



# 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:

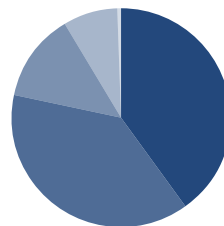
- APG Media, Greeneville, TN
- CherryRoad Media Inc., Parsippany, NJ
- Community Newspapers Inc., Athens, GA
- Century Group Media, Yucaipa, CA
- Emmerich Newspapers, Jackson, MS
- Forum Communications Company, Fargo, ND
- Hagadone Corporation, Coeur D Alene, ID
- Hartman Newspapers, LP, Rosenberg, TX
- 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

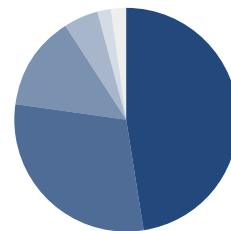
<b>1,600+</b> member newspapers	<b>385+</b> newspaper groups
<b>90%</b> weeklies/ non-dailies	<b>10%</b> dailies

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

### Member Circulation



### Publishers’ Auxiliary Subscribers



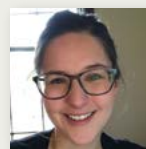
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# 2024 SPONSORSHIP PROGRAMS

## 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/NAAF 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:**

**\$500 .....webinar only**

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

**\$1,500 .....webinar + 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/NAAF 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**

<b>Quarter Page</b>	\$2,300	\$3,000	\$4,000
<b>Half Page</b>	\$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
<b>Price:</b>	<b>\$3,000</b>

## 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
<b>Price:</b>	<b>\$3,700</b>



*"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

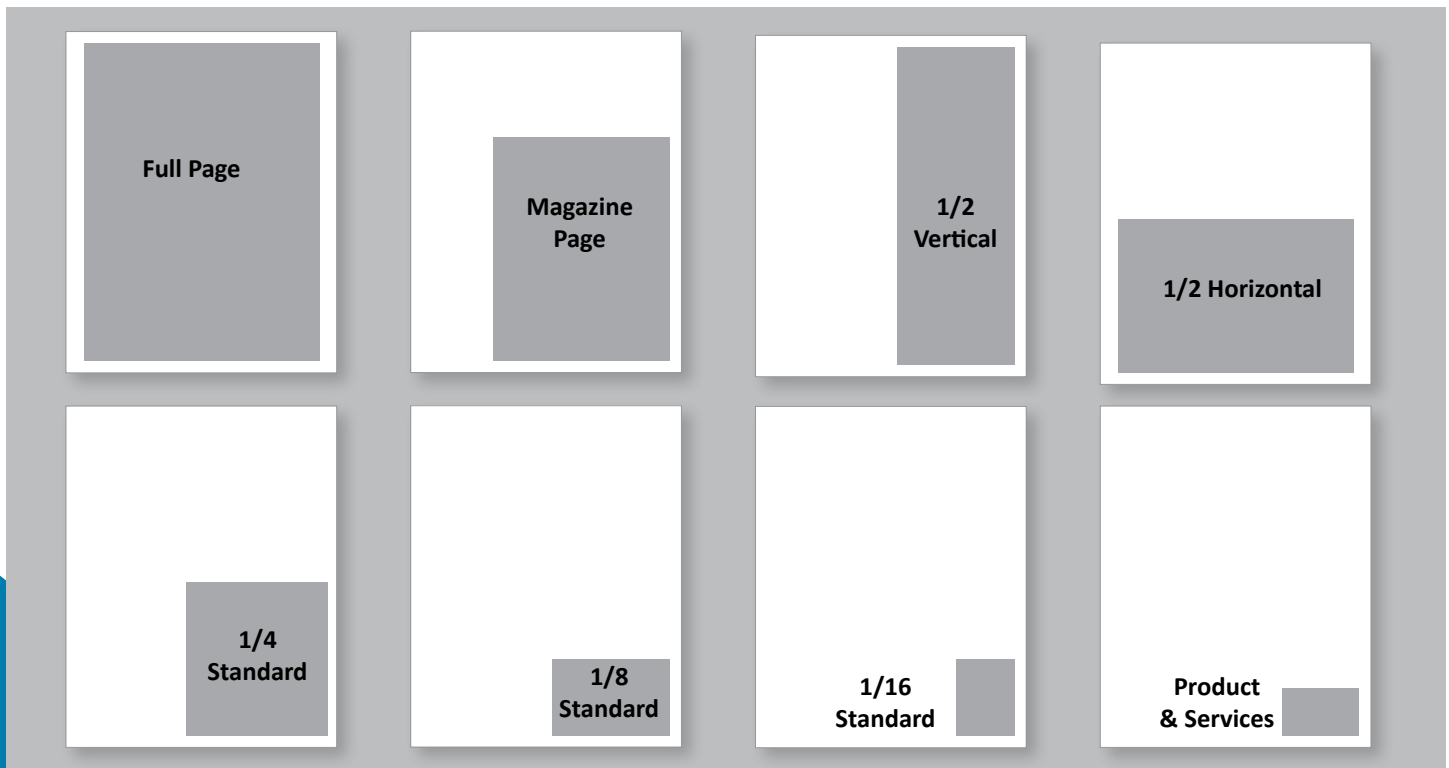
Rates reflect black and white ad composition. Ads will appear in both print and digital editions, except where noted.

	1x	3x	6x	9x	12x
<b>Full Page</b>	\$2,450	\$2,300	\$2,030	\$1,630	\$1,180
<b>Magazine Page</b>	\$1,620	\$1,520	\$1,340	\$1,075	\$780
<b>One-Half Page</b>	\$1,270	\$1,175	\$1,015	\$830	\$610
<b>One-Quarter Page</b>	\$645	\$595	\$520	\$415	\$345
<b>One-Eighth Page</b>	\$345	\$325	\$275	\$235	\$220
<b>One-Sixteenth Page</b>	\$260	\$245	\$225	\$205	\$180
<b>Product &amp; Services Directory</b>	n/a	n/a	\$175	n/a	\$150
<b>Opposite Front Cover - Digital Edition Only</b>	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](http://www.nnafoundation.org) / [www.nna.org](http://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

**PUB AUX  
DIGITAL EDITION EMAIL**

**Top Position  
600w x 200h**



**Your January 2024 Pub Aux is here!**

Member login is required to read the digital issue of Publishers' Auxiliary. If you don't have a member login registered on the NNA website, you will still need to login. Don't forget! Also follow these steps to access archive editions of Publishers' Auxiliary.

Below is just a taste of what's inside:

**George Fiala: 'Newspapers are full of adventures!'**



George Fiala is a publisher for the readers. His monthly Red Hook Star-Review covers the trendy Red Hook community in Brooklyn, and its pages hold adventures just waiting to be discovered and explored.

In a published Thanksgiving letter, Fiala told his readers, "You never know what's going to be on the next page. ... There may be something you don't even realize you wanted to know." [Read the column here](#) (Page 1).

[Read more at NNA.org](#)

**Middle Position  
600w x 200h**

**A new member is joining our NNA family: Lisa McGraw**

The National Newspaper Association's Executive Director, Lynne Lance has announced a new public policy manager to succeed Tonda Rush, who managed the association's public policy and special efforts for 32 years. Lisa McGraw, Michigan Press Association's longtime public affairs manager and NNA Congressional Action Team member, will be taking over the NNA's lobbying efforts on January 1, 2024.

"I am happy to announce a new member is joining our NNA family," Lance said as introduction.

Lisa McGraw has served as public affairs manager at the Michigan Press Association since 2003. She handles all matters related to public policy for Michigan's newspapers, including Freedom of Information, open meetings, public notice and factfulness issues. [Read more in the digital issue](#) (Page 1).

[Read more at NNA.org](#)

**Bottom Position  
600w x 200h**



Also inside:

- Sustaining Rural Journalism: The rural journalism business model hasn't failed, but it needs updating.
- Digital Discovery with CRM: Use web statistical analytics to benefit editorial coverage and sales.
- Paper Trails: Newspapers are vital for civic democracy — using the watchdog of local government, the safeguard for the public good and the treasury of memories that last a lifetime.

Each month, 2,200+ subscribers receive an email alert that the latest edition of Pub Aux is available for digital viewing. Open rate: 40%

**Top Position** \$300  
**Middle Position** \$200  
**Bottom Position** \$150

Specs: 600w x 200h

**NEWS BRIEF  
EMAIL**

**Leaderboard Ad  
600w x 200h**



**FOCUS: Selling for the Holidays**

**Make sure advertising clients get holiday deals out to potential customers with email marketing this holiday season**

**Plan these holiday promotions:**

- Digital discovery with CRM: Make sure advertising clients get holiday deals out to potential customers with email marketing this holiday season — [READ: E-0330](#) (Page 12) | [Q&A](#) (member login)
- Paper Trails: Plan these holiday promotions — [READ: E-0330](#) (Page 12) | [Q&A](#) (member login)
- Need assistance planning holiday samplings? — [READ: E-0330](#) (Page 12) | [Q&A](#) (member login)
- Ad Libs: Advertising's slippery slope — [READ: E-0330](#) (Page 13) | [Q&A](#) (member login)

Read the [Full August e-newsletter](#). Check your mailbox soon for the print edition.

[Email Viki Decker](#) for questions, comments or assistance with your member login.


Periodically (three times per month), 2,200+ subscribers receive emails promoting specific stories in the digital edition of Pub Aux. A Leaderboard Ad at the top of each email provides prominent exposure for your company. Open rate: 40%

**Leaderboard Ad**  
 \$200/one time rate  
 \$160/month  
 (12-month contract)

Specs: 600w x 200h

**PRODUCTS & SERVICES  
E-NEWSLETTER**

**160w x400h**



**Welcome!**

Welcome to NNA Products and Services e-newsletter. This e-newsletter is intended to help you stay up-to-date on the services we're providing to community newspapers. Our hope is that it will be a valuable tool for you to be more informed and current and we provide and services available to you. The e-newsletter will be reaching you by email and we encourage you to not hesitate to [contact us](#) with ideas and suggestions!

**TownNews.com expands line-up with acquisition of Calkins Digital OTT suite**

Address of Calkins Digital's best-in-class over the top video content solutions. The new content solutions include: Ability to Access TV, Radio, Amazon Fire TV, and iOS and Android devices.

**OnDemand Announces Integration With Leading Email Marketing Platform Postup**

The OnDemand/Postup integration, which went live this week, allows customers to perform segmentation and list management in OnDemand, while continuing to use their existing email marketing campaigns in Postup. OnDemand, providing their own list services, will be able to integrate with Postup's list services and segmentation across all of a member's database sites.

**Accessible Archives Finalizes Imaging of America and World War I Series American Military Camp Newspapers**

Accessible Archives is pleased to announce that it has completed the imaging of the America and World War I series. The series consists of the complete and full-text digitized versions of the complete run of 20th Century United Press/Associated Press newspapers, including editions, advance copies, inserts, extra editions, supplements and historical materials. The complete series includes: Advertising, Business, Entertainment, General Services, Operations Management, Production, International, Technology, and Content Development and Learning.

**Use Route Planning to save delivery costs**

Route4Me is an internet-based route planning, cloud-based route optimization platform that is the number one choice for the world's leading companies in the age of consumer who expect instant digital delivery. The company was founded by a former engineer who built his first route optimization software in 1999 and now delivers mobile dynamic route optimization capabilities on a global scale, used at over 100,000 weekly a day (that's huge for a SaaS app).

**Success model: Speedmaster XL 106 from Heidelberg unmatched in productivity and efficiency**

The 2,000 Speedmaster XL 106 recently left the production line at Heidelberg's plant and is now being installed at customer Tysman Sugar, with the Heidelberg Speedmaster XL 106 being installed at another production site for the production of confectionery. Packaging printer Tysman Sugar, based in Tysman or other in 2018, is a leading manufacturer of confectionery products, including soft and hard candies, chocolates and confectionery packaging for the pharmaceutical and confectionery industries. Tysman Sugar has the most advanced lines, the perfect print results, and the most reliable and efficient equipment.

**A new collection of premium automotive photography now available**

Combine the pleasure of these exceptional photographs with enhanced photography from the new Speedmaster XL 106 and you have a new breed of premium photography. This premium collection of images has been designed to complement the already extensive Auto Press Library content, giving you all the options to deliver more value from your website. Give your entire team access to the new growing library of more than 100,000 images for use in your website, social media, and print through your professional web services sales team!

**The Meriden Record-Journal and The Westbury Sun go live on Q&A and Q&Web multi-channel editorial content management system**

Meriden is pleased to announce that both the Meriden Journal and the Westbury Sun have been fully migrated to the Q&A and Q&Web multi-channel editorial content management system. The migration project was completed in late 2023, and the new system is now live. The migration project was a complex one, involving the migration of a large amount of content to the new system. The migration project was completed in late 2023, and the new system is now live. The migration project was a complex one, involving the migration of a large amount of content to the new system.

This monthly digital newsletter, distributed on or about the 15th of the month to 2,200+ subscribers, highlights news from the companies that provide services to community newspapers. Open rate: 38%

**Sidebar Ad**  
 \$150/one time rate  
 \$100/month  
 (12-month contract)

Specs: 160w x 400h



**WEBSITE ADS**

The NNA/NNAF's website ([www.NNA.org/](http://www.NNA.org/) [www.NNAFoundation.org](http://www.NNAFoundation.org)) has more than 5,000 users per month. Ads on the site generate an average of 100 click-throughs and 4,600+ impressions per month.

	Position	Size (px)	1x	6x	12x
<b>Leaderboard</b>	Run of site	728 x 90	\$175	\$150	\$125
<b>Button</b>	Run of site	300 x 300	\$75	\$65	\$50
<b>Button</b>	No rotation	300 x 300	\$375	\$325	\$250

**CUSTOM MAILINGS**

Allied Members may work with NNAF to send a marketing message to members via a custom email up to three times per year at a special rate of \$300 per distribution. Inquire for details.