Promoting news literacy, protecting the First Amendment, and enhancing the quality, role and capabilities of community newspapers and community journalists
ABOUT NNA

The National Newspaper Association Foundation is a non-profit trade association representing the owners, publishers and editors of America’s community newspapers. NNAF is a sister organization of the National Newspaper Association.

NNA’s mission is to protect, promote and enhance America’s community newspapers. The association, which is the largest national newspaper association with 1,500+ members across America, protects community newspapers through active and effective government relation programs that address the issues affecting community newspapers.

Beginning in 2021, NNA is sharpening its focus on public policy, while many of the organization’s familiar resources and programs will now be delivered via NNAF, including the Publishers’ Auxiliary magazine, Pub Aux Live webinars, Better Newspaper Contest and Annual Convention and Trade Show.

The change allows NNAF to serve the interests of community journalism and deliver on its mission to provide citizens with the civic knowledge that sustains democracy and binds communities with common purpose.

NNA IN NUMBERS

<table>
<thead>
<tr>
<th>1,500+ member newspapers</th>
<th>385+ newspaper groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% weeklies/non-dailies</td>
<td>10% dailies</td>
</tr>
</tbody>
</table>

The NNA member family includes newspapers from such groups as:

- Lancaster Management, Inc., Gadsden, AL
- Lakeway Publishers, Morristown, TN
- Landmark Community Newspapers, Shelbyville, KY
- Wesner Publications, Cordell, OK
- New Jersey Hills Media Group, Whippany, NJ
- Straus News, Chester, NY
- Mullen Newspapers, Buffalo, WY
- Wick News Corporation, Sierra Vista, AZ
- Community Newspapers, Inc., Athens, GA
- Century Group Media, Yuccaipa, CA
- Ogden Newspapers, Inc. Wheeling, WV

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

- Wyoming Tribune Eagle, Cheyenne, WY
- Idaho Mountain Express, Ketchum, ID
- Blair Pilot-Tribune, Blair, NE
- The Taos News, Taos, NM
- Antelope County News, Neligh, NE
- The Daily Universe, Provo, UT

For additional information, contact:

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913-461-3721  
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Sales Consultant  
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lotta@nnafoundation.org

Kate Richardson  
Pub Aux Managing Editor  
217-820-0212  
kate@nnafoundation.org

Lynne Lance  
Executive Director  
850-542-7087  
lynne@nnafoundation.org

National Newspaper Association Foundation  
101 S. Palafox Pl., Unit 13323 | Pensacola, FL 32591-7835  
(850) 542-7087 | NNA.org | NNAFoundation.org

Member Circulation

- 40% < 2,000
- 38% 2,000-5,000
- 13% 5,000-10,000
- 8% 10,000-50,000
- 1% 50,000+

Publishers’ Auxiliary Subscribers

- Publisher/GM/CEO 47%
- Editorial 30%
- Advertising/Sales 14%
- Circulation 5%
- Admin 2%
- Production 2%
**2021 SPONSORSHIP PROGRAMS**

**EVENTS & OPPORTUNITIES HOSTED BY NNAF**

### Great Ideas Annual Sponsorship

Community newspapers’ best and brightest publishers have made the Great Idea Exchange session of the Annual Convention a hit for more than a decade. These success stories, along with other great ideas publishers share throughout the year, are available to NNA members 24/7. NNAF hosts regular Pub Aux Live webinars featuring new Great Ideas each month.

The annual sponsor of this popular resource can expect:
- Title recognition as program sponsor at the Annual Convention (including all benefits of convention sponsorship - see page 6)
- Monthly exposure in Pub Aux via a recurring Great Ideas ad that highlights new content and webinar opportunities
- Recognition on the Great Ideas section of the NNA/NNAF website
- Prominent visibility in the email announcing each webinar via a logo in the email header
- Prominent visibility in Great Ideas emails highlighting new ideas (up to 2 per month)
- Acknowledgement and tagging in social media posts announcing the monthly event/topic
- Recognition at the beginning of the session

**Investment:**
$5,000

### Pub Aux Live: NNAF Educational Events

Throughout 2021, NNAF will convene NNA members for thematic webinars designed to give publishers a forum to learn about and discuss current issues and timely topics affecting the industry, such as Holiday Advertising Planning or a session dedicated to popular issues on the Facebook Forum. Webinars will be conducted bi-monthly, with topics to be determined by current events. Three-session or six-session commitments are available.

The sponsor(s) can expect:
- Prominent recognition in invitation and reminder emails about the event
- Additional visibility in a post-event email to all members that includes a link to the webinar for those who missed it
- Inclusion in Pub Aux and on the NNA/NNAF website promoting the event
- Acknowledgement and tagging in social media posts announcing the monthly event/topic
- Recognition at the beginning of the session
- Optional breakout session at the end for those who would like to stay on and learn more about the sponsor

**Investment:**
$1,500 for three sessions or $2,400 for six sessions

### NNAF Social Celebrations

Building on the strong response to the virtual social events during the 2020 Annual Convention, throughout 2021 we’ll find fun ways to bring members together and socialize in a fun format with chances for prizes and other engagement. Themed social events will bring members together for activities such as BINGO, Trivia Night, Ice Cream Social, Ugly Christmas Sweater, etc. Single-session or annual commitments are available.

The sponsor(s) can expect:
- Prominent recognition in invitation and reminder emails about the event
- Inclusion in Pub Aux and on the NNA/NNAF website promoting the event
- Acknowledgement and tagging in social media posts announcing the monthly event/topic
- Logo representation on screen at the event
- Verbal acknowledgement by the NNAF event host during the event

**Investment:**
$400 for a single session or $1,200 annual (four-time)
At the 2020 virtual convention, NNA members got their first taste of a new way to discover resources and tools to maximize their success in a Zoom setting. Based on the overwhelmingly positive feedback from members and sponsors alike, in 2021, we’re evolving the concept into a regular series. Sponsors will have the opportunity to participate in a webinar showcasing their best ideas for topics like Building Revenue, Pandemic Survival, Sales Solutions, etc. The schedule will be developed based on demand and interest; sponsors are invited to contribute topic ideas.

**2021 SPONSORSHIP PROGRAMS**

**SPONSOR-LED INITIATIVES**

**Allied Member Informational Webinar**

Community newspaper professionals are eager to learn, and sponsors have a wealth of knowledge to share. In this format, sponsors host up to an hour-long webinar on a topic relevant to the industry. These events offer sponsors a platform to provide valuable industry information to community newspapers across the country and position their company as an industry expert.

Sponsors can expect:
- An introduction and closing by an NNAF staff member
- Event promotion in an email blast
- Inclusion in Pub Aux and on the NNA/NNAF website promoting the event
- Acknowledgement and tagging in social media posts announcing the monthly event/topic
- Recognition in a follow-up email to all registrants with a link to a recording of the event
- Access to an attendee list for follow-up after the event

**Investment:**
- $750 .... webinar only
- $1,250 .... webinar + 3-month website Leaderboard Ad + 1 Product & Services Directory Ad in Pub Aux
- $1,750 .... webinar + 6-month website Leaderboard Ad + 3 Product & Services Directory Ads in Pub Aux

**Solutions Start Here Series**

These sessions are intended to be primarily educational (although promoting a specific product or tool is acceptable). Each presenter will have 10 minutes to deliver their message, as well as an opportunity to respond to questions in a public format during a Q&A session. Following the session, attendees will have the option to visit a breakout room for each presenter, providing an opportunity to deepen a connection with an interested member. In addition to exposure to members during the event, sponsors can expect:
- Prominent recognition in invitation and reminder emails about the event
- Additional visibility in a post-event email to all members that includes a link to the webinar for those who missed it
- Inclusion in Pub Aux and on the NNA/NNAF website promoting the event
- Acknowledgement and tagging in social media posts announcing the monthly event/topic
- Access to an attendee list for follow-up after the event
- Preferred access to a spot in the Annual Solutions Start Here event at the 2021 Annual Convention

**Investment:**
- $500 ..........webinar only
- $1,000 ........webinar + 3-month website Leaderboard Ad + 1 Product & Services Directory Ad in Pub Aux
- $1,500 ........webinar + 6-month website Leaderboard Ad + 3 Product & Services Directory Ads in Pub Aux
2021 SPONSORSHIP PROGRAMS

CONTESTS & CONTENT

Better Newspaper Contest

Each year, NNAF honors the best in community journalism and advertising via the Better Newspaper Contest. Awards are presented during a ceremony at the Annual Convention, and winners are celebrated in a special Pub Aux supplement in print and online. In addition to exposure as an industry leader, sponsors can expect:

- Verbal recognition during the awards presentation
- Logo inclusion in the printed edition of the special supplement
- Logo inclusion in the email announcing the digital edition of the supplement
- Recognition as a sponsor of the Annual Convention
- An option to participate in contest judging and winner selection
- Complimentary 1/2-page ad in the Annual Convention program
- Complimentary 1/4-page ad congratulating the winner in the supplement

**Investment:**
$1,000

Photo Contest

Each quarter, NNAF hosts a photo contest and winners appear in the January, May, July and October editions of Pub Aux. As an annual sponsor of this series recognizing quality photojournalism, the sponsor can expect:

- Logo inclusion at the top of the quarterly winner feature in Pub Aux
- Logo inclusion in a quarter-page ad all other months that promotes the current open contest deadline

**Investment:**
$1,200

Obituary Sponsorship

An Obituary section appears in each edition of Pub Aux. As an annual sponsor of this section, the sponsor can expect:

- Logo and text recognition throughout the Obituary section of Pub Aux each month
- Logo and text recognition in the section header of the Obituary section on the NNA/NNAF website

**Investment:**
$1,200

Additional section sponsorships may be available, subject to publisher approval. Inquire for details.

Sponsored Column

NNAF recognizes that sponsors have expansive industry insight and experience to share with members. As a sponsored column contributor, sponsors have the ability to showcase their thought leadership and industry expertise. Columns are available in quarter-page or half-page word counts. Sponsors can expect:

- Topic proposals to be approved in advance by Pub Aux editors (on a space-available basis)
- Content published as provided, so long as it meets Pub Aux editorial standards and is primarily presented as informational and informative material
- 1 line of biographical text on the author/business
- Logo inclusion
- Image inclusion (headshot or other)
- Inclusion in both print and digital versions of Pub Aux
- Content linked on website for member access

**Annual Investment:**

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>$3,000</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>$4,500</td>
<td>$6,000</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

Sponsored Article

As a contributor of a sponsored article, sponsors have the ability to showcase their thought leadership and industry expertise. Columns are available in quarter-page, half-page or full-page word counts. Sponsors can expect:

- Topic proposals to be approved in advance by Pub Aux editors (on a space-available basis)
- Content published as provided, so long as it meets Pub Aux editorial standards and is primarily presented as informational and informative material
- 1 line of biographical text on the author/business
- Logo inclusion
- Image inclusion (headshot or other)
- Inclusion in both print and digital versions of Pub Aux
- Content linked on website for member access

**Investment:**

<table>
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<tr>
<td><strong>Half-Page</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Full Page</strong></td>
<td>$1,180</td>
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</tbody>
</table>
NNAF ANNUAL CONVENTION


Exhibitors get the opportunity to meet with members on the trade show floor for one-on-one interaction that’s so conducive to making qualified contacts. Throughout the event, meal functions and coffee breaks will give attendees additional time to speak with exhibitors in a relaxed atmosphere.

Your participation in the NNAF Annual Convention allows you to engage with key decision makers at community newspapers across the country. These cost-effective packages are designed to foster interaction during the convention, then maintain your connection by remaining visible to decision-makers in the industry throughout the year.

**Convention Package**
Allied Membership - 12 months.................................................................$500
Convention Booth ......................................................................................$950
Pub Aux Product & Services Directory Ad - 12 times/print & digital..............$1,482
Website Button Ad - 12 months .................................................................$600
Digital Edition Email - 3 times per year/bottom spot .......................................$450

Value: $3,982
Price: $3,000

**Enhanced Convention Package**
All of the above, plus:
Full-Page Color Ad in Convention Program ....................................................$400
Enhanced Company Listing in Convention Program .........................................$50
Conference Sponsorship ................................................................................$500

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

Interested in becoming an exhibitor at the Annual Convention? See our Exhibitor Prospectus for more details.

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“One of the best shows we have attended in terms of encouraging participants to talk to exhibitors.”

Exhibitor Info
At-a-Glance

**Allied Member Rates:**
Prime Location Booth..............$1,150
Standard Location Booth ...........$950
Display Table...........................$500

**Solutions Start Here**
A highlight of the Annual Convention program is a great idea exchange featuring select exhibitors. Called Solutions Start Here, this well-attended event provides three-minute time slots for exhibitors to share examples of their solutions in action.
ALLIED MEMBERS

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

Trade Show Booth
NNAF hosts an annual convention and trade show each fall for owners, publishers and senior staff from community newspapers around the country. As an Allied Member, you will enjoy discounted booth rates, as well as priority booth selection and early access to convention sponsorship opportunities.

Publishers’ Auxiliary
NNAF’s premier publication, Publishers’ Auxiliary or Pub Aux, keeps our members abreast of what’s happening in the industry. As an Allied Member, you will receive a complimentary subscription.

Advertising
As an Allied Member, you receive discounts on classified and display advertising in Pub Aux, as well as ads on NNA/NNAF’s website. You can also work with NNAF to send your marketing message to members via a custom email up to three times per year at a special rate of $300 per distribution.

Acknowledgments
Your company will be highlighted twice a year in Pub Aux and NNA/NNAF’s website will include information and links to your company’s website.

Investment: $500 annually

>>APPLICATION FOR NNA ALLIED MEMBERSHIP

ALLIED MEMBER ADVERTISING PACKAGES

Although custom packages are available, many Allied Members appreciate the convenience of packages that combine our most popular options at discounted rates exclusively for Allied Members.

<table>
<thead>
<tr>
<th>PLATINUM Package</th>
<th>SILVER Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Website Leaderboard Ad - run of site ............................................. $1,425</td>
<td>• Website Leaderboard Ad - run of site ............................................. $1,425</td>
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<tr>
<td>• Pub Aux Full Page Ad - 12 times/print &amp; digital ................................... $13,452</td>
<td>• Pub Aux Full Page Ad - 12 times/print &amp; digital ................................... $13,452</td>
</tr>
<tr>
<td>• News Brief Email Leaderboard Ad - 6 times .......................................... $1,140</td>
<td>• News Brief Email Leaderboard Ad - 6 times .......................................... $1,140</td>
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<tr>
<td>• PR Releases in Product &amp; Services E-newsletter (at discretion of editor) ...... $0</td>
<td>• PR Releases in Product &amp; Services E-newsletter (at discretion of editor) ...... $0</td>
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<table>
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<tr>
<th>GOLD Package</th>
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<tr>
<td>• Website Leaderboard Ad - run of site ............................................. $1,425</td>
<td>• Pub Aux Product &amp; Services Directory Ad</td>
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<td>• Pub Aux 1/2 Page Ad - 12 times/print &amp; digital ................................... $6,954</td>
<td>• - 12 times/print &amp; digital ............................................................ $1,482</td>
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<td>• News Brief Email Leaderboard Ad - 6 times .......................................... $1,140</td>
<td>• Pub Aux Digital Edition email - 6 times/bottom spot $855</td>
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<td>Price: $3,000</td>
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</table>
Publishers' Auxiliary is the go-to publication for more than 1,500 community newspaper companies — America's independent community papers, both weeklies and dailies.

Print Edition:
Tabloid format
Printed & mailed monthly
2,200+ subscribers

Digital Edition:
Flip book format
Emailed monthly
2,400+ subscribers

Display Ad Rates
Rates reflect black and white ad composition. Ads will appear in both print and digital editions, except where noted.

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<td>Directory</td>
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<td>Opposite Front Cover</td>
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<td>n/a</td>
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Display Ad Specs (WxH)

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<th>1/16 Standard</th>
<th>1/4 Standard</th>
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<th>Product &amp; Services</th>
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</thead>
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<td>5” x 6.5”</td>
<td>5” x 3.25”</td>
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</tr>
<tr>
<td>1/2 Vertical</td>
<td>5” x 13.5”</td>
<td>5” x 13.5”</td>
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<tr>
<td>1/2 Horizontal</td>
<td>10” x 6.5”</td>
<td>10” x 6.5”</td>
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</table>
Special Positions
Priority will be given to 6x and 12x contract advertisers. Added fee calculated on black-and-white rates.
Page 2 (inside front cover) ............... 15%
Back Page ........................................ 20%
Guaranteed Position .................. 10%

Color Rates & Requirements
Four-Color Process .................. $150
1/2 Page or Larger Ad .................. Free
• 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

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

Inserts
Cost per 1,000 ......................... $150
Based on four-page tab; contact us to discuss alternate sizes and specs.

Discounts
5% to Allied Members
10% to Allied Partners

Classified Ads
Ads are priced per month and include free posting to www.nnafoundation.org / www.nna.org for a calendar month. Minimum ad size is three lines (approx. 33 characters per line).

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<thead>
<tr>
<th></th>
<th>Text Rate Per Line</th>
<th>Display Rate Per Inch</th>
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<td>$5</td>
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<tr>
<td>TFN</td>
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NNA Allied Members receive a 10% discount off all classified rates.

Terms & Conditions
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 NNAF.

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 NNAF from and against all liabilities.

ISSUE                                   DEADLINE
JANUARY All Things Classified Dec. 16
FEBRUARY Buying & Selling Newspapers Jan. 19
MARCH Content Feb. 16
APRIL Digital/ Driving Traffic March 23
MAY Revenue Ideas April 20
JUNE Design — Digital & Print May 25
JULY Everything Advertising June 22
AUGUST Selling For The Holidays July 20
SEPTEMBER Human Resources/ Pre-NNAF Convention Aug. 24
OCTOBER Circulation Ideas Sept. 21
NOVEMBER NNAF Convention & Trade Show Wrap-Up Oct. 19
DECEMBER All Things Printing Nov. 16
This monthly digital newsletter, distributed on or about the 15th of the month to 2,400+ subscribers, highlights news from the companies that provide services to community newspapers. Open rate: 34%

**Sidebar Ad**
$150/one time rate  
$100/month  
(12-month contract)

**Specs:** 160w x 400h

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**Leaderboard Ad**
$200/one time rate  
$160/month  
(12-month contract)

**Specs:** 600w x 200h

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**Position** | **Size (px)** | **1x** | **6x** | **12x**
---|---|---|---|---
**Leaderboard** | Run of site | 728x90 | $175 | $150 | $125
**Button** | Run of site | 300x300 | $75 | $65 | $50
**Button** | No rotation | 300x300 | $375 | $325 | $250

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**WEBSITE ADS**
The NNA/NNAF’s website (www.NNA.org/www.NNAFoundation.org) has more than 5,000 users per month. Ads on the site generate an average of 10 click-throughs and 2,000 impressions per month.

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**CUSTOM MAILINGS**
Allied Members may work with NNAF to send a marketing message to members via a custom email up to three times per year at a special rate of $300 per distribution. One-time use of NNA member mailing list also is available. Inquire for details.