



National Pawnbrokers Association®

2024

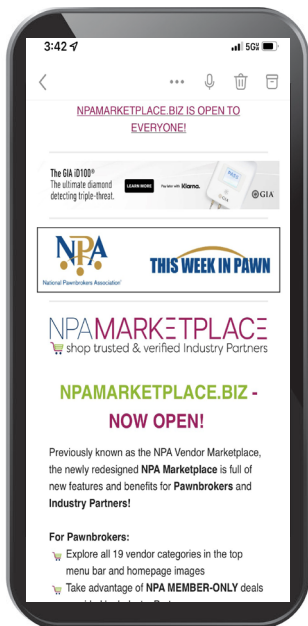
MEDIA KIT

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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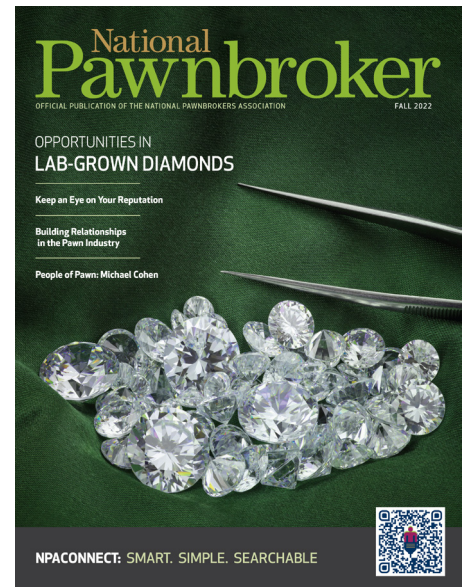
NATIONAL PAWNBROKER MAGAZINE

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 -10x RATE
Back Cover	\$4,327	\$3,678
Inside Front Cover	\$3,534	\$3,004
Inside Back Cover	\$3,420	\$2,907
Spread	\$5,736	\$4,879
Full Page	\$2,868	\$2,440
Half Page	\$1,809	\$1,538
Quarter Page	\$1,291	\$1,097

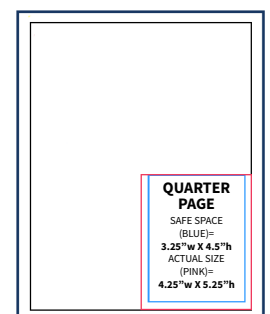
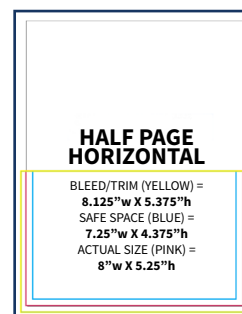
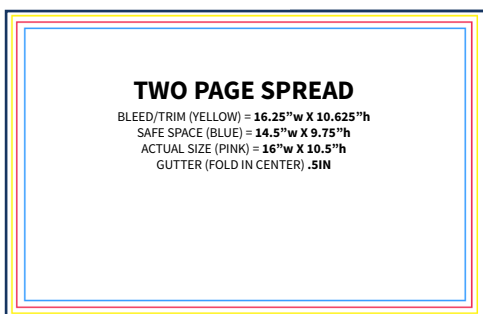
25% Discount on print advertising for all Industry Partner members. Bundle discounts available for print & digital.



Issue	Featured Theme	Space Reservations	Materials Due	Issue Mail Date
Spring	TBD <i>Bonus Distribution: NPA Legislative Conference, MidWest Conference</i>	01/05/24	01/12/24	03/20/24
Buyers Guide	NPA Annual Buyer's Guide <i>Bonus Distribution: PawnExpo, Dixie Pawnbrokers, CAPA, TAP, NPA Legislative Conference, MidWest</i>	02/29/24	03/11/24	07/12/24
Summer	Expo and Education <i>Bonus Distribution: PawnExpo, Dixie</i>	04/03/24	04/08/24	06/17/24
Fall	TBD Jewelry, Gems & Metals Vendor Showcase <i>Bonus Distribution: CAPA Convention</i>	06/28/24	07/10/24	09/24/24
Winter	Business Services & Tech Vendor Showcase Special Section <i>Bonus Distribution: TAP</i>	10/04/24	10/11/24	12/17/24

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. Artwork should be saved as hi-resolution (300) dpi PDFS and sent with printers crop marks for bleeds.



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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 (Industry Partners Exclusive)	\$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 (Industry Partners Exclusive)	1X: \$1300 3-11X: \$1150 12X+: \$1000	Includes 1200x200 Leaderboard and Mid-Banner, and Sponsored Article

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

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" I.E., have functional use beyond advertising/marketing. Items deemed pure advertising or marketing spam will not be allowed.



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SPECIAL OPPORTUNITIES

“Exclusive for Industry Partner Members”

NPA's Industry Partner BUYERS GUIDE (2024-2025)

The newest addition to the National Pawnbroker Magazine line-up, the Industry Partner Buyers Guide has massive distribution (sent to 5,000 pawn professionals by mail, plus bonus distribution at every industry event NPA attends for an entire year, starting July/24 through June/25).

This guide showcases all NPA Industry Partners, offers educational and informational editorial submitted by Industry Partners, and will truly be used as a valuable reference resource throughout the year for buying decisions.

Full Page ad units are available exclusively for Industry Partners



BUSINESS SERVICES & TECH SHOWCASE

December E-blast, Special Showcase Print Section in Winter Issue

If you offer a business service and technology solution, this special print section and email are an opportunity to showcase your company's products while pawn professionals are focusing on finding the very types of solutions you provide.

The emails go to 3000+ pawn professionals. The print special sections reach 5,000 pawn professionals.

Showcase Bundle	Pricing		Description
EMAIL/PRINT	With Ad in Winter Issue \$975	No Ad in Winter Issue \$1725	EMAIL- Listing includes 300x300 image with border, 25 word product description, and link to your site PRINT- Templated Full page in exclusive Showcase section of Winter Issue, with description of your company, solutions and product, contact information, and logo.



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NPA MARKETPLACE

shop trusted & verified Industry Partners

NPA VENDOR MARKETPLACE ADVERTISING RATES

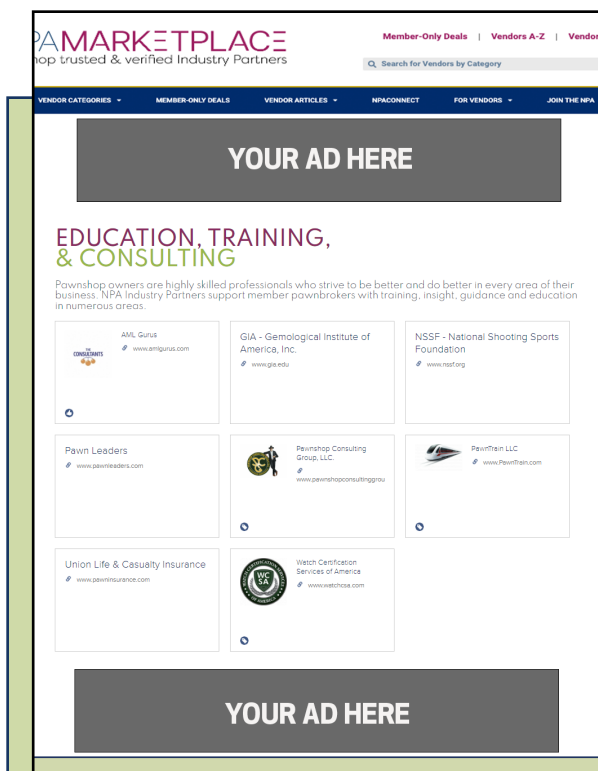
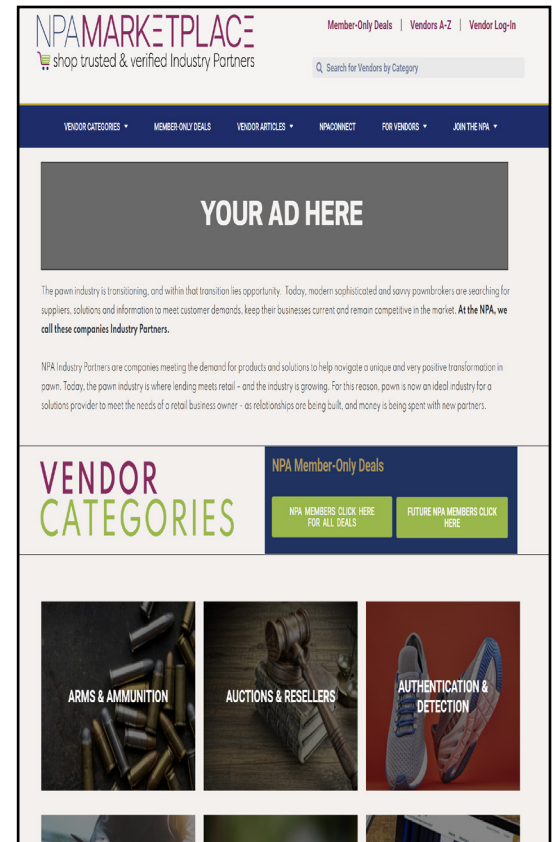
New and improved! Reach your key prospects while they are searching for vendors to work with.

MAIN PAGE

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

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

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



MARKETPLACE CATEGORY SPONSORSHIP

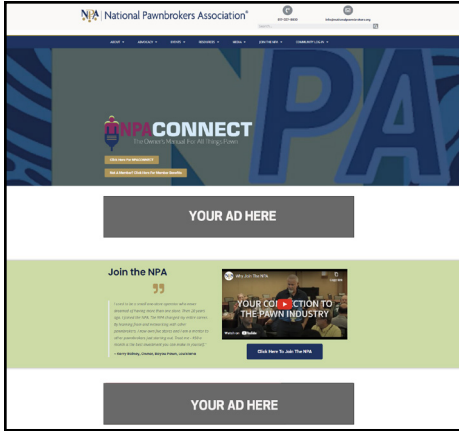
Want to make an IMPACT in your Industry Category? The **MARKETPLACE CATEGORY SPONSORSHIPS** features two 1200X200 banner ads, so your business will really stand out.

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

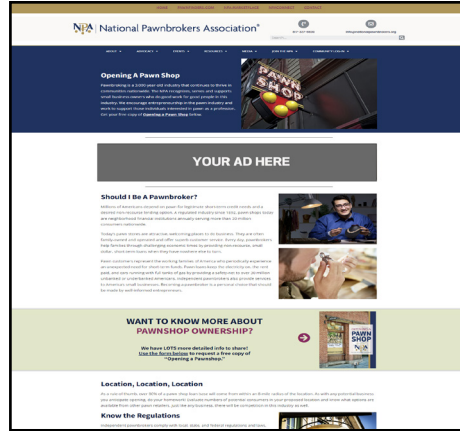
ADVERTISING EXAMPLES

NPA WEB SITE: Get noticed on the top 3 most visted 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.

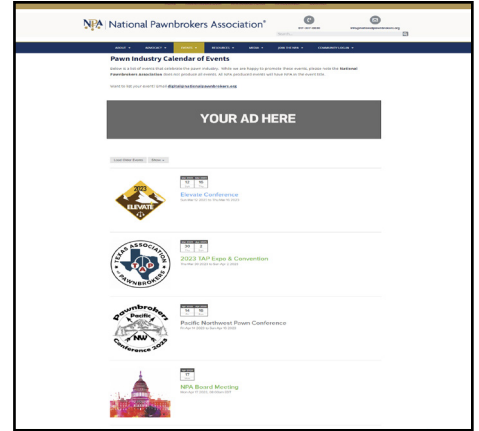
HOME PAGE



OPENING A PAWN SHOP

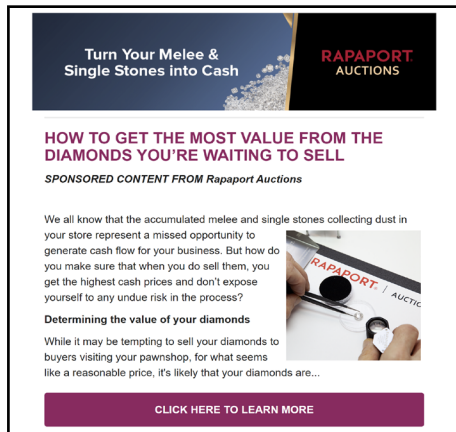


CALENDAR OF EVENTS

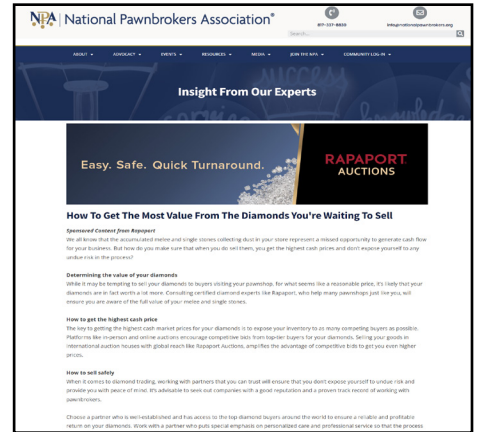


SPONSORED CONTENT:

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

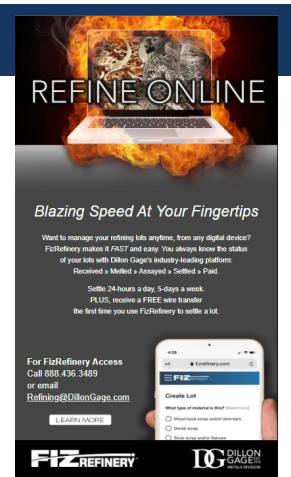
TWIP ADVERTISING:

Our Pawnbroker Members are looking for you! Advertise on our weekly This Week In Pawn E-newsletter.



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.



Become an NPA Industry Partner

NPA's Industry Partners are a valued and committed group of professionals supporting pawnbrokers worldwide. Offering a diverse selection of products and services across multiple categories, NPA Industry Partners are trusted and qualified vendors providing education, tools, resources, guidance, and direction to NPA members seeking the very products and services our vendors offer. In addition, the NPA offers a variety of advertising and sponsorship opportunities throughout the year to help Industry Partners highlight and showcase their messaging within the NPA network. It is a WIN-WIN.

Industry Partner Membership - \$1000 annually

Industry Partners are businesses, companies, individuals, or entities supply goods or services to the pawn industry.

Get your message out to the NPA membership by:

- Advertising in both print and digital formats.
- Sponsoring an event.
- Exhibiting at Pawn Expo.



Industry Partner Benefits Include:



- Listing, logo, and description in print Industry Partners Buyers Guide (July)
- Opportunity to submit Industry Insight article for consideration in the print Buyers Guide
- Inclusion in the Industry Partner listing, every quarter in the print magazine



- Listing on NPAMarketplace.biz
- Access to NPAConnect (the NPA online private community platform to share ideas, meet and learn)
- Opportunity to post special member-only deals and promotions on NPA Marketplace



- Exclusive and highly discounted advertising, sponsorship, and event opportunities
- Opportunity to include marketing flyer in the "NPA Welcome Kit" for new members
- Use of NPA Logo to identify your business as an Industry Partner



- Subscription to National Pawn Magazine and This Week in Pawn Enewsletter
- Recognition as a support of the largest and most qualified network of reputable professionals in the industry advocating or the legal rights of pawn industry businesses
- ...and more!

FOR MORE INFORMATION ON ADVERTISING AND SPONSORSHIPS:

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FOR QUESTIONS ABOUT PRINT/DIGITAL DEADLINES AND MATERIALS:

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