Media Guide 2017

National Newspaper Association

Protecting, promoting and enhancing community newspapers since 1885

Publishers' Auxiliary 2017 Editorial Calendar and Ad Deadlines

Issue	Theme	Ad Deadline
January 1	**All Things Classified**	Dec. 13, 2016
February 1	**Buying and Selling Newspapers**	Jan. 17, 2017
March 1	**Content**	Feb. 14, 2017
April 1	**All Things Printing**	March 21, 2017
May 1	**All Things Circulation**	April 18, 2017
June 1	**Newspapers Print and Web Design**	May 23, 2017
July 1	**Everything Advertising**	June 20, 2017
August 1	**Revenue Ideas**	July 18, 2017
September 1	**Human Resources/Pre-NNA Convention**	Aug. 22, 2017
October 1	**Selling for the Holidays**	Sept. 19, 2017
November 1	**NNA Convention and Trade Show Wrap-Up**	Oct. 24, 2017
December 1	**Digital/Driving Traffic**	Nov. 20, 2017

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Readership

NNA Members Report...

Publishers' Auxiliary, a 3,200+ circulation monthly tabloid, is the go-to publication for more than 2,100 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
- Big Fish Works
- Brehm Communications
- Chronicle Media
- CNHI Inc.
- Community Newspapers Inc.
- Delphos Herald
- Emmerich Newspapers
- Forum Communications Company
- Granite Publications Inc.
- Hartman Newspapers LP
- Hersam Acorn Newspapers
- J G Media
- Jerry Wiseman Group
- Lakeway Publishers
- Landmark Community Newspapers
- Lancaster Management
- Moser Community Media, LLC
- New Jersey Hills Media Group
- Newspaper Service Company Inc.
- News Publishing Company Inc.
- Ogden Newspapers
- Packet Publications
- South County Publications LTD
- Stevenson/Hicks/Mullen Newspapers
- Swift Communications
- Trib Publications Inc.
- Wesner Publications Company
- Wick News Corporation
- Yellowstone Communications Inc.

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:

- The Ellsworth (ME) American
- The Imperial (NE) Republican
- 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
- Wyoming Tribune Eagle, Cheyenne

Pub Aux is the place for publishers to find the how-to articles they need for sucess. 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.
- Members respond to regular, informal surveys before our themed issues by Pub Aux Managing Editor Stan Schwartz, gathering responses to industry trends, products and ideas. Advertisers booked for the issue receive summary results and tips on whether readers are interested, aware and open to new products and services.
- 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.

NNA Annual Convention and Trade Show

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

Join us in Tulsa, OK, Oct. 5-7, 2017, 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 Flash sessions, which are facilitated round table sessions on topics of interest to our members. If you have a recommended topic to present, please submit it for consideration by our committee.

Special discounts and preferred locations are available for Allied Members and Allied Partners. Contact Wendy MacDonald at 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!"

Photos taken at NNA's 130th Annual Convention in Franklin, TN.

Publishers' Auxiliary Display Advertising Rates and Data —2016

Sizes	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 Service Directory	n/a	n/a	$155	n/a	$130
Allied Member Profile Ad	$345	n/a	n/a	n/a	n/a

Ad Type	Size (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 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.

Added Value

All monthly advertisers will be included in a rotation of Profile Ads approximately once a year.

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

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 cicumstances 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
Allied Membership	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
Convention Booth	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
12x Pub Aux Product Service Directory Ad	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
Full NNA Mailing List	Once a year you may send a mailing to all NNA members. This list will be provided for one-time use.	$300	Included	Included
Website Button Ad	Website Button Ad - 12 months - Receive front page visibility on our website with a button ad.	$600	Included	Included
Full Page Program Ad	Get valuable exposure with an ad included in our convention program.	$300		Included
Logo Program Listing	Logo included in convention program exhibitor listing.	$50		Included
Friends Conference Sponsorship	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
	Total Value of Package:		$3,910	$4,760
	Friends Package Price:		$3,000	$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.

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 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 287 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 about 3,409.

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.

Leaderboard

Button

3.1

Monthly Rates	Size (px)	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 more information, contact Wendy MacDonald at wendy@nna.org.