



National Newspaper Association

*Protecting, promoting and enhancing community
newspapers since 1885.*



National Newspaper Association is a not-for-profit trade association representing the owners, publishers and editors of America's community newspapers. NNA's mission is to protect, promote and enhance America's community newspapers. Today, NNA's 2,000 members make it the largest national newspaper association.

The NNA member family includes newspapers from such groups as:

- 22nd Century Media
- Adams Publishing Group
- BHG Incorporated
- Brehm Communications
- Casa Grande Valley Newspapers, Inc.
- Chronicle Media, LLC
- Cookson Hills Publishing Inc.
- Courier Herald Publishing Co.
- Delphos Herald
- Emmerich Newspapers
- Enterprise Publishing Company
- Forum Communications Company
- Hagadone Corporation, The
- Hartman Newspapers LP
- Jerry Wiseman Group
- Lakeway Publishers Inc.
- Lancaster Management
- Landmark Community Newspapers
- Moser Community Media, LLC
- NAN Network/Hersam Acorn Newspapers
- New Jersey Hills Media Group
- News Publishing Company Inc.
- Ogden Newspapers
- Reppert Publications Inc.
- South County Publications LTD
- Stevenson/Hicks/Mullen Newspapers
- StrausNews Inc.
- Swift Communications
- Trib Publications Inc.
- Wesner Publications
- Wick News Corporation
- Yellowstone Communications Inc.

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

- The Ark (CA)
- Buffalo Bulletin (WY)
- Daily Universe (Provo, UT)
- The Ellsworth (ME) American
- Galena Gazette (IL), The
- Holland (MI) Sentinel
- Jackson Hole (WY) News and Guide
- Journal Publishing Inc. (Crosby, ND)
- 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
- Wilton-Durant Advocate News (Wilton, IA)
- Wyoming Tribune Eagle, Cheyenne
- Yamhill Valley News-Register (OR)

Publishers' Auxiliary Editorial Calendar and Ad Deadlines

ISSUE DATE:		DEADLINE:
January 1	ALL THINGS CLASSIFIED Printed	December 20
February 1	BUYING & SELLING NEWSPAPERS	January 22
March 1	CONTENT	February 19
April 1	ALL THINGS PRINTING	March 19
May 1	REVENUE IDEAS Printed	April 23
June 1	DESIGN--DIGITAL AND PRINT	May 21
July 1	EVERYTHING ADVERTISING	June 18
August 1	SELLING FOR THE HOLIDAYS	July 23
September 1	HUMAN RESOURCES/PRE-NNA CONVENTION Printed	August 20
October 1	CIRCULATION IDEAS	September 17
November 1	NNA CONVENTION & TRADE SHOW WRAP-UP Printed	October 22
December 1	DIGITAL/DRIVING TRAFFIC	November 19

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Publishers' Auxiliary

Print & Digital Edition

- Printed, mailed and emailed 4x per year
- Digital edition flip book emailed 12 x per year
- More than 3,600 subscribers from 2,000 member newspaper companies

Print Issue Rates

January, May, September, November

		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 & Services Directory	n/a	n/a	\$155	n/a	\$130

Digital-only Issue Rates

February, March, April, June, July, August, October, December

		1x	3x	6x	9x	12x
Sizes	Full Page	\$1,617	\$1,518	\$1,340	\$1,076	\$779
	Magazine Page	\$1,069	\$1,003	\$884	\$710	\$515
	One-Half Page	\$838	\$776	\$670	\$548	\$403
	One-Quarter Page	\$426	\$393	\$343	\$274	\$228
	One-Eighth Page	\$228	\$215	\$182	\$155	\$145
	One-Sixteenth Page	\$172	\$162	\$149	\$135	\$119
	Product & Services Directory	n/a	n/a	\$102	\$102	\$86



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

Four-Color-Process.....	\$150
1/2 Page or Larger.....	Free

Inserts

Size cost per 1,000

Up to Four-Page Tab.....\$150

Contact us for larger sizes

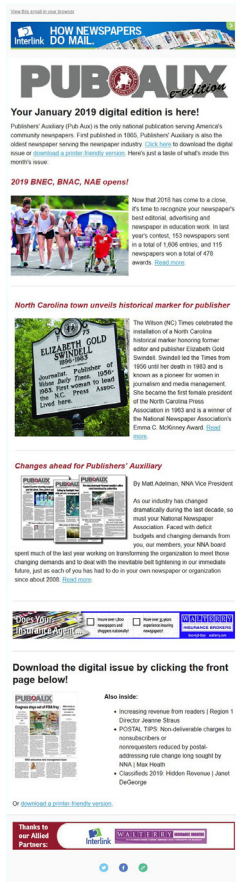
Discounts

5% to NNA Allied Members

10% to NNA Allied Partners

Digital Edition Email

- Be seen first each month as digital Pub Aux readers are notified the e-edition is available.
- Three prominent banners available each month.



Top

Digital Edition Emails

600w x 200h ad

- \$300 top spot
 - \$200 middle spot
- 600w x 200h ad
- \$150 bottom spot

Middle

Bottom

News Brief Emails

- Several times each month, emails are sent out promoting specific stories in the digital edition.
- Leaderboard banner ad appears first in each email providing prominent promotion of your company.



News Brief Emails

600w x 200h ad

- \$200 per email

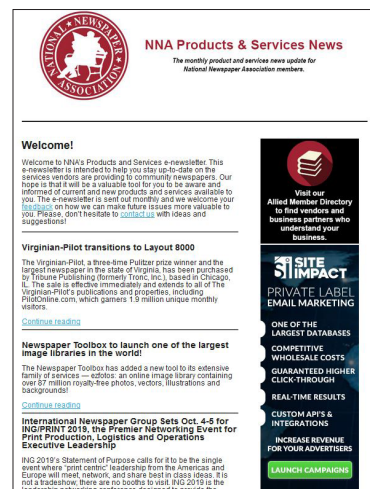
Digital Edition - Opposite Front Cover

- Your full page ad appears opposite the front cover of the digital edition
- Read by an average of 209 unique visitors each month
- Ad size: 10"w x 13.5"h
- \$250 per month



Products & Services e-Newsletter

- Monthly e-newsletter highlights news from companies that provide services to community newspapers
- Published on the 15th of each month
- Ad size: 160px wide x 400px tall
- Advertise now at special rate of \$100 per month with 12 month contract
- Submit press releases for consideration to kate@nna.org



Website Ads

- 5K unique visits per month
- Average of 22 click-throughs and 3,900 impressions per month

	Size (px)	1x	6x	12x	Location
Leaderboard	128x90	\$175	\$150	\$125	run of site
Button	300x300	\$75	\$65	\$50	run of site
Button	300x300	\$375	\$325	\$250	no rotation
3.1 Rectangle	300x100	\$70	\$60	\$40	run of site

Leaderboard



Button

3.1

Pub Aux Live

- Conduct a webinar on a topic relevant to NNA members.
- Includes:
 - » Introduction & closing by NNA staff member
 - » 3+ email blasts, ads in Pub Aux and on NNA website promoting the webinar
 - » Follow-up email to all registrants
 - » Copy of attendee list for follow-up
 - » Great value and exposure just \$750



Classified Ads

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.

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

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

Mailing List Rental

- Allied members may purchase one-time use of mailing list up to 3 times per year: \$300

Print Specs and Terms & Conditions

		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 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

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

For more information, contact Wendy MacDonald at wendy@nna.org.

Allied Membership

Become an Allied Member to 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.



Acknowledgments

Your company will be highlighted twice a year in Publishers' Auxiliary and will have links from NNA's website to your company's website.

Annual Allied Membership:
\$500 per year



NNA Annual Convention & Trade Show

Join us in Milwaukee, Wisconsin, Oct. 3-5, 2019, 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, called Solutions Start Here, 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 for more details and to reserve your space.

NNA Convention Promo Packages

The NNA Convention (formerly Friends) and Enhanced Convention (formerly 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.

Convention Package (formerly Friends Package)

Allied Membership - 12 months.....	\$500
Convention Booth.....	\$950
Product & Services Directory Ad - 4 times in print edition.....	\$494
Product & Services Directory Ad - 12 times in digital edition.....	\$654
Full NNA Mailing List -one time use - one time per year.....	\$300
Website button ad - 12 months.....	\$600
Digital Edition email bottom spot - 3 times per year.....	\$450

Value ➔ **\$3,948**

Price ➔ **\$3,000**

Enhanced Convention Package (formerly Friends Plus Package)

Allied Membership - 12 months.....	\$500
Convention Booth.....	\$950
Product & Services Directory Ad - 4 times in print edition.....	\$494
Product & Services Directory Ad - 12 times in digital edition.....	\$654
Full NNA Mailing List -one time use - one time per year.....	\$300
Website button ad - 12 months.....	\$600
Digital Edition email bottom spot - 3 times per year.....	\$450
Full page program ad.....	\$300
Logo program listing.....	\$50
Friends conference sponsorship.....	\$500

Value ➔ **\$4,798**

Price ➔ **\$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.

Allied Member "Staying Connected" Packages

(available to Allied Members on 12 month contracts)

Bronze Package

Product & Services Directory Ad - 4 times in print and digital edition.....	\$494
Product & Services Directory Ad - 8 times in digital edition.....	\$654
Digital Edition email bottom spot - 6 times.....	\$855
News Brief email leaderboard ad - 6 times.....	\$1,140
PR Releases in Product & Services e-newsletter at discretion of editor.....	\$0

Value → **\$3,948**

\$210 mthly **Price** → **\$3,000**

Silver Package

Website Leaderboard Ad (run of site).....	\$1,425
1/4 page ad - 4 times in print and digital edition.....	\$1,311
1/4 page ad - 8 times in digital edition.....	\$1,732
Digital Edition email middle spot - 6 times.....	\$1,140
News Brief email leaderboard ad - 6 times.....	\$1,140
PR Releases in Product & Services e-newsletter at discretion of editor.....	\$0

Value → **\$5,323**

\$333 mthly **Price** → **\$4,000**

Gold Package

Website Leaderboard Ad (run of site).....	\$1,425
1/2 page ad - 4 times in print and digital edition.....	\$2,318
1/2 page ad - 8 times in digital edition.....	\$3,062
Digital Edition email top spot - 6 times.....	\$1,710
News Brief email leaderboard ad - 6 times.....	\$1,140
PR Releases in Product & Services e-newsletter at discretion of editor.....	\$0

Value → **\$8,230**

\$500 mthly **Price** → **\$6,000**

Platinum Package

Website Leaderboard Ad (run of site).....	\$1,425
Full page ad - 4 times in print and digital edition.....	\$4,484
Full page ad - 8 times in digital edition.....	\$5,920
Digital Edition email top spot - 6 times.....	\$1,710
News Brief email leaderboard ad - 6 times.....	\$1,140
PR Releases in Product & Services e-newsletter at discretion of editor.....	\$0

Value → **\$13,254**

\$850 mthly **Price** → **\$10,200**