



W E B C A S T S

NAB will be producing approximately 10 webinars in 2018 featuring content around the hottest topics impacting our industry and sponsors can get on board as partners to connect with thousands of new prospects. Click [here](#) to view the schedule and archive.

- NAB webcasts will be promoted as sponsored by your company
- Sponsor recognition alongside website listings when promoted in official promotional print pieces to NAB members (2 per year)
- Sponsor recognition alongside webcast listings when promoted in official electronic communications to NAB members (two per webcast)
- Sponsor recognition alongside webcast listings when promoted in official electronic communications to non-NAB members (two per webcast)
- Opportunity for one (1) sponsor representative (date and content to be agreed upon between sponsor and NAB staff) to be featured on a podcast every calendar year.
- :60 max sponsor provided commercial during pre-roll before every live webcast (at least 8 per year)
- :60 max sponsor provided commercial placed before on-demand versions of every webcast (at least 8 per year)
- :05 max live-read at the opening of each webcast (at least 8 per year)
- :05 max live-read at the closing of each webcast (at least 8 per year)
- Sponsor may provide one (1) Web Tower Ad to be placed on the NAB webcast page of the NAB and PILOT websites
- Sponsor's logo on NAB-produced promotional signage displayed at various Nab events including the 2018 Fly-In for Radio Group Executives, 2018 State Leadership Conference, 2018 NAB Show and 2018 Radio Show.

Additional Information:

- NAB Webcasts episodes are available free to all NAB members with a charge of \$99 to non-members.
- NAB Webcasts have a high satisfaction rate with >90% of attendees rating it excellent or good.
- NAB Webcasts episodes average 100 registrations per event
- Electronic communications are disseminated to over 7,500 radio, television, and digital broadcast professionals (both NAB member and non-member) promoting the webcasts 3 times leading up to the event
- Access to episode archive available upon request

Sponsorship Length: One Year

Investment: \$10,000