

2025

**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***

2025 NNAF MEDIA KIT



ABOUT NNAF

The **National Newspaper Association Foundation** is the educational arm and 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 promote news literacy, protect the First Amendment and enhance the quality, role and capabilities of community newspapers and community journalists.

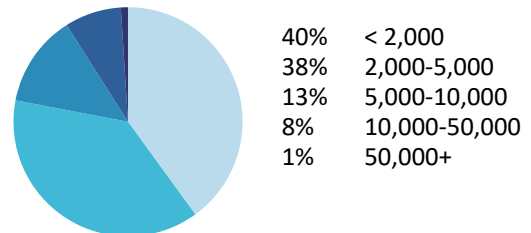
The **NNA member family** includes newspapers from such groups as:

- 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

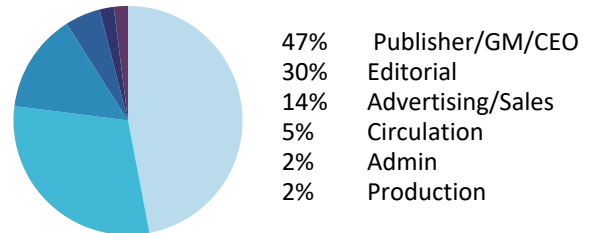
NNA IN NUMBERS

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

Member Circulation



Publishers’ Auxiliary Subscribers




National Newspaper Association Foundation
PO Box 13323 | Pensacola, FL 32591-7835
850-542-7087 | NNA.org | NNAFoundation.org


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ALLIED MEMBERS

Become an Allied Member to take advantage of the following benefits:



Trade Show Booth. NNA’s sister organization, the National Newspaper Association Foundation (NNAF), hosts an annual convention 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 emailed to Allied Members and those who exhibited in the prior year’s show in advance of the prospect list, giving you priority booth selection. You will also have priority notice of convention sponsorship opportunities.

Publishers’ Auxiliary. NNAF’s premier publication keeps our members abreast of what’s happening in the industry. Members say Pub Aux is among the top reasons they join. As a member, you will receive complimentary subscriptions.

Acknowledgements. Your company will be highlighted twice a year in Pub Aux and will have links from NNA’s website to your company’s website.

Advertising. Based on your membership level, receive discounts on display and classified advertising in Publisher’s Auxiliary, as well as digital ads on the website and in emails.

Mailing Lists. As a member, you have exclusive access to NNA publisher members via email. Using a template design or your own HTML file, we will email members on your behalf up to 3 times/year (cost: \$300/email).

Introduction to Members. Using information provided in your application, we’ll write a brief article introducing your business to NNA members via Pub Aux in the issue immediately following the start of your membership.

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 \$3,107
 - Product & Services eNewsletter ad for 12 months \$1,140
 - Website Leaderboard ad for 12 months \$1,425
- Value: \$5,672
Price: **\$4,550**

SILVER Package

- 1/4 page ad in Publishers’ Auxiliary for 6 months \$1,650
 - Product & Services eNewsletter ad for 12 months \$1,140
 - Web button ad (run of site) for 12 months \$570
- Value: \$3,360
Price: **\$2,700**

BRONZE Package

You choose:

Pair any 6x print ad with any 6x digital ad and receive 12 x rates

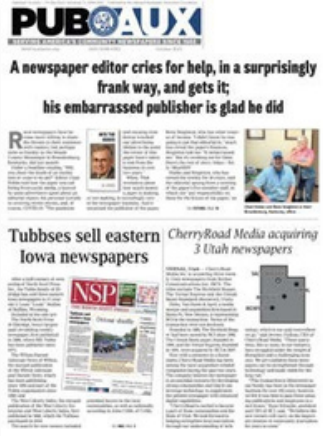
CUSTOM Packages

Looking for something different?

We’re happy to create a custom program that effectively reaches community publishers with your message.

PUBLISHERS' AUXILIARY

PRINT ADVERTISING



Publishers' Auxiliary is the go-to publication for more than 1,900+ community newspaper staff members at America's independent community papers — both weeklies and dailies.

Print Edition:

Tabloid format
Printed & mailed monthly
1,900+ subscribers

Digital Edition:

Flip book format
Emailed monthly
1,900 subscribers

Display Ad Rates

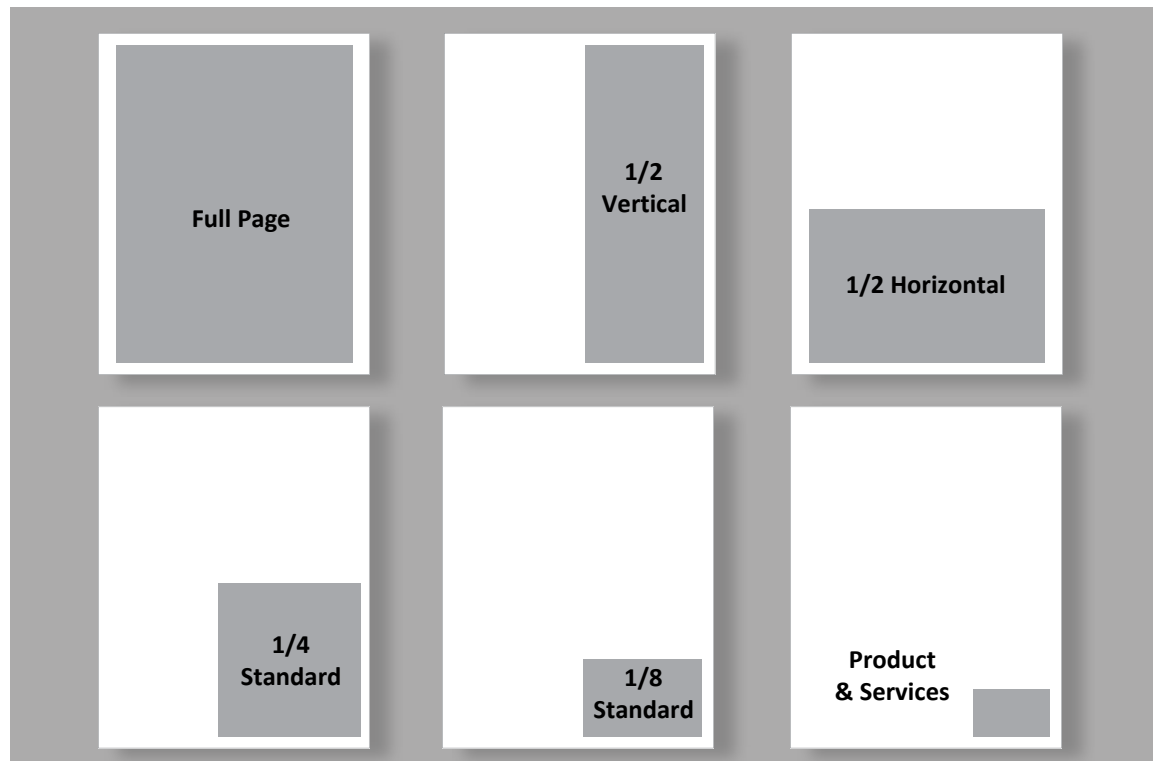
Ads will appear in both print and digital editions. Rates include color for 1/2 page and larger; ads below 1/2 page are black and white (\$150 upcharge for color)

	1x	3x	6x	12x
Full Page	\$1,450	\$1,235	\$1,090	\$945
Half (1/2) Page	\$725	\$620	\$545	\$475
Quarter (1/4) Page	\$365	\$315	\$275	\$240
Eighth (1/8) Page	\$185	\$170	\$155	\$140
Product & Services Directory			\$150	\$125
Digital Edition Cover				\$250

Display Ad Specs (WxH)

Full Page10" x 13.5"
1/2 Vertical5" x 13.5"
1/2 Horizontal10" x 6.5"

1/4 Standard5" x 6.5"
1/8 Standard5" x 3.25"
Product & Services3.25" x 2"



PUBLISHERS' AUXILIARY

Special Positions

Priority will be given to 6x and 12x contract advertisers.
Added fee calculated on black-and-white rates.

- Inside Front Cover — 15%
- Back Cover — 20%
- Guaranteed Position — 10%

Color Rates & Requirements

Four-Color Process — \$150

1/2 Page or Larger Ad — Free

- Minimum 12pt for type reversed out of 4 color
- Minimum 10pt for 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 printed piece.

Contact us to discuss alternate sizes and specs.

Classified Ads

Ads are priced per month and include free posting to nnafoundation.org / nna.org and the Product & Services eNewsletter for one month.

Display Rate Per Column Inch:

1x - \$50; 3x - \$40; 6x - \$35; 12x - \$30; TFN - \$25

NNA Allied Members receive a 10% discount off 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.

Discounts: 5% to Allied Members; 10% to Allied Partners

Publishers' Auxiliary
2025
EDITORIAL
CALENDAR

ISSUE		DEADLINE
JANUARY	All Things Classified	Dec. 10
FEBRUARY	Buying & Selling Newspapers	Jan. 21
MARCH	Content	Feb. 18
APRIL	Digital/Driving Traffic	March 25
MAY	Revenue Ideas	April 22
JUNE	Design - Digital & Print	May 13
JULY	Everything Advertising	June 24
AUGUST	Selling for the Holidays	July 22
SEPTEMBER	Human Resources/Pre-Convention	Aug. 19
OCTOBER	Circulation Ideas	Sept. 23
NOVEMBER	Convention & Trade Show Wrap-Up	Oct. 21
DECEMBER	All Things Printing	Nov. 11

DIGITAL ADVERTISING

PUB AUX DIGITAL EDITION EMAIL

Top Position
600w x 200h

Middle Position
600w x 200h

Bottom Position
600w x 200h

Each month, 2,000+ subscribers receive an email alert that the latest edition of Pub Aux is available for digital viewing. Open rate: 26%

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

Specs: 600w x 200h

NEWS BRIEF EMAIL

Leaderboard Ad
600w x 200h

Periodically (three times per month), 2,000+ 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: 26%

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

Specs: 600w x 200h

PRODUCTS & SERVICES E-NEWSLETTER

160w x400h

160w x400h

160w x400h

This monthly digital newsletter, distributed on or about the 15th of the month to 2,100+ subscribers, highlights news from the companies that provide services to community newspapers. Open rate: 25%

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/ www.NNAFoundation.org) has more than 4,800 users per month. Ads on the site generate an average of 177 click-throughs and 3,200 impressions per month.

	Position	Size (px)	1x	6x	12x
Leaderboard	Run of site	728 x 90	\$175	\$150	\$125
Button	Run of site	300 x 300	\$75	\$65	\$50
Button	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.



2025 SPECIAL PROGRAMS

Sponsorship Opportunities

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

One-time Investment:

Quarter Page: \$345; **Half Page:** \$610; **Full Page:** \$1,180

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
Quarter Page	\$2,300	\$3,000	\$4,000
Half Page	\$4,500	\$6,000	\$7,000

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/NNAF 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

Bundle with print or digital ads to receive package discounts.



NNAF ANNUAL CONVENTION & TRADE SHOW

Join us in Minneapolis, Minnesota, on Oct. 9-10, 2025

Exhibitors get the opportunity to meet with members on the trade show floor for one-on-one interaction that's so valuable in making qualified contacts. Throughout the event, meal functions and coffee breaks 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 throughout the year.



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

Basic Convention Package

Allied Membership - 12 months	\$500
Standard Location Booth	\$1,050
Logo Listing in Convention Program	\$50
Friends Sponsorship (including all sponsor benefits)	\$500
Website Button Ad - 12 months	\$570
Value:	\$2,670
Price:	\$2,000

Enhanced Convention Package

All benefits of the Basic Convention Package, PLUS:

Prime Booth Upgrade	\$200
Digital Edition Email Ad (3x)	\$428
Product & Services Directory Ad (12x)	\$1,425
Value:	\$4,723
Price:	\$3,000

Premium Convention Package

All benefits of the Basic and Enhanced Convention Packages, PLUS:

Full Page Color Program Ad	\$400
Upgrade to Bronze Sponsorship	\$500
Upgrade Product & Services Directory Ad to 1/8 Page BW Display Ad	\$171
Product & Services eNewsletter Ad (6x)	\$855
Value:	\$6,649
Price:	\$4,000

Exhibitor Info At-a-Glance

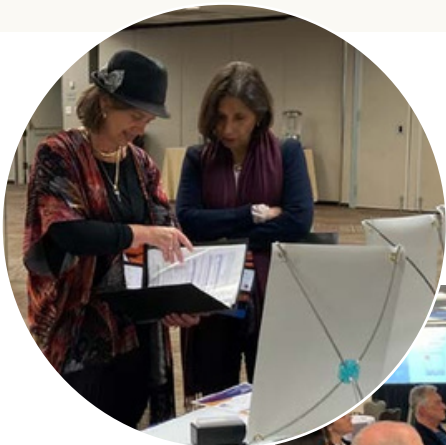
Allied Member Early Bird Rates*:

Prime Location Booth	\$1,250
Standard Location Booth	\$1,050
Display Table	\$600

**Rates do not include annual Allied Member dues renewal.*

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.



"The trade show is exhibitor friendly and a perfect size to complement the convention."



**Interested in becoming an exhibitor at the Annual Convention?
See our Exhibitor Prospectus for more details.**