



*"Lifting As We Climb"*

# NABA, INC.

THE NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS, INC.

## PARTICIPANT GUIDELINES

# 2019 CONVENTION MARKETING GUIDELINES

*Corporate Partner Deliverables Schedule and Specifications*

Effective Date: [09/01/18](#)

### Key Dates

*Spring Spectrum Ads must be submitted by 03/14/19*

*Headshots and Bios must be submitted by 03/28/19*

*Sourcebook Ads must be submitted by 03/29/19*

# 2019 CONVENTION DELIVERABLE SCHEDULE

UPDATED – 05/01/19

## OVERVIEW

The items and dates listed below reflect the branding opportunities that are included in one or more of the 2019 Convention Partnership packages. While deliverables for all levels are reflected in this schedule, please note that you need only adhere to the deliverables and dates listed for the items in **YOUR COMPANY'S PARTNERSHIP LEVEL**.

**NOTE:** All marketing resources (logos, ads, message copy, etc.) are due from corporate partners upon submission of corporate participation form. The dates listed in the deliverable schedule are the *last* possible date for submission. **Earlier submissions are welcomed and recommended.**

If you would like to purchase an add-on that was not included in your partnership package, please contact [businessdevelopment@nabainc.org](mailto:businessdevelopment@nabainc.org) for invoice and processing.

## DELIVERABLE SCHEDULE & CUTOFF DATES

Material/Item Due	Cut Off Date
Company Logo	DUE: ASAP Last date: March 30
All Convention Headshots/Bios (CPE facilitators; event speakers, etc.)	March 28
Ads for Post-Convention Email Blasts	10 business days prior to desired date of release
Ads for Pre-Convention Email Blasts	10 business days prior to desired date of release
Convention Sourcebook Ad – Full Page, Color (see specifications below)	March 29
Spring 2019 Online/Print Spectrum	March 14

## ALL AD SPECIFICATIONS

Please refer to these specifications when creating your submissions. Please ensure all logos and ads are high resolution.

ITEM	SPECS	FORMATS
<b>PRINT MEDIA</b>		
Full Page, Color Ad	8.5 x 11 (with bleed) 8.75 x 11.25 (300 DPI)	PNG
½ Page, Color Ad	8.5 x 5.5 (with bleed) 8.75 x 5.75 (300 DPI)	PNG
Logo	Any size but needs to be high resolution	EPS file format preferred Hi-Res, PNG, Vector file may acceptable
<b>DIGITAL MEDIA</b>		
Email Blast Advertisement (Half-page)	850 x 550 (72dpi or higher)	PNG
Email Blast Advertisement (Block ad)	200 x 200 (72 dpi) File size: 40KB-200KB	PNG
Mobile App Banner Ad	640 x 130px (72 dpi)	JPG

## CONVENTION MOBILE AP SPECIFICATIONS

Please refer to these specifications when creating your submissions. Please ensure all logos and ads are high resolution.

Submission of art due by March 8<sup>th</sup>. Please include hyperlink. Please submit your materials (all graphics, text, and hyperlinks) to [businessdevelopment@nabainc.org](mailto:businessdevelopment@nabainc.org).

Please refer to these specifications when creating your submissions.

### TOP BANNER IMAGE

These images will display as a rotating banner on the top portion of the main navigation menu (you can choose to link it to a website URL).

<b>Size (px)</b>	<b>640 x 130 (72dpi or higher)</b>
<b>File Type</b>	JPG
<b>Color</b>	RGB
<b>File Name Format</b>	[Name]_Mobile_Banner.jpg



## SOCIAL MEDIA MENTIONS

Partners are required to draft and submit the content that NABA will be posting to NABA social media accounts. Please see the specifications below. Content for all social media posts will be submitted using the Social Media Content Submission Form which can be found on the Partner Participation Toolkit page under Submission Links.

### SUBMISSION GUIDELINES

- Submit no later than one-week prior to requested posting date
- Include any hashtag(s), URLs, and one image (if applicable)
- Content must be original
  - Messaging must focus on job openings, career opportunities or advancement
  - NABA reserves the right to decline any advertisement considered unethical or unsuitable, regardless of contract

#### Specifications by Medium:

- Twitter: message limit is 240-characters
- Facebook: message limit is 500-characters
- LinkedIn: message limit is 500-characters

## WEBSITE ADVERTISING

Ads will be placed in the left column of the NABA homepage ([www.nabainc.org](http://www.nabainc.org)) and will run in rotation on the home page and through the primary subpages for 30 days. Ads are due no later than 10 days before the selected start date. See specifications table to the right.

### Web Ad Specifications

<b>Size (px)</b>	<b>220 x 220 (72dpi or higher)</b>
<b>File Type</b>	PNG
<b>Color</b>	RGB
<b>File Name Format</b>	(Partner_Name)_Naba_Website_Ad.png

## EMAIL BLASTS AND ADS

All partner ads submitted for email distribution will be inserted into a NABA email communication (e-blasts). All corporate partners should submit their ad along with any additional content as soon as possible, but no later than the dates indicated. Make your email ad as creative as you desire. The inclusion of a corporate ad in an e-blasts will be scheduled on a first come, first served basis. Early submissions will receive preferential date selection. See specifications below:

### SUBMISSION GUIDELINES

- ❑ **Dates:** Final material submissions are due no later than 10 business days prior to the drop date
  - Select your dates using the *Email Date Selection & Submission Form* which can be found on the [Partner Participation Toolkit](#) page under *Submission Links*
  - This form also prompts you to upload your ad file at the same time (recommended but not required)
- ❑ **Materials:** Half-page ads must be submitted in a finished state as PNG files
  - **File Size: 850 x 550 (72dpi or higher). Only one (1) URL link can be submitted per image file.**
- ❑ **Content:** Whether for a Convention e-blast or for post-Convention –
  - Messaging must focus on job openings, career opportunities or advancement
  - May include hyperlinks (consider vanity URLs that can track NABA visitors)
  - NABA reserves the right to decline any advertisement considered unethical or unsuitable, regardless of contract
- ❑ **Special Requests:** the communications email calendar is scheduled months in advance, so special requests are subject availability. Early submissions are strongly recommended. Examples of a special requests may be –
  - Ad placement with specific email content, topics or medium
  - Dates not currently available
  - Targeted population segment
- ❑ **Placement:** Half page email ads are placed after lead copy (bottom of the email) in a NABA Convention or general email blast; Block ads will appear on the left sidebar

