



National Pawnbrokers Association®

# 2020 Media Guide

Your comprehensive  
guide to advertising  
opportunities with  
the National  
Pawnbrokers  
Association



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# NPA: Your Connection to the Pawn Industry

National Pawnbrokers Association (NPA) is the only national trade association for the independent pawnbroker. Since 1987, NPA has been providing guidance and resources to the pawn industry through advocacy and education. When you advertise with NPA, you are reaching involved store owners, managers, and trusted employees. For access to the pawn industry's decision-makers, there's no better connection.

*National Pawnbroker* is the official publication of the National Pawnbrokers Association. It is devoted to keeping professional pawnbrokers informed, motivated, and successful. Readers are provided with the latest information on legislative decisions affecting pawn, compliance requirements, technology updates, business strategies, and much more.

Published quarterly, the award-winning *National Pawnbroker* has a readership of 2500 across the nation as well as seven countries. The targeted audience includes pawn store owners, employees, and related personnel.

“ The pawnbroker community plays a vital and unique role in the jewelry industry. And *National Pawnbroker Magazine* gives Stuller the perfect vehicle to communicate timely messages to these professionals, who play numerous roles in their businesses, so that we can help them succeed. ”

—Randi Bourg, Director, Marketing Strategy and Operations, Stuller, Inc.

## > Membership

International

BY AREA OF COUNTRY/WORLD:



- Cayman Islands
- Canada
- Guam
- Mexico
- New Zealand
- Panama
- Philippines
- Puerto Rico
- Sweden



TOP 10 MEMBERSHIP STATES:

- |                |             |
|----------------|-------------|
| Texas          | New York    |
| Florida        | Ohio        |
| California     | Arkansas    |
| North Carolina | Illinois    |
| Georgia        | Mississippi |

**ADVERTISING INQUIRIES**

**Margie Swoyer** (817) 337-8830 [Margie@NationalPawnbrokers.org](mailto:Margie@NationalPawnbrokers.org)

# Editorial Calendar

ISSUE	BONUS DISTRIBUTION	KEY DATES
<b>Spring 2020</b>	Dixie Conference & Tradeshow NPA Legislative Conference Midwest Pawnbrokers Conference	Space Reservations: 12/17/19 Ad Materials: 1/7/20 Mail Date: 3/1/20
<b>Summer 2020</b>	Pawn Expo 2020 Gemological Institute of America	Space Reservations: 3/18/20 Ad Materials: 4/08/20 Mail Date: 6/01/20
<b>Fall 2020</b>	Gemological Institute of America California Pawnbrokers Association	Space Reservations: 6/16/20 Ad Materials: 7/7/20 Mail Date: 9/01/20
<b>Winter 2020</b>	NSSF Shot Show Texas Association of Pawnbrokers	Space Reservations: 9/15/20 Ad Materials: 10/6/20 Mail Date: 12/1/20

## In Every Issue

### Government Relations Update

Information on legislative activities in Washington, DC, and how they affect pawnbrokers

### Pawnbroker Member Spotlight

Highlights a Pawnbroker member who has made significant or unique contributions to the pawn industry

### Industry Partner Member Spotlight

Highlights an Industry Partner member who has made significant or unique contributions to the pawn industry

### Young Pawnbroker To Watch

Recognizes a young pawnbroker professional who is making an impact on the pawn industry

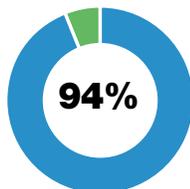
### State Association News

Information from state pawn associations around the country

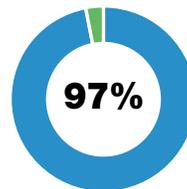
**1600 copies**  
distributed quarterly  
to members  
and prospects

Estimated readership: 2500

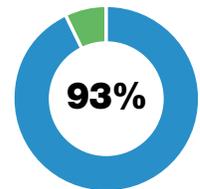
*All statistics on this page are based on reader surveys conducted in 2019 by NPA.*



rate magazine as important or very important



would recommend magazine to others in the industry



spend up to 60 minutes reading the magazine

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# NPA Print Advertising Rates

## National Pawnbroker Magazine

Ad rates are per issue and are effective with the Spring 2020 issue. For guaranteed placement, add 15% to the rates below.

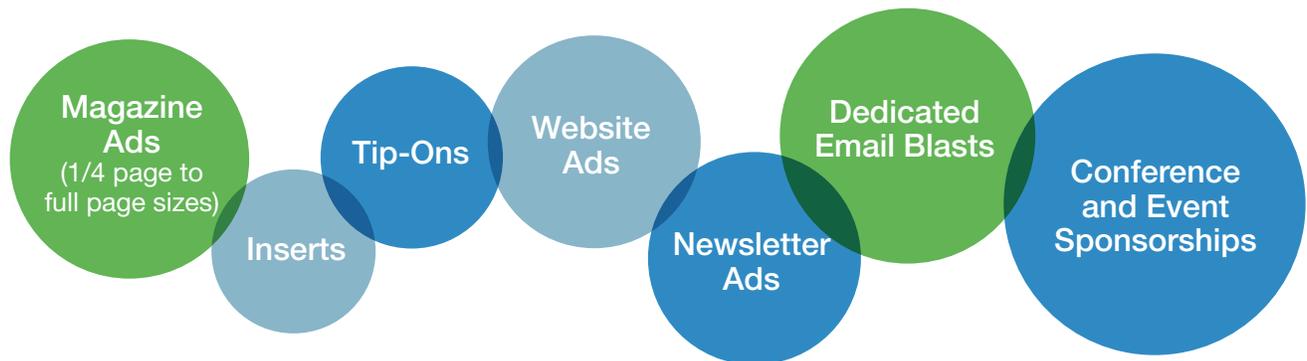
Ad Size	1x-3x Rate		4x Rate	
	NPA Member	Non Member	NPA Member	Non Member
Back Cover	2619	3928	2019	3028
Inside Front Cover	2139	3209	1919	2879
Inside Back Cover	2079	3118	1869	2804
Full Page	1751	2627	1571	2356
Half Page	1094	1641	990	1485
Quarter Page	715	1072	664	995

## Conference and Event Sponsorships

The NPA offers a number of sponsorships at Pawn Expo, the annual convention and trade show. For more information, contact [PawnExpo@NationalPawnbrokers.org](mailto:PawnExpo@NationalPawnbrokers.org).

## 2020 Multi-Channel Advertising Opportunities

The NPA offers several advertising options for both print and digital media.



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# NPA Print Advertising Rates

## Other Print Options

Ad rates are per issue and are effective with the Spring 2019 issue. For guaranteed placement, add 15% to the rates below.

Other Print Options	1-3x Rate		4x Rate	
	NPA Member	Non-Member	NPA Member	Non-Member
Inserts	1650	2475	1500	2250
Tip-On: Front Cover	3250	4875	2925	4388
Tip-On: Interior	1650	2475	1500	2250

### Insert

Your insert can be included inside each polybagged issue of National Pawnbroker magazine mailed to members. A maximum of four inserts is allowed in each issue and will be outside the cover. Insert dimensions may not exceed 8" x 5.5". The advertiser is responsible for printing and delivering materials to National Pawnbroker's printer by the Ad Materials date.

### Tip-On: Interior

An Interior Tip-On is a promotional piece that is attached to the inside of the magazine. Each issue is limited to two (2) interior tip-ons; dimensions are a maximum of 8.0" x 5.5". The advertiser is responsible for printing and delivering materials to *National Pawnbroker's* printer by the Ad Materials date.

### Tip-On: Front Cover



A Front Cover Tip-On is a promotional piece that is attached to the front cover of the magazine with fugitive glue. The top 2" of the tip-on must replicate the magazine's name plate exactly. The final dimensions are 8.0" x 10.5". Cover stock is a minimum of 70# #3 gloss text up to 7pt card stock. Paper stock for the tip-on must be pre-approved by the publisher.

The advertiser is responsible for printing and delivering materials to National Pawnbroker's printer by the Ad Materials date. A design template can be provided upon request. All tip-ons must be pre-approved by the publisher.

**If materials are not received by the due date, the magazine will mail without it, and the advertiser will be charged for the contracted space.**

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# NPA Digital Advertising Rates

Digital Advertising Options	Annual Rate	
	NPA Member	Non Member
Website Ad - Home Page	3000	n/a
Website Ad - Calendar of Events Page	1500	n/a
Website Ad - Tips for Opening a Pawn Shop Page	1500	n/a
Website Ad - Inside Page	1200	n/a
Legislative Update Sponsor	3000	n/a
NPA Insider Newsletter Ad	2500	n/a
Dedicated Email Blast	1000	2000

All ads are static.

## NationalPawnbrokers.org Website Advertising

Advertising on the NPA website is one of the best ways to get your company's name in front of NPA members and prospects. NationalPawnbrokers.org is the number one authority when it comes to pawnbroker compliance information, legislative updates, and member news. A limited number of ad placement spots ensures significant exposure for your ad.

**All NPA website advertising is sold on an annual basis.**

Artwork deadline: 12/15/19. No flash.

### Website Banner Ads (static)

All ads must be submitted in hi-res format with a link to a specified URL.

#### Home Page

- Right-hand side of home page under "Featured Partner" • 300x100 px

#### Calendar of Events Page

- Top of page • 800x100 px

#### Tips for Opening a Pawn Shop Page

Page is located under the Business Solutions tab

- Top of page • 800x100 px

#### Inside Page of Choice (not Calendar of Events)

- Call for location on page • 800x100 px

### Legislative Update Newsletter Sponsor

The *Legislative Update* newsletter is emailed to NPA members several times a year. All newsletter advertising is sold on an annual basis. Artwork deadline: 12/15/19. No flash. Limited to one sponsor per year.

### NPA Insider Newsletter Ad

The *NPA Insider* newsletter is emailed to NPA members each month. All newsletter advertising is sold on an annual basis for a total of 12 monthly issues. Artwork deadline: 12/15/19. No flash.

### Dedicated Email Blast

Promote your product or service with a dedicated email blast sent by NPA directly to our members' In Box. Include a link to your web page for more information. Blasts are limited to one per month per customer. The advertiser is responsible for creating a graphic of a fully formatted ad. JPG or HTML formats are accepted. Content must be supplied to NPA two weeks before the scheduled mail date.

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# National Pawnbroker Magazine

## Artwork Requirements

If submitted artwork does not meet the specifications below, the advertisement may be pulled and the advertiser will still be charged for the reservation. Incorrect or dated materials will not run. All ads must use the correct NPA logo (which includes the trademark). Contact Margie@NationalPawnbrokers.org for a current logo spec sheet.

### Type of Press

National Pawnbroker magazine is a 4-color publication printed using the Specifications for Web Offset Printing (SWOP) standards. Advertisers are required to submit advertising digitally.

### Type of Files Accepted & Specs

Submit press-quality PDFs of at least 300 dpi. Do not use down-sampling, graphics, or printer's marks (cut lines, bleed lines, registration symbols, etc.) Use embedded fonts (or convert to paths), graphics, and document bleed settings. Set to 0.125" on all sides.

If submitting an InDesign file, package the file and send the entire package file folder. Native file(s) fully linked to all native and support files, including fonts, should be included in the package. Also include a PDF for proofing. Graphics should be spec'd for a 133-line screen at a minimum size of 300 dpi. Images need to be converted to CMYK prior to inclusion in PDFs or submissions.

### Fonts

All screen and printer fonts must be included in the file that is submitted. All

fonts must be OpenType (preferred), PostScript Type 1, or PostScript Type 3 fonts. Avoid Truetype fonts. Type can also be converted to paths prior to submission.

### Images

Images must be SWOP (CMYK), TIFF, or EPS format. No RGB. All RGB images will have to be converted with conversion charges billed to the advertiser. Images should be no less than 300 dpi. Do not nest EPS files in EPS files.

### Colors

Colors must be spec'd in CMYK color space directly, or with a known conversion scheme (example: PMS). Colors are utilized on all pages.

### Trapping

All trapping is the responsibility of the advertiser and must be included in the file.

### General

All ads furnished should require no further typesetting, artwork, or photo service, and must be the correct size. Perfect alignment of type or design across the gutter of two (2) facing pages cannot be guaranteed.

<p><b>Full Page</b></p> <p>Trim size 8.0"w x 10.5"h</p> <p>Bleed size 8.25"w x 10.75"h (0.125" margins on all sides)</p> <p>Live area 7.5"w x 10.0"h</p>	<p><b>Tip Sheet</b></p> <p>Trim size 8.0"w x 10.5"h</p> <p>Bleed size 8.25"w x 10.75"h (0.125" margins on all sides)</p> <p>Live area 7.5"w x 10.0"h</p>
<p><b>1/2 Page Horizontal</b></p> <p>7"w x 4.44"h</p>	<p><b>Insert</b></p> <p>(inside polybag) no larger than 8" x 5.5"</p>
<p><b>1/4 Page</b></p> <p>3.375"w x 4.44"h</p>	<p><b>1/2 Page Vertical</b></p> <p>3.375"w x 9.125"h</p>
	<p><b>Interior Tip-On</b></p> <p>(insert attached to inside page) no larger than 8" x 5.5"</p>
	<p><b>Cover Tip-On</b></p> <p>7.75"w x 10.25"h</p>

### Digital Artwork

#### WEBSITE AD SPECIFICATIONS

Home page: 300x100 pixels, 12K maximum  
 Other pages: 800x100 pixels, 12K maximum  
 GIF or JPG files only  
 Ads with white background must have black 1x1 pixel border. No flash.

#### NEWSLETTER AD SPECIFICATIONS

For NPA Insider or NPA Government  
 Relations Legislative Update  
 160x160 pixels  
 JPG or PNG files only

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## General Advertising Policies

Your signed insertion order signifies acceptance of these terms and conditions.

1. To take advantage of NPA advertising member rates, membership in the association is required. If your membership lapses during the term of your advertising contract, you will be charged for the contracted ad(s) at the non-member rate. For NPA membership information, visit [NationalPawnbrokers.org](http://NationalPawnbrokers.org).
2. All advertising is subject to NPA's approval. NPA reserves the right to edit or refuse advertising that is determined unsuitable.
3. NPA reserves the right to add the word "Advertisement" to advertising that resembles editorial matter.
4. Publication of an advertisement does not constitute endorsement or approval of contents in a publication, point of view, standard of service, or opinion presented therein, nor does NPA guarantee the accuracy of information given.
5. Rates, conditions, and space units are subject to change by NPA without notice.
6. NPA will not be bound by any conditions appearing on insertion orders submitted by or on behalf of the advertiser when such a condition conflicts with any provision contained in NPA's media guide or with NPA policies.
7. Verbal space reservations are not considered by NPA as binding in any way until a signed insertion order is received at the NPA office.
8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the rights of the publisher to determine actual positions. Other than designated positions, there is no guaranteed placement.
9. Orders will be accepted at rates prevailing at closing date of the issue in which advertisement will appear. Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded as clerical.
10. If an advertiser wishes to change its ad, the replacement PDF must be received by the Ad Materials date listed in the advertising media guide.
11. Advertiser is responsible for submitting advertisements on, or before, the Ad Materials date listed in the advertising media guide.
12. Cancellations must be in writing. The advertiser is liable for the full cost of the contracted ad space even though the ad is canceled.
13. No changes in orders will be accepted after the Ad Materials due date listed in the advertising media guide.
14. Unless otherwise noted on the insertion order, specific placement of your ad is not guaranteed. Placement is at the discretion of the NPA editorial staff.
15. Your listing in the Advertising Index will match the information on your insertion order unless otherwise noted.

### Billing

1. Prepayment is required for first-time advertisers.
2. Advertisers will be invoiced approximately one week after the issue mails.
3. One tear sheet will accompany each invoice. NPA members will receive a copy of the magazine in the mail.
4. All invoices are net 10 days.
5. Ads will not run if any outstanding balance remains after the invoice due date.
6. Invoices will be sent to the address on the advertising insertion order unless otherwise specified.
7. Payment is accepted in U.S. dollars only.

### Discounts

No discounts are available.

### Advertising Policies and Contract Provisions

No part of this publication may be reproduced without the written consent of the Executive Director, National Pawnbrokers Association. Sale or distribution of any or all of the contents of this magazine is prohibited. All rights reserved.

All advertisers must send a proof of their ad for approval before the Ad Material date. Advertisements must be truthful and forthright and must represent responsible firms and/or individuals. Frequency rates are based on total number of insertions contracted for and used in consecutive issues.

The advertiser warrants and represents that any material submitted to publisher is original (or has reproduction and use rights secured) and does not violate any law or infringe the copyrights, trademark, trade names, or patents of any other person. The advertiser warrants that its ad contains no matter which is libelous, an invasion of privacy, an unlawful appropriation of the names or likeness, or is otherwise injurious to the rights of any other person. The advertiser is responsible for obtaining all necessary consents prior to submission to publisher. In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify and hold harmless the magazine, its owners, directors, officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of an advertisement, including, without limitation, claims or suits for libel, violation of rights of privacy, copyright infringement, or plagiarism.

Advertising orders specifying pages or directing insertion of advertisements in position with the proviso "or omit" will not be accepted. Any provision in an ad order specifying or barring the use of any page because of the kind of news or ad on the pages, on its reverse side, or on the facing page, will not be legally binding upon publisher, but will be treated as a request only. Discontinuance of advertisements ordered "till forbid" and any changes of ads must be given in writing. No oral agreements will be recognized.

In the event of any error in printing or other inadvertent publication of an advertisement, publisher's liability shall not exceed the cost of the space occupied by the error. Advertiser must notify the publisher of the error in time to enable the publisher to make the correction before the second insertion. Credit, if allowed, shall be for the next insertion only, and may be given in the form of republication of the corrected ad. No adjustment will be made when the advertiser or its agent is responsible for the error. Under no circumstances shall the publisher be liable for consequential damages of any kind.

The publisher will not be liable for any failure to print, publish, or circulate all or any portion of any issue if such failure is due to acts of God, strikes, accidents, or other events beyond the publisher's control.

Advertiser's signature on the Print (or Digital) Advertising Insertion Order shows recognition and agreement with the aforementioned. A signed advertising insertion order is a contract between the advertiser and publisher to be fulfilled barring any issues mentioned above.

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