

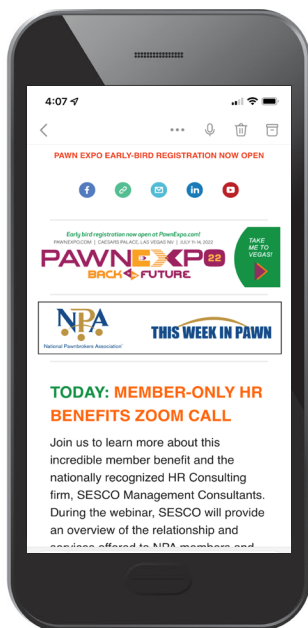


National Pawnbrokers Association®

2023 ADVERTISING MEDIA KIT



Jody Kudless, Director of Business Development
Jody@NationalPawnbrokers.org | 732.252.9740



Invest Your Marketing Dollars with the NPA.

National Pawnbrokers Association (NPA) is the industry's only national association. Since 1987, NPA has delivered guidance and resources to the pawn industry.

National Pawnbroker Magazine, the official publication of the NPA, has the largest circulation in the pawn industry, with more than 5,000 verified pawn store owners, managers and industry stakeholders from across the nation. The email newsletter, This Week In Pawn, reaches more than 3,000 pawn professionals every week with breaking news and features.

With a unique blend of legislation coverage, current news and trends, NPA publications and digital channels offer targeted content and are a must-read for the serious pawn professional looking to stay informed, motivated, and successful.

THE PAWNBROKER COMMUNITY PLAYS A VITAL AND UNIQUE ROLE IN THE JEWELRY INDUSTRY. THE NATIONAL PAWNBROKER MAGAZINE GIVES STULLER THE PERFECT VEHICLE TO COMMUNICATE TIMELY MESSAGES TO THESE PROFESSIONALS, WHO PLAY NUMEROUS ROLES IN THEIR BUSINESSES SO WE CAN HELP THEM SUCCEED.

~ RANDI BOURG, DIRECTOR, MARKETING STRATEGY AND OPERATIONS, STULLER, INC.



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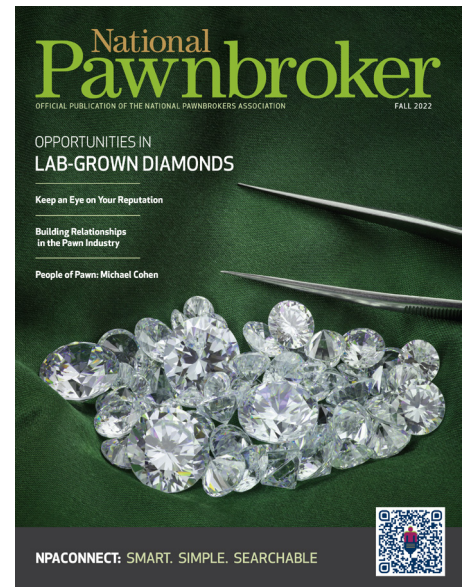
NATIONAL PAWNBROKER MAGAZINE

Now is the time to make an impact with more than 5000 National Pawnbroker readers.

NATIONAL PAWNBROKER MAGAZINE ADVERTISING RATES

AD POSITION	1x -4x RATE	5x RATE (15%)
Back Cover	\$4,242	\$3,606
Inside Front Cover	\$3,465	\$2,946
Inside Back Cover	\$3,353	\$2,850
Spread	\$5,624	\$4,784
Full Page	\$2,812	\$2,392
Half Page	\$1,774	\$1,508
Quarter Page	\$1,266	\$1,076

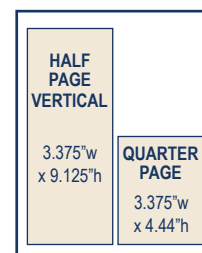
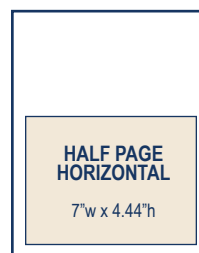
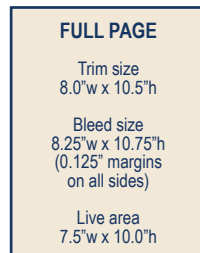
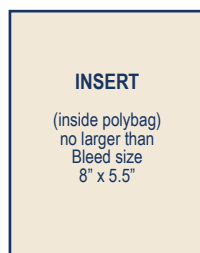
Discount on print pages available to Members.
Bundle discounts available for print & digital.
10% Discount for 2 year commitment.



Issue	Featured Theme	Space Reservations	Materials Due	Issue Mail Date
Spring	TBD <i>Bonus Distribution: NPA Legislative Conference, MidWest Conference</i>	01/05/23	01/13/23	03/15/23
Buyers Guide	NPA Annual Buyer's Guide <i>Bonus Distribution: PawnExpo, Dixie Pawnbrokers, CAPA, TAP, NPA Legislative Conference, MidWest Conference</i>	02/28/23	03/15/22	06/30/23
Summer	Expo and Education <i>Bonus Distribution: PawnExpo, Dixie Pawnbrokers</i>	03/22/23	04/05/23	06/28/23
Fall	TBD Jewelry, Gems & Metals Vendor Showcase <i>Bonus Distribution: CAPA Convention</i>	06/28/23	07/14/23	09/16/23
Winter	Technology Special Section Technology Vendor Showcase <i>Bonus Distribution: TAP</i>	10/05/23	10/16/23	12/15/23

MAGAZINE SPECIFICATIONS

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.



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DIGITAL & DIRECT MAIL RATES

NATIONALPAWNBROKERS.ORG (per month)

(Industry Partners Exclusive)

BANNER POSITION	RATE	DESCRIPTION
TOP RHS RUN OF SITE	\$650*	1200x200
MID BANNER RUN OF SITE	\$650*	1200x200
OPENING A PAWN SHOP BANNER	\$500*	1200x200
CALENDAR OF EVENTS	\$500*	1200x200

*10% Discount for 3-11x, 15% Discount for 12+x

THIS WEEK IN PAWN E-NEWSLETTER (per week)

POSITION	RATE	DESCRIPTION
TOP LEADERBOARD	\$575*	1200x200
MID BANNER	\$500*	1200x200
LOWER SQUARES	\$475*	400x400
SPONSORED CONTENT	\$1000*	Includes headline/image with link in 1 weekly enewsletter, link to article page (NPA hosted) with "for more info" link to sponsor. Article will be supplied by sponsor and hosted on site for a year for sponsor to drive peeps to (or additional marketing)Max length 1000 words and 3 pictures. Page includes 2 1200x200 banner ads (JPEGs - can be different).
AD TAKEOVER	1X: \$1300 3-11X: \$1150 12X+: \$1000	Includes 1200x200 Leaderboard and Mid-Banner, and Sponsored Article

WEBINAR/LEAD GENERATION

	RATE	DESCRIPTION
SPONSOR-DRIVEN WEBINAR	\$4000	Mutually agreed upon topic. NPA provides moderator, project management, marketing, registration management, and list of registrants post-event. Hosted for on-demand for a year.
POST-WEBINAR LEAD NURTURING	\$1000	1 follow-up email to attendees, 1 email to non-attendees - from NPA, driving to either sponsor or on demand.

E-MAIL

	RATE	DESCRIPTION
DEDICATED E-BLAST	\$1200 Full Member list (Member) \$2000 Full Marketing list (Member) \$1000/ Thousand (Non-Member)	HTML code preferred, or JPEG with Call-To-Action link.

Whitepaper Promotion

(Industry Partners Exclusive)

	RATE	DESCRIPTION
SPONSOR-SUPPLIED WHITEPAPER	\$3500	NPA eblasts link to download whitepaper. Promotion in TWIP. Posted NPA website (if opted). Posted link in NPA Connect. Can be gated with registration requirement, NPA will provide these to sponsor.

Direct Mail List Rental

(Industry Partners Exclusive)

	RATE	DESCRIPTION
1x Rental of NPA Membership list (1200 names). Additional pawn names are available for \$500/M, up to 5000.	\$1000 \$500/M	All mailings occur through a 3rd party mail house chosen by the NPA. In addition, client will be financially responsible and directly billed by the mail house for packaging, shipping, and handling costs. All items must be approved by the NPA as being "of value" IE. Have functional use beyond advertising/marketing. Items deemed pure advertising or marketing spam will not be allowed.



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SHOWCASE BUNDLES

New For 2022

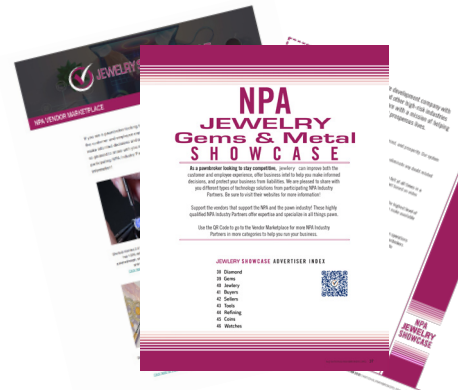
VENDOR SHOWCASE Special Sections and Emails

These topical special print sections and emails are an opportunity to showcase your company's products while pawn professionals are focusing on finding the very types of solutions you provide. Each Showcase bundle includes a combination of product-focused and company listings. The emails go to 3000+ pawn professionals. The print special sections reach 5,000 pawn professionals.

Jewelry, Gems & Metal Vendor Showcase

April & Sept Emails, Special Showcase Print Section in Fall Issue

Issue	Pricing		Description
EMAIL	Member 1x \$500	Member 2x \$375	Listing includes 300x300 image with border, 25 word product description, and link to your site
PRINT - Fall Issue	Non Advertiser \$1300	Advertiser \$750	Full page listing, includes 100- 250 word description of company and product, contact information, and logo
BUNDLE	Non Advertiser \$1775	Advertiser \$1350	



Tech Vendor Showcase

March, June, Oct, Dec Emails, Special Showcase Print Section in Winter Issue

Issue	Pricing		Description
EMAIL	Member 1x \$500	Member 4x \$375	Listing includes 300x300 image with border, 25 word product description, and link to your site
PRINT - Winter Issue	Non Advertiser \$1300	Advertiser \$750	Full page listing, includes 100- 250 word description of company and product, contact information, and logo
BUNDLE	Non Advertiser \$2450	Advertiser \$1985	



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NPA VENDOR MARKETPLACE

TRUSTED & VERIFIED INDUSTRY PARTNERS

NPA VENDOR MARKETPLACE ADVERTISING RATES

MAIN PAGE

TOP BANNER (1200X200): \$400/month

BOTTOM BANNER (1200X200): \$300/month

TAKEOVER (TOP & BOTTOM): \$600/month



PRODUCT WHOLESALERS & DEALERS

YOUR AD HERE

PRODUCT WHOLESALERS & DEALERS

M & M Merchandisers, Inc.
www.mmmchicago.com

Marque
www.marquejewelry.com

Vehude Company
www.vehude.com

YOUR AD HERE

BUSINESS SERVICES | COMPUTER SERVICES & SOFTWARE | DIAMOND BUYER

MARKETPLACE CATEGORY SPONSORSHIP

Want to make an IMPACT in your Industry Category? The **MARKETPLACE CATEGORY SPONSORSHIPS** features two 1200X200 banner ads, so your business will really stand out.

MARKETPLACE CATEGORY SPONSORSHIP
(Includes top and bottom banner): \$500/month

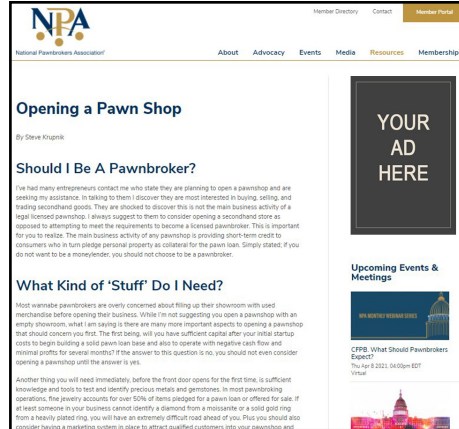
ADVERTISING EXAMPLES

NPA WEB SITE: Get noticed on the top 3 most visited pages on NationalPawnbrokers.org. Averaging 1K+ visits/month and 5+ minutes spent on each page, your ad will make an impact with our dedicated audience.

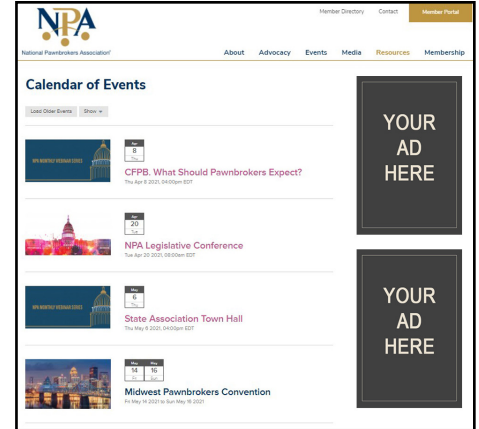
HOME PAGE



OPENING A PAWN SHOP

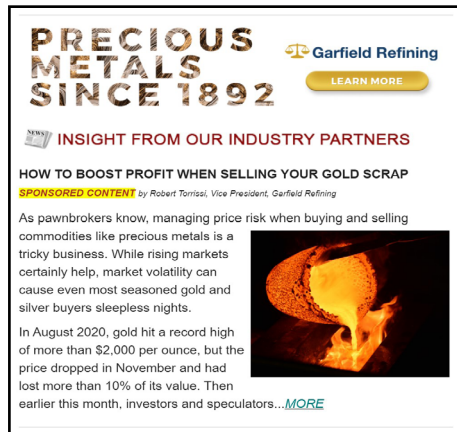


CALENDAR OF EVENTS



SPONSORED CONTENT:

Want to educate the industry? Do you have a compelling story to tell? Show our readers your expertise by featuring your sponsored content on the NPA website, and promote it with the weekly newsletter. This package includes 2 banner ads and content preview in the e-newsletter, coupled with links to your own dedicated post and banner ads.



THIS WEEK IN PAWN SPONSORED CONTENT

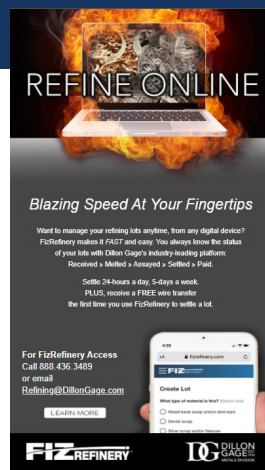


DEDICATED CONTENT PAGE

DEDICATED E-BLAST:

Your special promotion sent to all NPA Pawnbroker Members.

You provide us with the formatted content, and we will send it to our members. We will provide you with analytics and activity.



VENDOR MARKETPLACE:

Our Pawnbroker Members are looking for you! Advertise on the homepage or specific industry pages.



FOR MORE INFORMATION ON ADVERTISING AND SPONSORSHIPS:

Jody Kudless
Director of Business Development
Jody@NationalPawnbrokers.org
732.252.9740

FOR QUESTIONS ABOUT DEADLINES AND MATERIALS:

Veronica Costanza
Business Development Associate
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817.337.8830



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