



2024

National Newspaper Association Foundation **MEDIA KIT**

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

2024 NNAF MEDIA KIT



ABOUT NNAF

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 1,600+ members across America, protects community newspapers through active and effective government relation programs that address the issues affecting community newspapers.

Beginning in 2021, NNA sharpened its focus on public policy and began delivering popular resources and programs — like Publishers’ Auxiliary magazine, Pub Aux Live webinars, the Better Newspaper Contest and the Annual Convention and Trade Show — through NNAF.

In this manner, NNAF is well-positioned 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.

The **NNA member family** includes newspapers from such groups as:

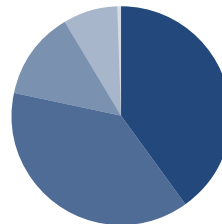
- APG Media, Greeneville, TN
- CherryRoad Media Inc., Parsippany, NJ
- Community Newspapers Inc., Athens, GA
- Century Group Media, Yucaipa, CA
- Emmerich Newspapers, Jackson, MS
- Forum Communications Company, Fargo, ND
- Hagadone Corporation, Coeur D Alene, ID
- Hartman Newspapers, LP, Rosenberg, TX
- Independent NewsMedia Inc., Dover, DE
- Lancaster Management Inc., Gadsden, AL
- Lakeway Publishers, Morristown, TN
- Moser Community Media, LLC, Brenham, TX
- Mullen Newspapers, Buffalo, WY
- New Jersey Hills Media Group, Whippany, NJ
- Ogden Newspapers Inc., Wheeling, WV
- Straus News, Chester, NY
- Stevenson Newspapers, Sheridan, WY
- Wesner Media, Horseshoe Bay, TX
- Wesner Publications, Cordell, OK
- Wick News Corporation, Sierra Vista, AZ

NNA IN NUMBERS

1,600+ member newspapers	385+ newspaper groups
90% weeklies/ non-dailies	10% dailies

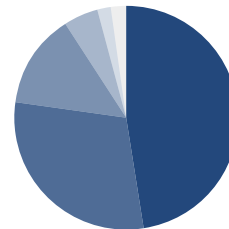
National Newspaper Association Foundation
101 S. Palafox Pl., Unit 13323 | Pensacola, FL 32591-7835
(850) 542-7087 | NNA.org | NNAFoundation.org

Member Circulation



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

Publishers’ Auxiliary Subscribers



n Publisher/GM/CEO	47%
n Editorial	30%
n Advertising/Sales	14%
n Circulation	5%
n Admin	2%
n Production	2%

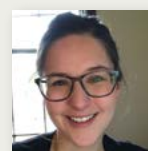
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2024 SPONSORSHIP PROGRAMS

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.

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

NNA regularly convenes 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. Topics are determined by current events. Three-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

We continue to find fun ways to gather with members virtually and socialize while playing for prizes. 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 (quarterly)



NNAF Bingo



NNAF Pet Hour

2024 SPONSORSHIP PROGRAMS

SPONSOR-LED INITIATIVES

Solutions Start Here Series

Based on the popularity of the Solutions Start Here session at the Annual Convention, we have evolved 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.

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/NAF 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 Solutions Start Here session at the Annual Convention

Investment:

\$500webinar only

**\$1,000webinar + 3-month website Leaderboard Ad
+ 1 Product & Services Directory Ad in Pub Aux**

**\$1,500webinar + 6-month website Leaderboard Ad
+ 3 Product & Services Directory Ads in Pub Aux**

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/NAF 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

2024 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 [in numerous categories](#) 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 per category

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 and on the NNA/NNAF website. 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: **4x** **6x** **12x**

Quarter Page	\$2,300	\$3,000	\$4,000
Half Page	\$4,500	\$6,000	\$7,000

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:

Quarter Page: \$345; **Half Page:** \$610; **Full Page:** \$1,180

NNAF ANNUAL CONVENTION & TRADE SHOW

Join us in Omaha, Nebraska, Sept. 26-27, 2024, for the NNAF Annual Convention & Trade Show.

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.



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

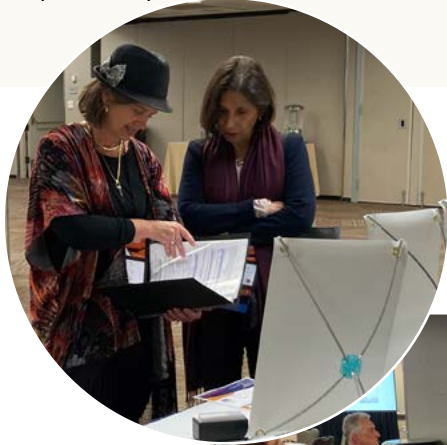
Convention Package

Allied Membership - 12 months	\$500
Standard Location Booth	\$1,050
Pub Aux Product & Services Directory Ad - 12x/print & digital	\$1,482
Website Button Ad - 12 months	\$570
Digital Edition Email - 3x/bottom space/pending availability	\$428
Value:.....	\$4,030
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:	\$4,980
Price:	\$3,700



“The trade show is exhibitor friendly and a perfect size to complement the convention.”



Exhibitor Info At-a-Glance

Allied Member Rates:
 Prime Location Booth\$1,250
 Standard Location Booth\$1,050
 Display Table.....\$600

Solutions Start Here
 A highlight of the Annual Convention is an idea sharing session, during which exhibitors each receive a three-minute time slot to share examples of their solutions in action. Participation in the session is exclusive to exhibitors and is offered as free added exposure to complement booth registration.



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

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

Extend visibility with members throughout the year with Custom Ad Packages created exclusively for Allied Members:

GOLD Package

- 1/2 page ad in Publishers' Auxiliary for 6 months\$5,786
 - Product & Services eNewsletter ad for 12 months\$1,140
 - Website Leaderboard ad for 12 months\$1,425
- Value: \$8,351
Price: **\$6,750**

SILVER Package

- 1/4 page ad in Publishers' Auxiliary for 6 months\$2,964
 - Product & Services eNewsletter ad for 12 months\$1,140
 - Web button ad (run of site) for 12 months\$570
- Value: \$4,674
Price: **\$3,750**

BRONZE Package

You choose:

- Pair any 6x print ad with any 6x digital ad and receive 12x rates

CUSTOM Packages

Looking for something different?

We're happy to create a custom program that effectively reaches community publishers with your message.

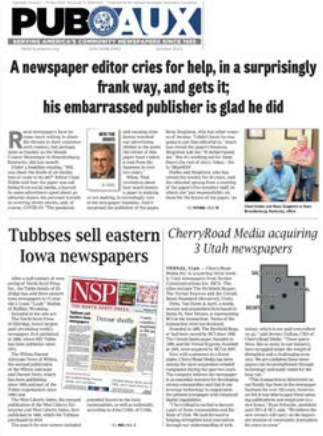
NEW Product & Services Directory

The newly enhanced Product & Services Directory gives participants greater visibility. Directory advertisers receive a color business card-sized ad each month (3.25" x 2"). In addition, each month, one Directory advertiser who is also an Allied Member will be showcased on a rotating basis with a logo and company description.

- 6x \$175
- 12x \$150

PUBLISHERS' AUXILIARY

PRINT ADVERTISING



Publishers' Auxiliary is the go-to publication for more than 2,000+ community newspaper staff members at America's independent community papers — both weeklies and dailies.

Print Edition:

Tabloid format
Printed & mailed monthly
2,100 subscribers

Digital Edition:

Flip book format
Emailed monthly
2,200+ subscribers

Display Ad Rates

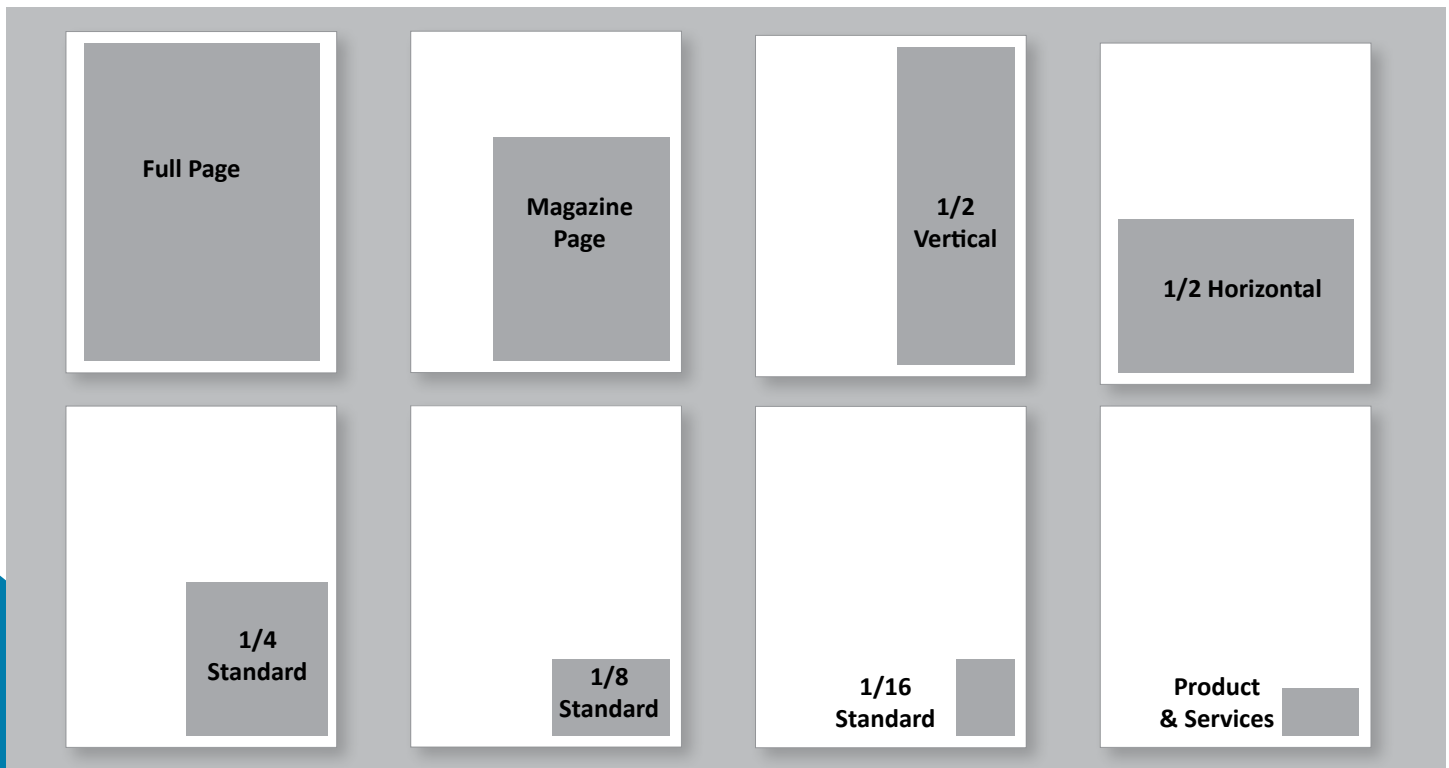
Rates reflect black and white ad composition. Ads will appear in both print and digital editions, except where noted.

	1x	3x	6x	9x	12x
Full Page	\$2,450	\$2,300	\$2,030	\$1,630	\$1,180
Magazine Page	\$1,620	\$1,520	\$1,340	\$1,075	\$780
One-Half Page	\$1,270	\$1,175	\$1,015	\$830	\$610
One-Quarter Page	\$645	\$595	\$520	\$415	\$345
One-Eighth Page	\$345	\$325	\$275	\$235	\$220
One-Sixteenth Page	\$260	\$245	\$225	\$205	\$180
Product & Services Directory	n/a	n/a	\$175	n/a	\$150
Opposite Front Cover - Digital Edition Only	n/a	n/a	n/a	n/a	\$250

Display Ad Specs (WxH)

Full Page 10" x 13.5"
Magazine Page 7.5" x 9.75"
1/2 Vertical 5" x 13.5"
1/2 Horizontal..... 10" x 6.5"

1/4 Standard..... 5" x 6.5"
1/8 Standard..... 5" x 3.25"
1/16 Standard..... 2.5" x 3.25"
Product & Services 3.25" x 2"



PUBLISHERS' AUXILIARY

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\$250
 7" x 11" double-sided; advertiser to supply finished piece for insertion.
 Contact us to discuss alternate size 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).

	Text Rate Per Line	Display Rate Per Inch
1x	\$6.75	\$90
3x	\$6.25	\$75
6x	\$5.75	\$70
9x	\$5.25	
12x	\$5	
TFN	\$4	

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.

Publishers' Auxiliary 2024 EDITORIAL CALENDAR

ISSUE		DEADLINE
JANUARY	All Things Classified	Dec. 14
FEBRUARY	Buying & Selling Newspapers	Jan. 23
MARCH	Content	Feb. 20
APRIL	Digital/ Driving Traffic	March 19
MAY	Revenue Ideas	April 23
JUNE	Design — Digital & Print	May 14
JULY	Selling For The Holidays	June 18
AUGUST	Human Resources/ Pre-NNAF Convention	July 23
SEPTEMBER	Everything Advertising	Aug. 20
OCTOBER	Circulation Ideas	Sept. 17
NOVEMBER	NNAF Convention & Trade Show Wrap-Up	Oct. 22
DECEMBER	All Things Printing	Nov. 12

