



National Newspaper Association

Protecting, promoting and enhancing community newspapers since 1885



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## Publishers' Auxiliary 2018 Editorial Calendar and Ad Deadlines

Issue	Theme	Ad Deadline
January 1	<b>All Things Classified</b> .....	Dec. 20, 2017
February 1	<b>Buying and Selling Newspapers</b> .....	Jan. 24, 2018
March 1	<b>Content</b> .....	Feb. 21, 2018
April 1	<b>All Things Printing</b> .....	March 21, 2018
May 1	<b>All Things Circulation</b> .....	April 25, 2018
June 1	<b>Newspapers Print and Web Design</b> .....	May 23, 2018
July 1	<b>Everything Advertising</b> .....	June 20, 2018
August 1	<b>Selling for the Holidays</b> .....	July 25, 2018
September 1	<b>Human Resources/Pre-NNA Convention</b> .....	Aug. 22, 2018
October 1	<b>Revenue Ideas</b> .....	Sept. 19, 2018
November 1	<b>NNA Convention and Trade Show Wrap-Up</b> .....	Oct. 24, 2018
December 1	<b>Digital/Driving Traffic</b> .....	Nov. 21, 2018

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# Readership

## NNA Members Report...

Publishers' Auxiliary, a 3,600+ circulation monthly tabloid, is the go-to publication for more than 2,300 National Newspaper Association member newspaper companies—America's independent community papers, both weeklies and dailies.

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

- 22nd Century Media
- Adams Publishing Group
- American Hometown Publishing, Inc.
- BHG Incorporated
- Brehm Communications
- Casa Grande Valley Newspapers, Inc.
- CNHI Inc.
- Community Newspapers Inc.
- Cookson Hills Publishing, Inc.
- Courier Herald Publishing Co.
- Delphos Herald
- Emmerich Newspapers
- Enterprise Publishing Company
- Forum Communications Company
- GateHouse Media
- Granite Publications Inc.
- Hagadone Corporation, The
- Hartman Newspapers LP
- Hersam Acorn Newspapers
- J G Media
- Landmark Community Newspapers
- Lancaster Management
- Moser Community Media, LLC
- New Jersey Hills Media Group
- News Publishing Company Inc.
- Ogden Newspapers
- Reppert Publications Inc.
- Shaw Media
- South County Publications LTD
- Stevenson/Hicks/Mullen Newspapers
- Swift Communications
- Trib Publications Inc.
- Wick News Corporation

## Circulation



Pub Aux pass-along rate:  
2.9 readers per copy

## Readership



Pub Aux readers have  
the power to purchase

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

- Antelope Valley Press (CA)
- The Ark (CA)
- Buffalo Bulletin (WY)
- Community Impact Newspapers (TX)
- The Ellsworth (ME) American
- Jackson Hole (WY) News and Guide
- Livingston Parish (LA) News
- Mid Hudson (NY) Times
- The N'West Iowa REVIEW
- Omak-Okanogan (WA) County Chronicle
- Pilot, The (NC)
- Sioux City (IA) Journal
- The Taos (NM) News
- Wise County Messenger (TX)
- Wyoming Tribune Eagle, Cheyenne
- Yamhill Valley News-Register (OR)

Pub Aux is the place for publishers to find the how-to articles they need for success. Compatible editorial in themed issues help your message reach interested readers. Issues are sent to decision makers. Three times a year, in addition to its regular circulation, Pub Aux saturates newspaper offices in a given region, reaching members and non-members.

## Other Interesting Facts About Pub Aux Readers:

- Members are entitled to three copies of each issue, enabling distribution within circulation, advertising, IT, editorial and promotion departments, as well as publishers and GMs.
- Pass-along rate makes readership around 13,000.
- About a third of NNA members own printing operations and report growth in their plants.
- Most use the mail for delivery but are looking increasingly at news racks, alternate delivery and e-editions.
- Although Pub Aux stories are never "sold" to advertisers, readers appreciate stories about our advertisers' successful customers, particularly with some how-to notes. Getting a customer mentioned is a great way to build brand awareness.



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Readership

**Trade Shows**

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## NNA Annual Convention and Trade Show

### NNA Exhibitors Find Qualified Leads at the Annual Convention and Trade Show

Join us in Norfolk, VA, Sept. 27-29, 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, 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](mailto:wendy@nna.org) for more details and to reserve your space.

### Testimonials From Previous Exhibitors

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

“Face time and building relationships is important in the newspaper industry. So if your business can benefit from doing business with small to mid-size daily and weekly newspapers, this is the place to be.”

“There is a high percentage of decision makers at the show and publishers from around the country.”

“If you are looking to do business with newspapers you need to be at NNA to meet with them face to face and showcase what you have to offer. It is money well spent!”

“Best organization of any trade show I've ever attended (unfortunately, that's been a lot!) Quality attendees. Interested and engaged. The schedule and stamp game encouraged them to come by exhibits. Staff truly concerned that we had a productive experience - from beginning to end. Was REALLY impressed when members of the board stopped by our booth to thank us for exhibiting. Have never had that happen before at a trade show. Having the shows in smaller (but accessible markets) makes it more economical to attend - hotels much more reasonable than big cities.”

“Great opportunity to meet up with decision makers that have time to talk and are eager to learn about new ways to improve their business.”

Photos taken at NNA's 131st Annual Convention in Tulsa, OK.





# Publishers' Auxiliary Display Advertising Rates and Data —2018

		1x	3x	6x	9x	12x
SIZES	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 Service Directory	n/a	n/a	\$155	n/a	\$130
	Allied Member Profile Ad	\$345	n/a	n/a	n/a	n/a

## 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

Black Plus One Color.....\$125  
 Four-Color Process.....\$150  
 1/2 Page or Larger.....Free

		Size (WxH)
AD TYPE	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 Service	3.25" x 2"	

## Color Requirements

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

## Discounts

5% to NNA Allied Members  
 10% to NNA Allied Partners

## Inserts

Size Cost Per 1,000  
 Up to Four-Page Tab .....\$150  
**Contact us for larger sizes**

## Mailing List Rental

Available to Allied Members and Partners ..... Call

## Policies

**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



## NNA Friends and NNA Friends Plus Packages

The NNA Friends and NNA 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.

		Value	NNA-Friends Package Price	NNA-Friends Plus Package Price
<b>Allied Membership</b>	Allied Membership shows your industry support and gives you credibility. Included in your membership is a monthly subscription to Publishers' Auxiliary—our member newspaper and gives you a 5% discount off all advertising. You'll also receive a listing in the Allied member directory on the website and published twice a year in Publishers' Auxiliary.	\$500	Included	Included
<b>Convention Booth</b>	Join us at our annual conference in Tulsa, OK, where you can meet key decision makers face to face. Also take advantage of the opportunity for pre- and post- convention emailings to convention attendees, and exposure in Publishers' Auxiliary.	\$950	Included	Included
<b>12x Pub Aux Product Service Directory Ad</b>	Ensure your services stay top of mind throughout the year with an ongoing advertisement in Publishers' Auxiliary. Use the ad as included or upgrade to a larger ad. When a publisher goes looking for services like yours, they'll be sure to find you!	\$1,560	Included	Included
<b>Full NNA Mailing List</b>	Once a year you may send a mailing to all NNA members. This list will be provided for one-time use.	\$300	Included	Included
<b>Website Button Ad</b>	Website Button Ad - 12 months - Receive front page visibility on our website with a button ad.	\$600	Included	Included
<b>Full Page Program Ad</b>	Get valuable exposure with an ad included in our convention program.	\$300		Included
<b>Logo Program Listing</b>	Logo included in convention program exhibitor listing.	\$50		Included
<b>Friends Conference Sponsorship</b>	Receive increased visibility at our Annual Convention as a Friends Sponsor. You'll receive recognition in Publishers' Auxiliary, in our convention program, on convention signage and you may include an insert in our registration bags.	\$500		Included
<b>Total Value of Package:</b>			<b>\$3,910</b>	<b>\$4,760</b>
<b>Friends Package Price:</b>			<b>\$3,000</b>	<b>\$3,700</b>

**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.



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## Become an Allied Member and 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.



### **Acknowledgements**

Your company will be highlighted twice a year in Publishers' Auxiliary and will have links from NNA's website to your company's website. Partner members can take advantage of a free magazine page advertorial in Publishers' Auxiliary.

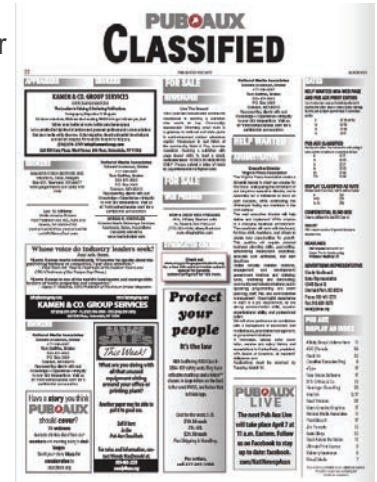


# Publishers' Auxiliary Classified and Web Rates

## Classified Rates

Ads are priced per month and include free posting to [www.nnaweb.org](http://www.nnaweb.org) for a calendar month. Minimum ad size is three lines. Approximately 33 characters per line.

	Frequency	Cost Per Line	Display Rate Cost Per Inch
	1x	\$6.75	\$90
	3x	\$6.25	\$75
	6x	\$5.75	\$70
	9x	\$5.25	
	12x	\$5.00	
	TFN	\$4.00	



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

## Digital Edition Rates

*Four-Color Opposite Front Cover*

10 inch by 13.5 inch  
1 Page \$250

This space offers the unique position to be seen first by all Pub Aux digital edition readers and can include digital links. The digital edition is read by an average of 209 unique visitors each month.

*Email Leaderboard Ad*

728 x 90 pixels  
\$200

Be seen first each month as digital Pub Aux readers are notified that the e-edition is available. Your leaderboard ad will appear at the top of each email. Monthly emails go out to a distribution of approximately 3,800.

## Opposite Digital Front Cover



## Web Rates

NNA's homepage is an excellent resource tool for NNA members and those surfing the web to find important links, service providers, breaking news and take advantage of membership benefits. There is a public and members-only section. Ads are priced per month. The website currently averages 5,668 unique visits per month. Leaderboard ads average 22 click throughs and 3,975 impressions per month.

	Size (px)	1x	6x	12x	Location	
Monthly Rates	Leaderboard	728 x 90	\$175	\$150	\$125	run of site
	Button	300 x 300	\$75	\$65	\$50	run of site
	Button	300 x 300	\$375	\$325	\$250	no rotation
	3.1 Rectangle	300 x 100	\$70	\$60	\$40	run of site

## Leaderboard



Button

3.1

For more information, contact Wendy MacDonald at [wendy@nna.org](mailto:wendy@nna.org).





# PUBAUX LIVE

## Introducing a New NNA Offering for Allied Members: Pub Aux Live Webinars!

Conduct A Webinar on a Topic Relevant to NNA Members for just \$750

Includes:

- Introduction and closing by an NNA Staff Member.
- 3+ e-mail blasts, ads in Publishers Auxiliary and on NNA website promoting the Webinar.
- Follow up e-mail to all those who attended.
- Copy of the attendee list for follow-up



Pub Aux Live Webinars are a great way to provide valuable industry information to community newspapers across the country and position your company as an industry expert.

Contact us today to schedule your webinar!



Please contact Wendy MacDonald for further details at [wendy@nna.org](mailto:wendy@nna.org) or 913-461-3721



## NNA Products & Services News

The monthly product and services news update for  
National Newspaper Association members.

## Share your product and service news with community newspaper publishers across the country!

NNA's Product & Service monthly e-Newsletter highlights news from companies that provide services to community newspapers. It has been created to provide an effective means for you to share relevant news with our members, and provide a useful tool to our members to stay on top of new products and services in the industry.

- Advertise now at a special introductory rate of \$100 per issue with 12 month contract
- Ads should be 160 px W x 400 px H
- Published on the 15<sup>th</sup> of each month

*“The Product & Service e-newsletter gives NNA members a new way to learn about products and services that can make a difference for their businesses. As a vendor, it helps [TownNews.com](http://TownNews.com) get the word out to our friends and partners in the community newspaper market. It's a win-win.”*

—Aaron Gillette | Marketing Director, [TownNews.com](http://TownNews.com)

We invite you to submit your press releases by sending them to our editor Stan Schwartz at [stan@nna.org](mailto:stan@nna.org).

Monthly product and services news update. November 15, 2017

**NNA Products & Services News**  
The monthly product and services news update for  
National Newspaper Association members.

**Welcome!**

Welcome to NNA's Products and Services e-newsletter. This e-newsletter is intended to help you stay up-to-date on the services vendors are providing to community newspapers. Our hope is that it will be a valuable tool for you to be aware and informed of current and new products and services available to you. The e-newsletter is sent out monthly and we welcome your [feedback](#) on how we can make future issues more valuable to you. Please, don't hesitate to [contact us](#) with ideas and suggestions!

**Richland Source focuses on their business, leaves the technology to TownNews.com**

TownNews.com allows us to focus on being a content and marketing company—not a technology company,” said Jay Allred, Publisher of Richland Source. “It is a very strategic decision and that’s what made the choice to partner with TownNews.com easy.”  
[Continue reading →](#)

**Dave Barry's Holiday Gift Guide keeps rolling with the season**

Whether readers have started their shopping or not

Visit our **Allied Member Directory** to find vendors and business partners who understand your business.

**YOUR PARTNER FOR 360° OF SERVICE**

- DIGITAL REPLICAS
- WEBSITE DESIGN AND HOSTING

For advertising opportunities please contact at [wendy@nna.org](mailto:wendy@nna.org).