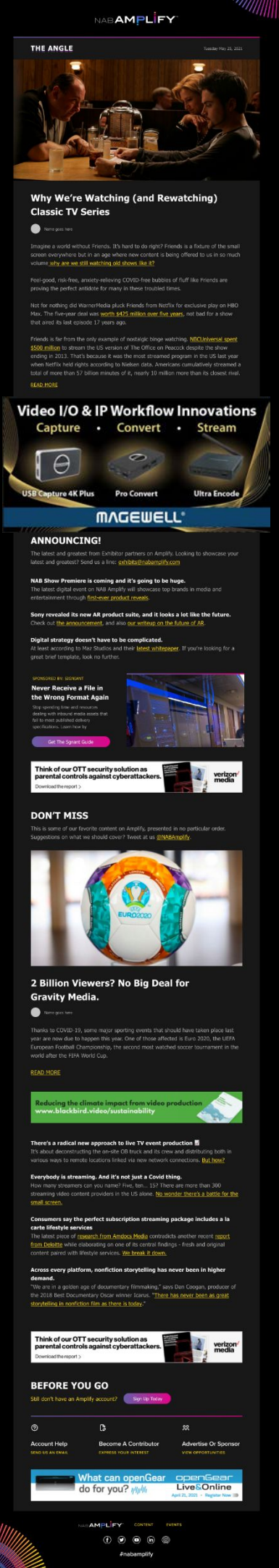
Average Open Rate

38.20%



CTR of Individual Ads

.13%



Mega Box Ad
600x300

Banner Ad
600x90

Banner Ad
600x90

Banner Ad
600x90

Native Article
Image, headline,
copy, link

Bottom Banner Ad
600x90

Newsletter Mega Box Banner Advertising
\$3,000/month

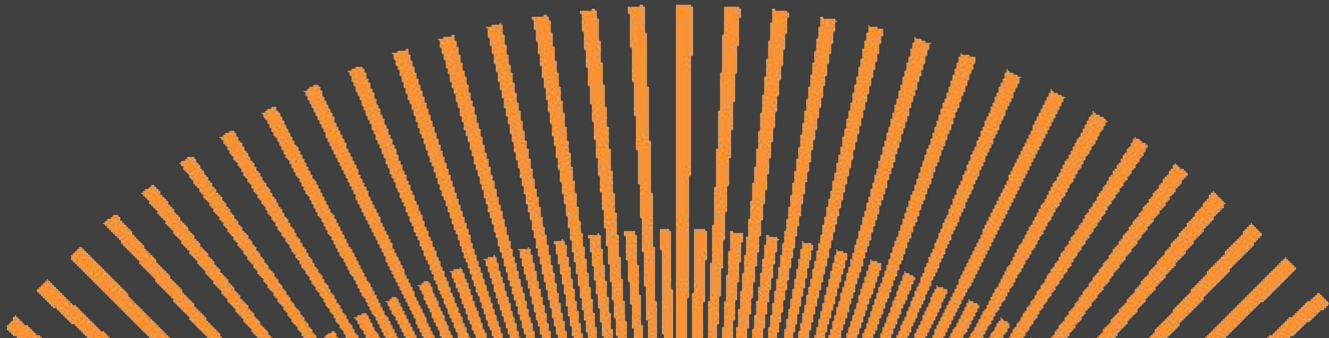
600x300 top banner ad; exclusive

Newsletter Banner Advertising
\$2,000/month

600x90 middle banner ad; exclusive for 4 companies

Newsletter Native Article — Exclusive
\$2,500/month

Native thought-leadership article, link and image included in Editorial section of the weekly NAB Amplify newsletter or targeted community newsletters.



ADVERTISING



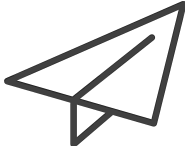
Monthly – “Special Report” Newsletter Series

\$2,750 | 2 Advertisers per month

Each Special Report is focused on a technology that impacts broadcast, streaming and live production workflows. The NAB Amplify content team will be curating articles and videos on a new topic every month with an opportunity for (2) companies to align their messaging and extend reach to 40,000 + readers within the themed community each issue.

Each advertiser will receive one top ad and one middle banner ad that will rotate each issue. Each advertiser will also have the ability to contribute one piece of sponsored editorial content to be featured with a headline, teaser text and link. Each issue will be published on the second and fourth Thursdays of the month. Sponsored Articles must be original editorial content that hasn't been published before.

Average Performance



Emails Delivered

37,040



Average Open Rate

37.63%



CTR of Individual Ads

.32%

Special Report Newsletter



Special Report
Cloud-based Workflows
Aug. 13, 2023

Where Are Broadcasters With Cloud Adoption?

It's not just about the technology, it's about the people. According to a new report, cloud adoption is on the rise, but not everyone is ready to jump in. The report explores the challenges and opportunities of cloud adoption for broadcast and live production workflows.



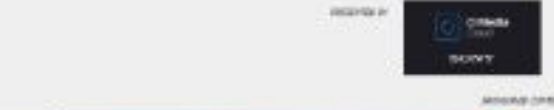
Cloud for M&E: At This Point, It's All About Infrastructure

The media & entertainment industry's adoption of cloud-based workflows has reached a tipping point. With production workflows moving to the cloud, the focus is now on infrastructure. The report explores the challenges and opportunities of cloud adoption for broadcast and live production workflows.



CI Media Cloud: Beyond Collaboration

Only get started with cloud-based workflows by bringing your team and content to the cloud. CI Media Cloud offers a new way to manage your content, workflows, and production workflows.



Moving Day: Connecting Media to and From the Cloud

Cloud-based storage can be a powerful ally to media companies. Whether it's a simple backup or disaster recovery solution, cloud-based storage offers a range of options. The report explores the challenges and opportunities of cloud-based storage for broadcast and live production workflows.



Watch This: Seamless Collaboration From Anywhere

Remote work has changed the way we work. When it comes to broadcast and live production, the challenges are even greater. The report explores the challenges and opportunities of remote work for broadcast and live production workflows.



Top Banner Ad
***970x250**

Contributed Content
Headline, Copy, Image

Banner Ad
728x90

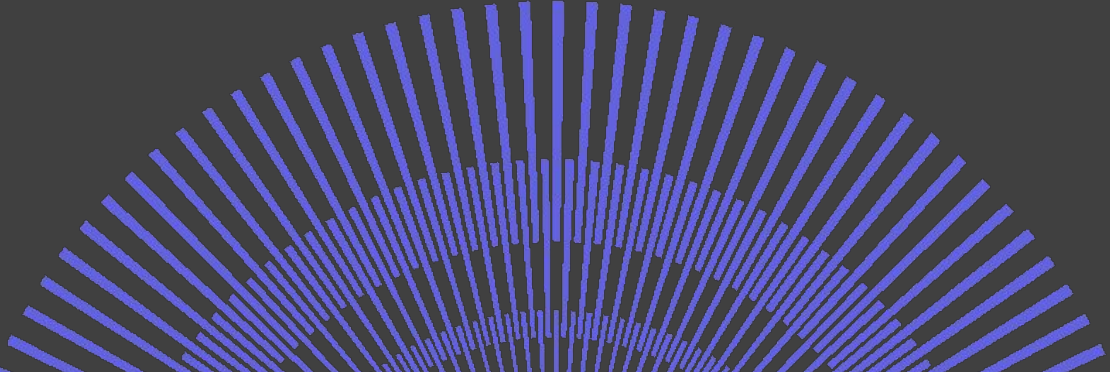
*Image will auto-scale down to fit the width of the email (600px wide); actual display dimensions will be 600x154 and 600x74, respectively.

2024 Special Report Topics

- January:** 5G/Satellite/LTE
- February:** Globalization and Captioning
- March:** Advanced Targeted Advertising
- April:** Cloud Infrastructure and Services
- May:** Streaming
- June:** Sports TV Production Pt. 1
- July:** Sports TV Production Pt. 2
- August:** Virtual Production
- September:** News Technology
- October:** Audio
- November:** Asset Management
- December:** Still Video Imaging

Ad Close / Materials Due

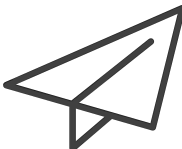
- January:** Jan 2 / Jan 8
- February:** Jan 29 / Feb 5
- March:** Mar 4 / Mar 11
- April:** Apr 1 / Apr 8
- May:** Apr 29 / May 6
- June:** Jun 3 / Jun 10
- July:** Jul 1 / Jul 8
- August:** Jul 29 / Aug 5
- September:** Sep 3 / Sep 9
- October:** Sep 30 / Oct 7
- November:** Oct 28 / Nov 4
- December:** Nov 25 / Dec 2



Dedicated Emails

Maximize your reach and showcase expertise through Dedicated Emails.

Average Performance



Emails Delivered

Third Party E-blast

54,000+



Average Open Rate

33.15%



CTR of Individual Ads

1.12%

aws FOR MEDIA AND ENTERTAINMENT

Accelerating innovation with advertising intelligence

Create. Deliver. Monetize.

Modern organizations, such as Publicis, FreeWheel, TripleLift, and Amazon Ads, are using cloud-based tools to accelerate time to market for predictive analytics workloads, and analyze media for contextual signals to improve personalization.

By reading this eBook, you will learn how advertising and marketing technology customers leverage Amazon Web Services (AWS) to innovate faster with the broadest capabilities for compute, analytics, and Machine Learning (ML) in the cloud.

[Download the eBook](#)

Explore how to use AWS to:

- Accelerate time to market with new solutions by reducing development time and operational overhead.
- Lower cost-per-model training and scoring with powerful compute, high-speed networking, and scalable storage for any ML project.
- Achieve unmatched cost performance at high throughput and low latency.
- Enrich audience data with preferred data providers via AWS Data Exchange, which makes it easy to find, subscribe to, and use third-party data in the cloud.

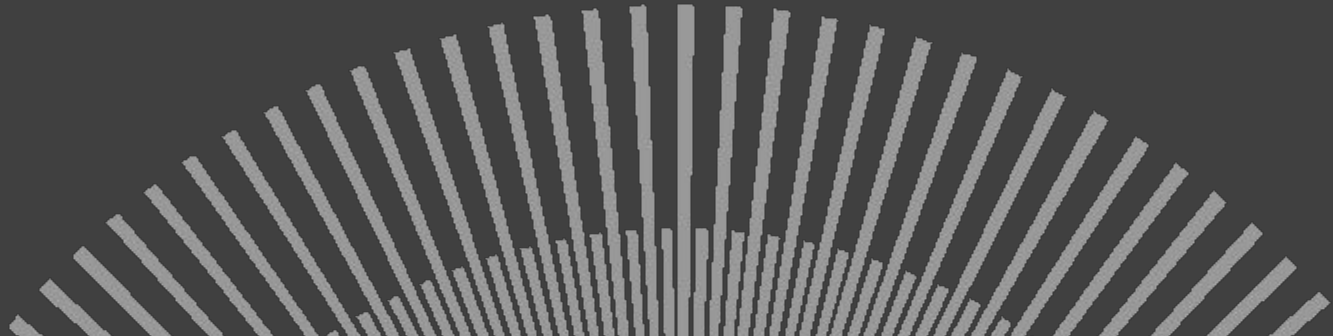
[Read the eBook to find out more](#)

My Account | Getting Started | Products | Solutions | Pricing | Partners | Documentation | Training | Events & Webinars | AWS Activate | Marketplace | What's New | Blog | Analyst Reports

Dedicated Email Blast
\$4,000 each or \$3,500 when booking 2 or more

Designed by your company, NAB Amplify will send an email on your behalf to 54,000+ third-party opt-in Amplify subscribers, NAB Show and NAB Show New York attendees. One email available per week.

**The cost of the dedicated email blase will be \$7,500 in the months of March and April.*



Monthly Media Packages

Get the broadest reach across the NAB Amplify portfolio with an inclusive media package. Ideal for an important announcement and/or to elevate your message to a consistent cadence, enhancing your overall marketing strategy.

1-month package

- \$3,100 for 1 month

3-month package

- \$2,900 per month for 3 months

6-month package

- \$2,500 per month for 6 months

**Content can be refreshed on a monthly basis

ROS Display Advertising

A suite of Run Of Site (ROS) banner ads

- 970x90 top banner (won't run on homepage)
- 300x600 middle banner
- 300x250 middle box
- 728x90 middle and bottom banner

Weekly Newsletter Advertising

600x90 middle banner ad within *The Angle* weekly newsletter. Choice of Monday or Wednesday edition; inventory reserved on a first-come basis.

Social Media

1 LinkedIn post, 1 Facebook post or repost, 1 X post or retweet per month.

CUSTOM CONTENT

**PRODUCED BY NAB AMPLIFY
IN COLLABORATION WITH YOU**

Demo Days Series

\$1,995 if customer provides | \$2,995 if NAB Amplify produces

Each month, NAB Amplify will highlight companies that serve key M&E markets with a targeted Demo Day as part of our year-round series.

This is your opportunity to stand out from the crowd, educate viewers on new innovations and key advancements that will solve pain points and help move their businesses forward.

If you are producing your own content, NAB Amplify will add the Demo Days branding to your video so that it presents the same way as a video created by the Amplify team.

BENEFITS

- Highlighted as part of the “Demo Days” gallery of videos on “release day”
- Dedicated page on NAB Amplify listing the company, interviewee/s and supplemental details
- Inclusion on the partner’s NAB Amplify Company Profile page
- Interview production managed by NAB Amplify, to include;
 - Zoom platform, discussion guide, scheduled rehearsals, supporting technology, recording and editing of interview
 - Use of the final video asset for corporate purposes

Promotional marketing to include but not limited to:

- Call out in at least (2) NAB Amplify *The Angle* newsletters
- General “Demo Days” posts on social media channels that link to the main page

Lead generation details:

- NAB Amplify will share number of total views, along with list of viewers who opt-in to receive communications from sponsoring partner, if set up as gated content.



2024 DEMO DAYS SERIES SCHEDULE

JANUARY STORAGE

Ad Close - Jan 3
 Demo Recording Deadline - Jan 10
 Cloud Computing
 LTO
 Servers
 Asset Management

FEBRUARY STREAMING

Ad Close - Jan 31
 Demo Recording Deadline - Feb 7
 Encoding/Transcoding
 AVOD
 SVOD
 Edge Networking
 Content Delivery Networks

MARCH PRODUCTION

Ad Close - Mar 6
 Demo Recording Deadline - Mar 13
 Switchers
 Virtual, AR, VR
 Graphics
 Editing
 Closed Captioning

APRIL TRANSMISSION

Ad Close - Mar 27
 Demo Recording Deadline - Apr 3
 Satellite Uplink/Downlink
 Remote Transmission
 Antennas, Transmitters, Towers
 Microwave
 Bonded Cellular
 NextGen TV

MAY RADIO

Ad Close - May 1
 Demo Recording Deadline - May 8
 Advertising and Media Sales Solutions
 Audio Production and Processing
 Radio Master Control
 Radio Automation Systems
 Remote Transmission
 RF Transmission
 Visual Radio

JUNE DISPLAY SYSTEMS

Ad Close - Jun 5
 Demo Recording Deadline - Jun 12
 Digital Signage (Hardware and Software)
 Monitors

JULY/AUGUST ACQUISITION

Ad Close - Jul 3
 Demo Recording Deadline - Jul 10
 Cameras
 Lenses
 Promoters
 Lighting and Grip
 Batteries
 Camera Support

SEPTEMBER AUDIENCE MEASUREMENT

Ad Close - Sep 4
 Demo Recording Deadline - Sep 11
 Traffic/Scheduling
 Data Analytics
 Digital Rights Management
 Predictive Analytics
 Programmatic Advertising

OCTOBER AUDIO

Ad Close - Oct 2
 Demo Recording Deadline - Oct 9
 Consoles/Mixers
 Microphones
 Intercoms/Headsets

NOVEMBER INFRASTRUCTURE

Ad Close - Oct 30
 Demo Recording Deadline - Nov 6
 Routing & Switching
 Signal Monitoring
 Automation
 Master Control
 Systems Integration
 IT Networking Infrastructure

DECEMBER TEST & MEASUREMENT

Ad Close - Dec 4
 Demo Recording Deadline - Dec 11
 Signal Monitoring
 Logging/Compliance

THOUGHT LEADERSHIP



“NAB Amplified: 5 Minutes with...”

\$2,000 | Video Interview

Ramp up visibility and excitement as viewers get to hear from your M&E executives or product specialists in a one-on-one interview with a NAB Amplify editor. Questions will cover company news, products/initiatives and a call to action to drive engagement from prospects.

Use this turnkey short form piece of content ahead of NAB Show, NAB Show New York or to drive awareness around new innovations throughout the year.

BENEFITS

- Highlighted as part of the “5 Minutes with...” gallery of interviews
- Dedicated page on NAB Amplify listing interviewee and supplemental details
- Inclusion on the partner’s NAB Amplify Company Profile page
- Interview production managed by NAB Amplify, to include; Zoom platform, discussion guide, scheduled rehearsals, supporting technology, recording and editing of interview
- Use of the 5-minute video asset for corporate purposes

Promotional marketing to include but not limited to:

- Call out in 2 NAB Amplify *The Angle* newsletters
- General “5 Minutes with...” posts on social media channels

Lead Generation Details:

- NAB Amplify will share number of total views, along with list of viewers who opt-in to receive communications from sponsoring partner, if set up as gated content.



Premium Content

\$7,500

Tell your story in a format that maximizes your objectives and educates the NAB community about new innovations, solutions to industry pain points and/or client successes.

Our team will do the heavy lift to produce, market and deliver assets to complement your business development strategy.

Curated Session

Create a custom 30-minute conversation in the format of choice: keynote/fireside chat, panel discussion or customer conversation.

The NAB Amplify team will work with you to create a unique piece of content that elevates your brand, executives and the value you bring to the media and entertainment industry. Can be pre-recorded or live but must be new, first-run content.



BENEFITS

- Kickoff call with NAB Amplify Content Team to confirm topic, release date, format, target audience and provide editorial support as needed
- Dedicated page on NAB Amplify featuring your product's and/or service's unique value proposition and "what's in it for the viewer."

Promotional marketing to include but not limited to:

- 2 calendar mentions of the session in NAB Amplify *The Angle* Newsletters
- 1 post on X
- 1 post on LinkedIn
- VOD session report delivered after 7 days and 30 days following the session release to include total count of viewers and opt-in leads, if the content is gated.

Company Guide Features



Company Guide Features	Standard <i>No Cost</i>	Plus \$695	Premium \$1,495
Company Name, Website and Social Media Links	X	X	X
Profile Cover Image and Company Description	X	X	X
Product Category Listings - match with MYS list	X	X	X
Company Contact(s)	X	X	X
Label as NY/Vegas Exhibitor	X	X	X
Company Listing - followable list of leads			X
Event Listings - external linked		X	X
Premium Gated Content - White Papers, Videos, Unlimited with lead gen capability			X
Demo Days - video supplied by sponsor, # per year			4
1 Year Subscription to Amp+			X
Ability to create interest group in product category of choice			X
Featured Banner Ads on Website			6 Months
Pin Sponsored Content to User Timelines			X

NEW FEATURES COMING LATE 2024	Standard <i>No Cost</i>	Plus \$695	Premium \$1,495
Company Listing Regional Offices Europe, Asia, Latin America, Middle East		X	X
Company Listing Prioritized in Search Results			X
Category Sponsors (top of page search)			X
Job Posting: Ability to post job openings for exhibitors		X	X
Request a Quote Form/Buy Now Button			X

Upgrade from a Plus to a Premium Package for only \$1,495 and receive 4 Demo Days and 6 months of Featured Banner Ads valued at \$17,000 if purchased separately.

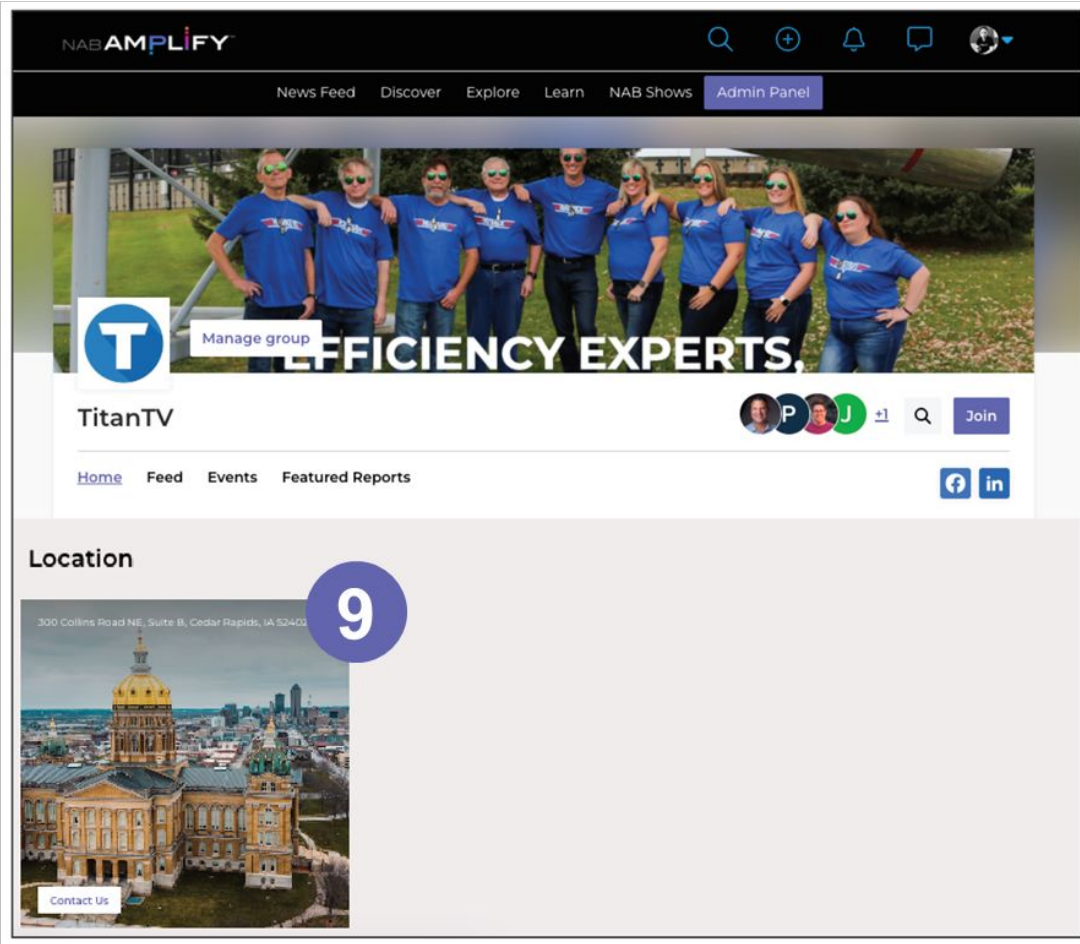
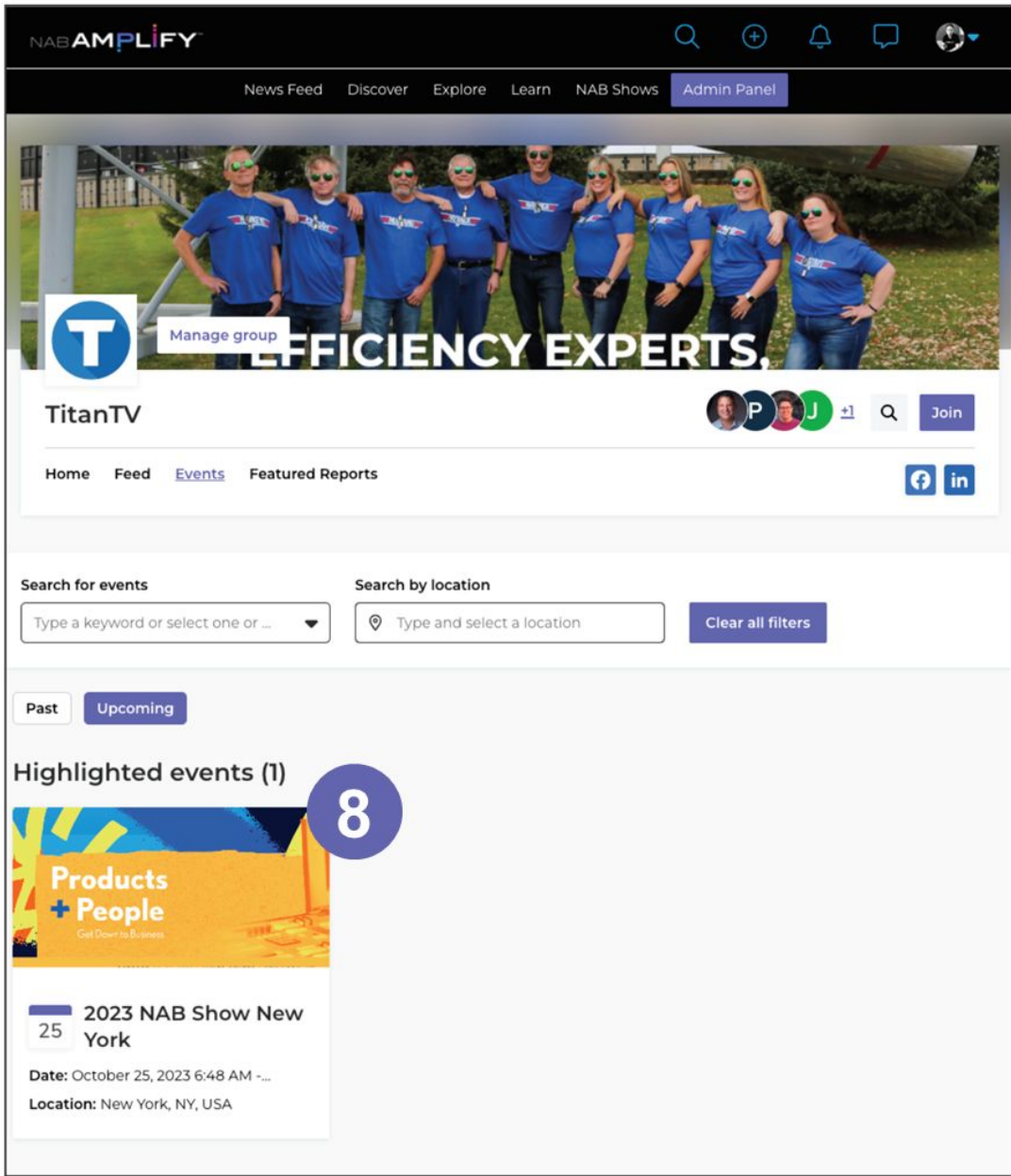
STANDARD PACKAGE



Get a preview of the features that will be included in your profile through our various packages.

- 1 Profile Cover Image
- 2 Company Name
- 3 Social Media Links
- 4 Company Description
- 5 NAB Show or NAB Show New York Exhibitor Label
- 6 Product Category Listing
- 7 Company Contacts

PLUS PACKAGE



Get a preview of the features that will be included in your profile through our various packages. The Plus Package also includes the features from the Standard Package on the previous page.

8 Event Listings

9 Regional Offices

PREMIUM PACKAGE



Up to 29 channels from 8 over-the-air stations may be received at this location

Stations	Antenna	FCC Repack
KWWL-DT 7.1 NBC RF Channel: 7 28 miles at 342°	Yellow	
KRIN-DT 32.1 PBS RF Channel: 35 23 miles at 335°	Yellow	
KGAN-DT 2.1 CBS RF Channel: 29 23 miles at 335°	Yellow	
KCRG-DT 9.1 ABC RF Channel: 9 23 miles at 335°	Yellow	
KWKB-DT 20.1 IND RF Channel: 25 26 miles at 142°	Red	
KPXR-DT 48.1 ION RF Channel: 47 22 miles at 330°	Red	
KIIN-DT 12.1 PBS RF Channel: 12	Red	

Share a new...
Check-in Trip Event 11
Filter by: All

Pinned communication Advertisement
NAB Amplify created a communication 3 months ago
AWS Campaign
Aspect Ratio of 16:9 ("Sixteen-by-Nine" and "Sixteen-to-Nine") which is also known as High Definition (HD) became leading aspect ratio since the start of the 21st century. I

Capture YOUR VISION Register Now.
NABSHOW EXHIBITS: APRIL 10-12, 2024 EDUCATION: APRIL 10-17 LAS VEGAS, NV

Tweets from @NABAmplify
NAB AMPLIFY @NABAmplify · Nov 30
"We had to look for something new to get people to connect to this story of the landscape changing, in essence, to understand the larger issue of #climatechange," @donalboyd says.
#iceland #glaciers #documentary #NABAmplify mtr.cool/kplhmbhdaj

Upcoming events
APR 13 Capture NAB SHOW LAS VEGAS - 2024 Find out more
See all events

Communication articles
NAB Amplify created a communication a day ago
We May Not Get Data, But We Know It Matters

Get a preview of the features that will be included in your profile through our various packages. The Premium Package also includes the features from the Standard and Plus Packages on the previous pages.

10 Premium Gated Content

11 Pin Sponsored Content

OUR COMMITMENT TO YOU



BETTER TOGETHER

For nearly a century there's been only one global event fueling the content economy. A place that fosters the convergence of industries to elevate the art and business of storytelling. An essential destination that is synonymous with next-generation technology, thought leadership and inspiration. A powerful gathering so woven into the DNA of the industry that it draws together more than 60,000 media and entertainment professionals every year.

We are dedicated to delivering meaningful connections year-round — in person and online via NAB Amplify — expanding your reach to new customers and emerging markets.

Building your business is our business. We take this responsibility seriously; it is important that we continue to grow with you and propel this industry forward.

- Together, we unite a diverse community — from content creation to consumption — empowered by your solutions to inform, educate and entertain audiences everywhere.
- Together, we power NAB's mission to secure a thriving future for America's broadcasters of today and tomorrow.
- Together, we champion innovation — from concept to best-in-breed solutions — to create a vibrant marketplace for storytellers worldwide.
- Together, we bring content to life.

We are passionate about what we do and fiercely committed to the work we do with you. Nobody does it better. And we are better together.

Thank you for the opportunity to support your success.

WE STRIVE TO

- Be your primary strategic business partner
- Deliver measurable results
- Always be accountable
- Extend your reach to emerging markets
- Accelerate your sales cycle
- Enhance your integrated marketing strategy
- Aim for Above & Beyond
- Listen
- Respect every viewpoint
- Communicate openly and honestly
- Deliver a quality audience
- Leverage insight and data
- Price fairly
- Recognize and award innovation
- Offer fair and practical policies
- Make it enjoyable
- Serve the interests of NAB members, partners and exhibitors holistically
- Reinvest for our collective future