National Newspaper Association is a not-for-profit trade association representing the owners, publishers and editors of America’s community newspapers. NNA’s mission is to protect, promote and enhance America’s community newspapers. Today, NNA’s 1,800+ members make it the largest national newspaper association.

The NNA member family includes newspapers from such groups as:

- 22nd Century Media
- Adams Publishing Group
- BHG Incorporated
- Big Fish Newspapers
- Brehm Communications
- Calaveras First Company
- Casa Grande Valley Newspapers Inc.
- Chronicle Media, LLC
- City of Roses Newspapers
- Cookson Hills Publishing Inc.
- Community Newspapers Inc.
- Courier Herald Publishing Co.
- Delphos Herald
- Emmerich Newspapers
- Enterprise Publishing Company
- EO Media Group
- Forum Communications Company
- Hagadone Corporation, The
- Hartman Newspapers LP
- Jerry Wiseman Group
- Lakeway Publishers Inc.
- Lancaster Management
- Landmark Community Newspapers
- Moser Community Media, LLC
- New Jersey Hills Media Group
- News Publishing Company Inc.
- Ogden Newspapers
- Reppert Publications Inc.
- South County Publications LTD
- Stevenson/Hicks/Mullen Newspapers
- StrausNews Inc.
- Trib Publications Inc.
- Wesner Publications
- Wick News Corporation
- Yellowstone Communications Inc.

And other prize-winning community newspaper groups and newspapers of excellence such as the:

- The Ark (Tiburon, CA)
- Buffalo (WY) Bulletin
- Daily Universe (Provo, UT)
- The Ellsworth (ME) American
- The Galena (IL) Gazette
- Highlands (NY) Current
- Jackson (WY) Hole News and Guide
- Livingston Parish (LA) News
- North Scott Press (Eldridge, IA)
- The N’West Iowa REVIEW
- Omak-Okanogan (WA) County Chronicle
- The Pilot (Southern Pines, NC)
- Sioux City (IA) Journal
- The Taos (NM) News
- Wilton-Durant (IA) Advocate News
- Wyoming Tribune Eagle (Cheyenne, WY)
- Yamhill Valley News-Register (McMinnville, OR)
- Yankton (SD) Daily Press & Dakotan
As newspapers consolidate operations, weeklies work together to stay in print

By Les Cooke

In a story first published in the News & Record, Danville, Va., on March 4, 2019, the community newspaper share the story of how they are working together to stay in print.

The Southwestern College Sun is one of the top college programs in the country.

Court declines to review cases

By John Doe

In a story first published in the New York Times, New York, on April 5, 2019, the newspaper share the story of how the court declined to review cases.

Annual readership survey confirms

Newspaper readers are voters

Did you know...

In a story first published in the Washington Post, Washington, D.C., on May 6, 2019, the newspaper share the story of how newspaper readers are voters.

Publishers’ Auxiliary...

is the go-to publication for more than 1,800 National Newspaper Association member newspaper companies – America’s independent community papers, both weeklies and dailies. Pub Aux has 2,300+ circulation monthly tabloid subscribers and 3K+ monthly e-edition subscribers.
### Publishers’ Auxiliary Editorial Calendar and Ad Deadlines

<table>
<thead>
<tr>
<th>ISSUE DATE:</th>
<th>DEADLINE:</th>
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<tbody>
<tr>
<td>January 1</td>
<td>December 17</td>
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<tr>
<td>February 1</td>
<td>January 21</td>
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<td>March 1</td>
<td>February 18</td>
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<td>April 1</td>
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<td>June 1</td>
<td>May 19</td>
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<td>July 1</td>
<td>June 23</td>
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<td>August 1</td>
<td>July 21</td>
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<td>September 22</td>
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<tr>
<td>November 1</td>
<td>October 20</td>
</tr>
<tr>
<td>December 1</td>
<td>November 17</td>
</tr>
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</table>

### All Things Classified

- January 1

### Buying & Selling Newspapers

- February 1

### Content

- March 1

### All Things Printing

- April 1

### Great Ideas

- May 1

### Design--Digital and Print

- June 1

### Everything Advertising

- July 1

### Selling for the Holidays

- August 1

### Human Resources/Pre-NNA Convention

- September 1

### Circulation Ideas

- October 1

### NNA Convention & Trade Show Wrap-Up

- November 1

### Digital/Driving Traffic

- December 1

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**For information, contact:**

- **Wendy MacDonald**
  - Director, Sales
  - 913-461-3721
  - wendy@nna.org

- **Lotta Kagell**
  - Sales Consultant
  - 760-557-0800
  - lotta@nna.org

- **Kate Richardson**
  - Managing Editor
  - (217) 820-0212
  - kate@nna.org

- **National Newspaper Association**
  - 101 S. Palafox Pl Unit 13323
  - Pensacola, FL 32591-7835
  - (850) 542-7087
Print & Digital Edition

- Printed, mailed and emailed 12x per year
- More than 3,000 subscribers from 1,800+ member newspaper companies

Print Issue Rates

<table>
<thead>
<tr>
<th>Sizes</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$2,450</td>
<td>$2,300</td>
<td>$2,030</td>
<td>$1,630</td>
<td>$1,180</td>
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<tr>
<td>Magazine Page</td>
<td>$1,620</td>
<td>$1,520</td>
<td>$1,340</td>
<td>$1,075</td>
<td>$780</td>
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<tr>
<td>One-Half Page</td>
<td>$1,270</td>
<td>$1,175</td>
<td>$1,015</td>
<td>$830</td>
<td>$610</td>
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<tr>
<td>One-Quarter Page</td>
<td>$645</td>
<td>$595</td>
<td>$520</td>
<td>$415</td>
<td>$345</td>
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<tr>
<td>One-Eighth Page</td>
<td>$345</td>
<td>$325</td>
<td>$275</td>
<td>$235</td>
<td>$220</td>
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<tr>
<td>One-Sixteenth Page</td>
<td>$260</td>
<td>$245</td>
<td>$225</td>
<td>$205</td>
<td>$180</td>
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<tr>
<td>Product &amp; Services Directory</td>
<td>n/a</td>
<td>n/a</td>
<td>$155</td>
<td>n/a</td>
<td>$130</td>
</tr>
</tbody>
</table>

Special Positions

Priority will be given to 6x and 12x contract advertisers. Applies to black and white rate only.

- Page 2 (opposite Profile) ................................................. 15%
- Back Page .............................................................................. 20%
- Guaranteed Position ............................................................... 10%

Color

- Four-Color-Process ................................................................. $150
- 1/2 Page or Larger ................................................................ Free

Inserts

Size cost per 1,000

- Up to Four-Page Tab ................................................................. $150

Contact us for larger sizes

Discounts

- 5% to NNA Allied Members
- 10% to NNA Allied Partners
Digital Edition Email

- Be seen first each month as digital Pub Aux readers are notified the e-edition is available.
- Three prominent banners available each month.

Digital Edition Emails

600w x 200h ad
- $300 top spot
- $200 middle spot
- $150 bottom spot

News Brief Emails

- Two or three times each month, emails are sent out promoting specific stories in the digital edition.
- Leaderboard banner ad appears first in each email providing prominent promotion of your company.

News Brief Emails

600w x 200h ad
- $200 per email
Digital Edition - Opposite Front Cover

- Your full page ad appears opposite the front cover of the digital edition
- Read by an average of 583 (previously 209) unique visitors each month
- Ad size: 10”w x 13.5”h
- $250 per month

Products & Services e-Newsletter

- Monthly e-newsletter highlights news from companies that provide services to community newspapers
- Published on the 15th of each month
- Ad size: 160px wide x 400px tall
- Advertise now at special rate of $100 per month with 12 month contract
- Submit press releases for consideration to kate@nna.org

Website Ads

- 5K unique visits per month
- Average of 22 click-throughs and 3,900 impressions per month

<table>
<thead>
<tr>
<th>Size (px)</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$175</td>
<td>$150</td>
<td>$125</td>
</tr>
<tr>
<td>Button</td>
<td>280x280</td>
<td>$75</td>
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<td>$50</td>
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<tr>
<td>Button</td>
<td>280x280</td>
<td>$375</td>
<td>$325</td>
<td>$250</td>
</tr>
</tbody>
</table>

*NNA.org is currently undergoing a facelift!"
Pub Aux Live!

- Conduct a webinar on a topic relevant to NNA members.
  - Includes:
    » Introduction & closing by NNA staff member
    » 3+ email blasts, ads in Pub Aux and on NNA website promoting the webinar
    » Follow-up email to all registrants
    » Copy of attendee list for follow-up
    » Great value and exposure just $750

Better Newspaper Contest Sponsorships

As part of our Better Newspaper Contest Awards in 2020 NNA offers the opportunity for companies to sponsor a particular award and establish themselves as industry leaders and experts. Sponsors are mentioned when we present the awards and read the results at convention and are named on all certificates and plaques. Sponsors can also be involved in the judging and selection of winners and have a 1/2 page ad in the convention program congratulating the winner. The contest supplement published in Publishers’ Auxiliary will also refer to the sponsor as part of the award name.

» Individual contest sponsorship $750
» Add 1/4 page ad congratulating the winner in the special supplement and on the email that comes out linking to the special section $345

Mailing List Rental

- Allied members may purchase one-time use of mailing list up to 3 times per year: $300
Classified Ads
Ads are priced per month and include free posting to www.nna.org for a calendar month. Minimum ad size is three lines. Approximately 33 characters per line.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost Per Line</th>
<th>Display Rate Cost Per Inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$6.75</td>
<td>$90</td>
</tr>
<tr>
<td>3x</td>
<td>$6.25</td>
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<tr>
<td>6x</td>
<td>$5.75</td>
<td>$70</td>
</tr>
<tr>
<td>9x</td>
<td>$5.25</td>
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</tr>
<tr>
<td>12x</td>
<td>$5</td>
<td></td>
</tr>
<tr>
<td>TFN</td>
<td>$4</td>
<td></td>
</tr>
</tbody>
</table>

NNA members receive a 10% discount off all classified rates.

Print Specs and Terms & Conditions

Color Requirements
- Minimum of 12pt for any type reversed out of 4 color
- Minimum of 10pt for any type reversed out of one process color
- Do not use 3-color black. Use pure color only (CMYK)
- Resolution on photos should be 200-300 dpi
- Ink saturation should be below 240

Cancellation
Cancellations must be made in writing one month prior to the closing date.

General
All advertising is subject to publisher’s approval. The publisher reserves the right to reject advertising that he feels is not in keeping with the publication’s standards or the policies of the NNA.

Advertising and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed, and for any claims arising in connection against the publisher.

Reading notices must include the word “advertisement.” Frequency rates apply based on a 12-month period from first insertion. Spread counts as two single pages. When a contract is not completed, the advertiser will be short-rated to the rate earned.

Publisher shall not be liable for any failure to print, publish or circulate all of any portion of an issue containing an advertisement if the failure is caused by acts of God, strikes, accidents of other circumstances beyond the publisher’s control. In consideration of the publication of an advertisement, the advertiser and its agency jointly agree to hold harmless the NNA from and against all liabilities.

Mechanical Requirements
In order to provide you with the best possible reproduction and to avoid problems with missing fonts or artwork, we prefer to receive advertisements as PDFs. Your PDF must be created using Acrobat Distiller and all fonts and art must be embedded. When creating a PDF, please make sure the OPI function is turned off. Should you be unable to produce a PDF, you may send your ad to us in any of the following formats: Adobe InDesign, QuarkXPress 4.1 or Photoshop 7. If you choose any of these methods, you must include artwork and fonts. Please stuff any files, including PDFs that are larger than 1MB.

- Printed on a web offset press on 27.6 pound newsprint
- Depth of column is 13.5”
- Width of display ad column is 2.5”
- Advertising page size is 10” x 13.5”
- 85 line screen
- No bleeds

For more information, contact Wendy MacDonald at wendy@nna.org.
Allied Membership

Become an Allied Member to take advantage of the following benefits:

- **Trade Show Booth**
  NNA hosts an annual convention and trade show each fall for owners, publishers and senior staff from community newspapers around the country. As a member, you will enjoy discounted booth rates.

- **Priority Booth Selection**
  The exhibitor prospectus is e-mailed to Allied Members and those who exhibited in the prior year’s show two weeks in advance of the prospect list, giving you priority booth selection. You will also have priority notice of convention sponsorships opportunities.

- **Publishers’ Auxiliary**
  NNA’s premier publication keeps our members abreast of what’s happening in the industry. As a member, you will receive complimentary subscriptions.

- **Advertising**
  Receive discounts on classified and display advertising in Publishers’ Auxiliary, logo buttons and rotating ads on NNA’s website.

- **Mailing lists**
  As a member, you can rent use of the NNA membership list for one-time use up to three times per year.

- **Acknowledgments**
  Your company will be highlighted twice a year in Publishers’ Auxiliary and will have links from NNA’s website to your company’s website.

**Annual Allied Membership:**

$500 per year

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**NNA Annual Convention & Trade Show**

Join us in Jacksonville, Florida, Oct. 1-3, 2020, for the National Newspaper Association Annual Convention and Trade Show. Exhibiting at our annual convention is a great way to connect with the NNA members and an excellent complement to an advertisement in Pub Aux. Exhibitors get the opportunity to meet with members on the trade show floor for that one-to-one interaction that’s so conducive to making qualified contacts. Many meal functions and coffee breaks will be held in the exhibit hall, giving attendees more time to speak with exhibitors in a relaxed atmosphere.

The convention program includes a great idea exchange for pre-selected exhibitors, called Solutions Start Here, which provides three-minute time slots for exhibitors to share examples of their solutions in action.

Special discounts and preferred locations are available for Allied Members and Allied Partners. Contact Wendy MacDonald at wendy@nna.org or Lotta Kagel at lotta@nna.org for more details and to reserve your space.
The NNA Convention (formerly Friends) and Enhanced Convention (formerly Friends Plus) Packages let you stay in front of key decision makers at the community newspapers across the country by providing a cost-effective package price to reach NNA members throughout the year.

### Convention Package (formerly Friends Package)

<table>
<thead>
<tr>
<th>Service</th>
<th>Value</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allied Membership - 12 months</td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>Convention Booth</td>
<td></td>
<td>$950</td>
</tr>
<tr>
<td>Product &amp; Services Directory Ad - 12 times in print &amp; digital edition</td>
<td></td>
<td>$1,482</td>
</tr>
<tr>
<td>Website button ad - 12 months</td>
<td></td>
<td>$600</td>
</tr>
<tr>
<td>Digital Edition email bottom spot - 3 times per year</td>
<td></td>
<td>$450</td>
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</tbody>
</table>

**Value** $3,982  
**Price** $3,000

### Enhanced Convention Package (formerly Friends Plus Package)

Features all of the above, plus:

<table>
<thead>
<tr>
<th>Service</th>
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<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Full page color program ad</td>
<td></td>
<td>$400</td>
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<tr>
<td>Convention program - logo enhanced company listing</td>
<td></td>
<td>$50</td>
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<tr>
<td>Friends conference sponsorship</td>
<td></td>
<td>$500</td>
</tr>
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</table>

**Value** $4,932  
**Price** $3,700

**Other Benefits:** Includes a 5% discount on all additional advertising. Additional ads available at the 12x rate, or use the value of the Product and Services Directory ad toward a larger ad.
### Allied Member “Staying Connected” Packages
(available to Allied Members on 12 month contracts)

<table>
<thead>
<tr>
<th>Platinum Package</th>
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<tbody>
<tr>
<td>Website Leaderboard Ad (run of site)</td>
<td>$1,425</td>
<td>$1,425</td>
</tr>
<tr>
<td>Full page ad - 12 times in print and digital edition</td>
<td>$13,452</td>
<td>$13,452</td>
</tr>
<tr>
<td>News Brief email leaderboard ad - 6 times</td>
<td>$1,140</td>
<td>$1,140</td>
</tr>
<tr>
<td>PR Releases in Product &amp; Services e-newsletter at discretion of editor</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td>$16,017</td>
<td>$16,017</td>
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<tr>
<td><strong>Price</strong></td>
<td>$10,200</td>
<td>$10,200</td>
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<tr>
<td><strong>Monthly Price</strong></td>
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<table>
<thead>
<tr>
<th>Gold Package</th>
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<tbody>
<tr>
<td>Website Leaderboard Ad (run of site)</td>
<td>$1,425</td>
<td>$1,425</td>
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<tr>
<td>1/4 page ad - 12 times in print and digital edition</td>
<td>$6,954</td>
<td>$6,954</td>
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<tr>
<td>News Brief email leaderboard ad - 6 times</td>
<td>$1,140</td>
<td>$1,140</td>
</tr>
<tr>
<td>PR Releases in Product &amp; Services e-newsletter at discretion of editor</td>
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<td>$0</td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
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<tr>
<td><strong>Price</strong></td>
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<tr>
<td><strong>Monthly Price</strong></td>
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<table>
<thead>
<tr>
<th>Silver Package</th>
<th>Value</th>
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<tr>
<td>Website Leaderboard Ad (run of site)</td>
<td>$1,425</td>
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<tr>
<td>1/2 page ad - 12 times in print and digital edition</td>
<td>$6,954</td>
<td>$6,954</td>
</tr>
<tr>
<td>News Brief email leaderboard ad - 6 times</td>
<td>$1,140</td>
<td>$1,140</td>
</tr>
<tr>
<td>PR Releases in Product &amp; Services e-newsletter at discretion of editor</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td>$6,498</td>
<td>$6,498</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>$4,000</td>
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</tr>
<tr>
<td><strong>Monthly Price</strong></td>
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<table>
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<tr>
<th>Bronze Package</th>
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<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Product &amp; Services Directory Ad - 12 times in print and digital edition</td>
<td>$1,482</td>
<td>$1,482</td>
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<tr>
<td>Digital Edition email bottom spot - 6 times</td>
<td>$855</td>
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<tr>
<td>News Brief email leaderboard ad - 6 times</td>
<td>$1,140</td>
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<tr>
<td>PR Releases in Product &amp; Services e-newsletter at discretion of editor</td>
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<td>$0</td>
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<tr>
<td><strong>Monthly Price</strong></td>
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