



National Newspaper Association

Protecting, promoting and enhancing community newspapers since 1885

PUBAUX
THE NEWSPAPER INDUSTRY'S OLDEST NEWSPAPER

THE VERMONT STANDARD

Vermont week back stronger
BY STANLEY SCHWARTZ

PHOTOS UNLIMITED
450,000 stock photos you'll love!

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Did you know...
Community newspaper readers share papers with 2.3 other people?

Top Stories
Better Newspaper Contest & Better Newspaper Advertising Contest
It's a new year and your Better Newspaper Contest and Better Newspaper Advertising Contest have gone digital. [more](#)

Submit Nominations for NNA's 2012 Amos and McKinney Awards and the Daniel M. Phillips Leadership Award
Submit nominations for the National Newspaper Association's 2012 Amos and McKinney Awards and the Daniel M. Phillips Leadership Award. [more](#)

NNA Launches Newspaper And Education Contest
You can now enter online in NNA's NEW 2012 Newspaper And Education contest, sponsored by Kidville News! [more](#)

Game will help newspapers promote Sunshine Week
March 12, 2012
The popular 'Ray of Sunshine' open government/FOIA interactive quiz is back with all-new questions. [See More Articles...](#)

QUICK LINKS

- Latest Postal Information
- NNA Events and Activities
- Join Now
- Contact NNA
- Business Law Hotline
- NNA's 126th Annual Convention

Affinity Group
DISABILITY INSURANCE
For NNA Members



Publishers' Auxiliary Editorial Calendar and Ad Deadlines—2012

ISSUE	THEME	AD DEADLINE
Jan. 1	The Year Ahead	Dec. 19, 2011
Feb. 1	Save My Long-Distance Subscribers	Jan. 20, 2012
March 1	Archiving: Is There Gold in Old News	Feb. 15, 2012
April 1	Commercial Printing: How to Expand	March 21, 2012
May 1	All Things Circulation	April 18, 2012
June 1	Content: Finding Compelling Information	May 16, 2012
July 1	Management Work Flow: Software & Hardware	June 20, 2012
Aug. 1	Newspapers And Education	July 18, 2012
Sept. 1	Everything Advertising	Aug. 22, 2012
Oct. 1	Revenue Opportunities In the Community	Sept. 19, 2012
Nov. 1	NNA Convention & Trade Show Wrap-up	Oct. 17, 2012
Dec. 1	Estate Planning	Nov. 12, 2012

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Readership

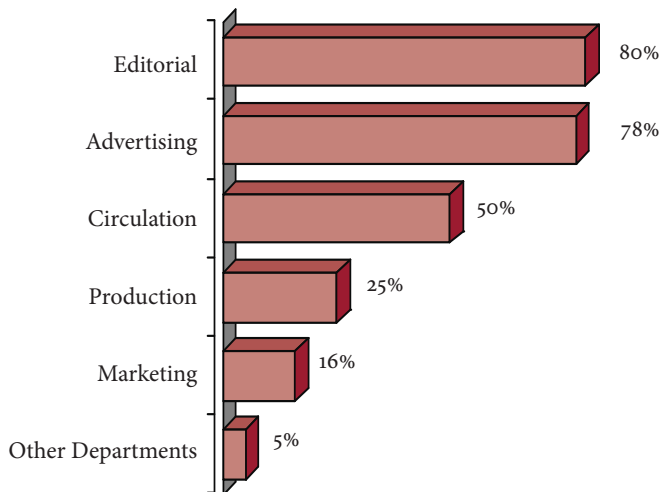
NNA Members Report...

- Publishers' Auxiliary is one of the top two reasons for joining NNA.
- Less than 50% report reading *Editor & Publisher*, less than 20% read *Newspapers & Technology*, only 15% read *Presstime*, and less than 10% read *SNA Monthly*.
- 33% read all or almost all of *Publishers' Auxiliary* each month, 46% read 50 to 75% each month.
- 46% publish once a week, 11% twice a week, 16% daily.
- 69% have both paid and free circulation, 42% paid only and 6% free only.
- 87% use USPS for delivery; 72% news racks; 33% retail outlets; 36% carriers.
- 24% are a member of a newspaper group with an average of 31 newspapers in the group;
- 54% are family owned with an average ownership of four newspapers.
- 37% own their own printing plant, 72% of those also use it for commercial printing.

Circulation

Pub Aux pass-along rate: 2.9 readers per copy

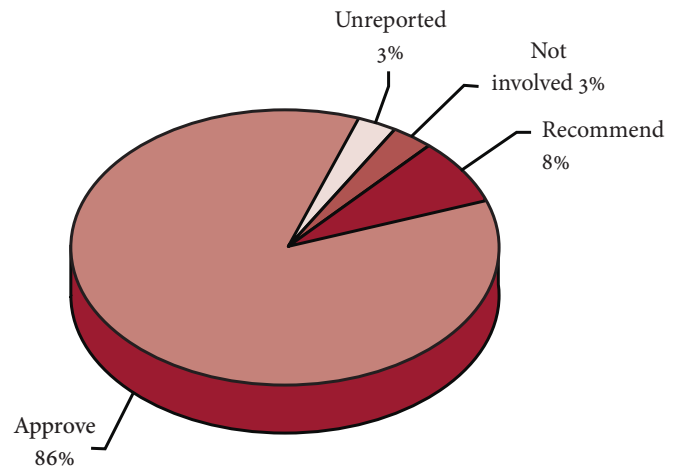
Department Pass-Along Readers are In:



Readership

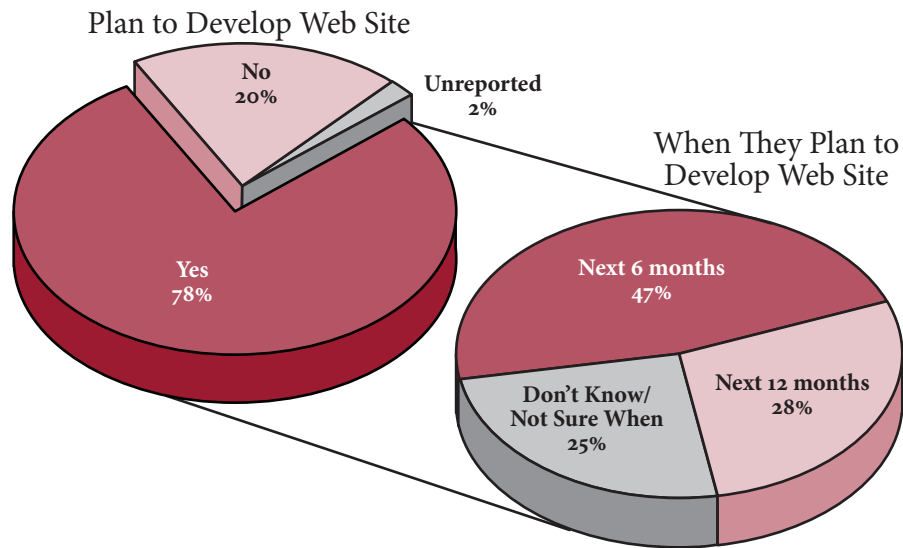
Pub Aux readers have the power to purchase

Involvement in Purchasing:



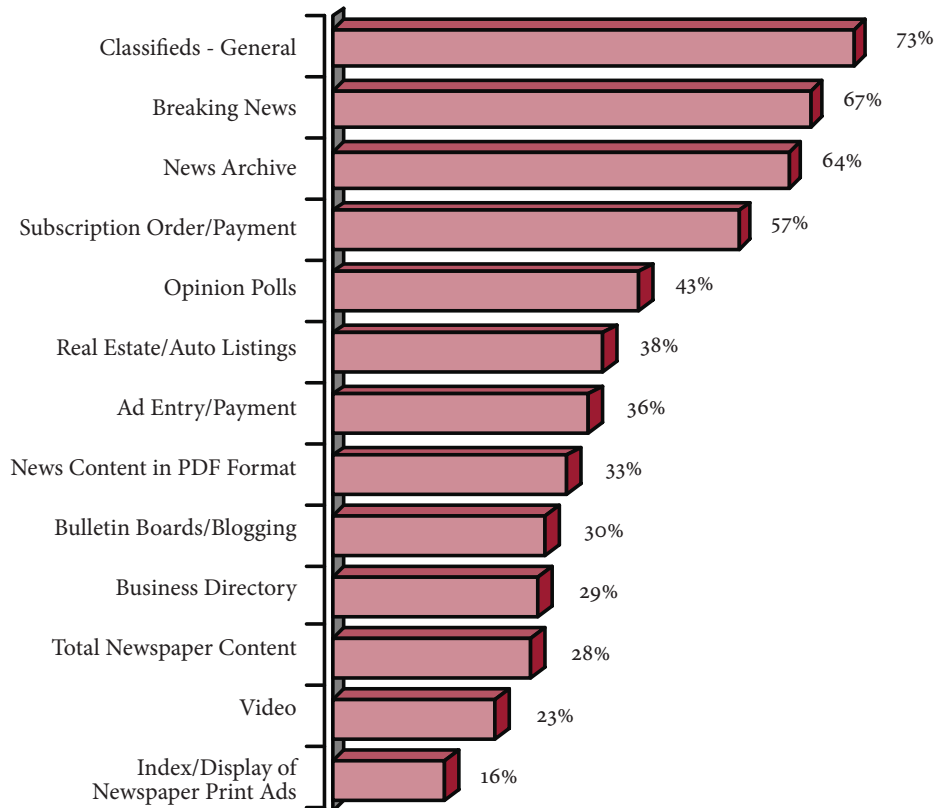
NNA Member Websites

82% of NNA members have a website



38% of NNA members say their website is profitable

NNA members have an average of five types of content or services on their web site



Publishers' Auxiliary Display Advertising Rates and Data—2012

	1X	3X	6X	9X	12X
Full Page	\$2,730	2,630	2,470	2,300	2,050
Magazine Page	2,390	2,250	2,040	1,590	1,155
One-Half Page	1,240	1,145	990	810	595
One-Quarter Page	630	580	505	405	335
One-Eighth Page	335	315	270	230	215
One-Sixteenth Page	250	240	220	200	175
Product Service Directory	n/a	n/a	150	n/a	125

Special positions

Priority will be given to 6x to 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	\$175
Four-Color Process	\$350

Inserts

Size Cost Per 1,000	
Under Four-Page Tab	\$130
Four-Page Tab	\$220
Eight-Page	\$270
Twelve-Page	\$300

Contact us for costs for larger sizes.

Discounts

5% to NNA members, 5% pre-pay discount

Policies

Cancellation: In the event that an advertiser cancels an ad after the closing date, the advertiser is responsible for fifty percent (50%) of the cost of the ad insertion and any production costs that have arisen.

General: All advertising is subject to publisher's approval. The publisher reserves the right to reject advertising which he feels is not in keeping with the publication's standards or the policies of the National Newspaper Association.

Advertiser 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.

Cancellations must be received in writing prior to closing. Reading notices must include the word "advertisement." Frequency rates apply based on a 12-month period from first insertion. Spreads count as two single pages. When a contract is not completed, the advertiser will be short-rated to the rate earned. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient insertions to warrant a lower rate than that at which they have been billed.

Publisher shall not be liable for any failure to print, publish or circulate all or any portion of an issue containing an advertisement if the failure is caused by acts of God, strikes, accidents or 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 National Newspaper Association from and against all liabilities.

Standard sizes

Ad Type	Size (W × H)
Full Page	10" × 13½"
Magazine Page	7½" × 9¾"
½ Vertical	5" × 13½"
½ Horizontal	10" × 6½"
¼ Standard	5" × 6½"
⅛ Standard	5 × 3¼"
⅙ Standard	2½" × 3¼"
Product Service	3¼" × 2"

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 1 MB.

- Printed on a web offset press on 27.6 pound newsprint
- Depth of column is 13½"
- Width of display ad column is 2½"
- Advertising page size is 10" × 13½"
- 85 line screen
- No bleeds



Publishers' Auxiliary Classified and NNA Web Rates & Data—2012

Publishers' Auxiliary Classified Rates

NNA's flagship publication is the only newspaper for community newspaper publishers and owners. Packed with in-depth stories, statistics and how-to advice. Members consider Pub Aux an indispensable aid to running their newspapers. With pass along, Pub Aux reaches more than 13,000 readers each month. For monthly deadlines see the editorial calendar. Ads are priced per month and include free posting to www.nna.org for four weeks. Minimum ad size is three lines. Approximately 33 characters per line.



Classified rates

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	
TFN	\$4	

Blind box

Count as additional line + \$10.50 for box number.
NNA members receive a 10% discount off all classified rates.

www.nnaweb.org Rates & Data

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 posted on Monday and will be prorated for partial month runs.



Monthly Rates	Size (pixels)	1x	6x	12x	Location
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

For a free advertising quote or more advertising information contact:

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