



# 2026

**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***

# 2026 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.

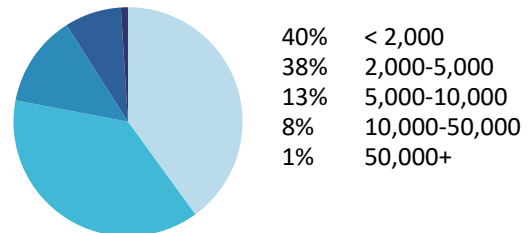
The **NNA member family** includes newspapers from such groups as:

- APG Media, Greeneville, TN
- CherryRoad Media Inc., Parsippany, NJ
- CNHI, Montgomery, AL
- 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
- 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

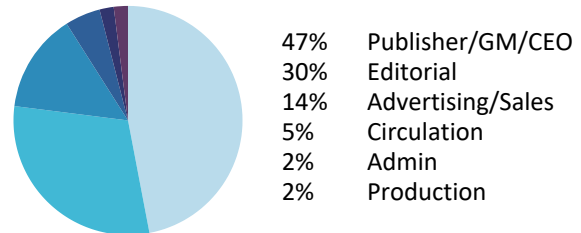
### NNA IN NUMBERS

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

### Member Circulation



### Publishers’ Auxiliary Subscribers



**National Newspaper Association Foundation**  
PO Box 13323 | Pensacola, FL 32591-7835  
850-542-7087 | [NNA.org](http://NNA.org) | [NNAFoundation.org](http://NNAFoundation.org)

For additional information, contact:



**Kristi Dale**  
Sales Director  
816-812-0336  
[kristi@nna.org](mailto:kristi@nna.org)



**Carrie Ybarra**  
Ad Manager  
[carrie@nna.org](mailto:carrie@nna.org)



**Lynne Lance**  
Executive Director  
[lynne@nnafoundation.org](mailto:lynne@nnafoundation.org)



**Kate Decker**  
Pub Aux Managing Editor  
[kate@nna.org](mailto:kate@nna.org)

# 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 Publishers' 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

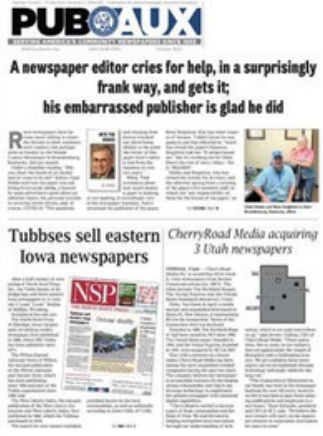
### CUSTOM Packages

*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 1,800+ community newspaper staff members at America's independent community papers — both weeklies and dailies.

### Print Edition:

Tabloid format  
Printed & mailed monthly  
1,800+ subscribers

### Digital Edition:

Flip book format  
Emailed monthly  
2,100+ subscribers

### Display Ad Rates

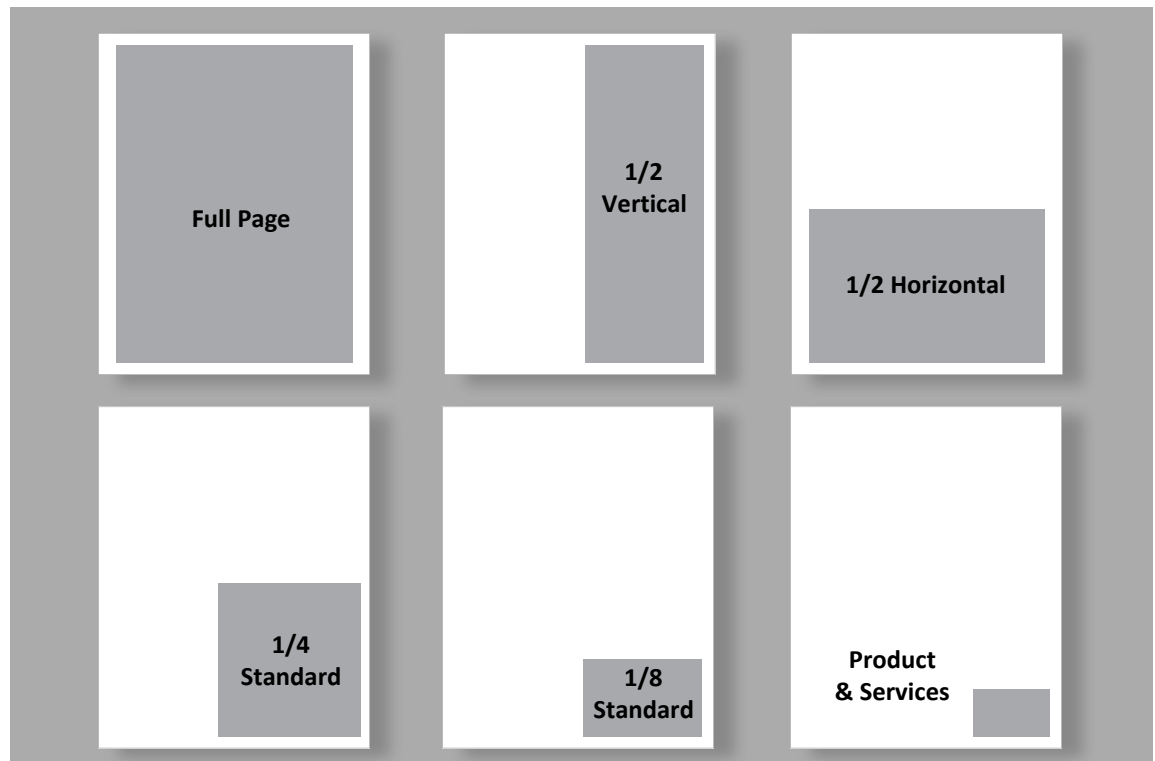
Ads will appear in both print and digital editions. Rates include color for 1/2 page and larger; ads below 1/2 page are black and white (\$150 upcharge for color)

	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 (W x H)

Full Page .....9.75" x 12.5"  
1/2 Vertical .....4.75" x 12.5"  
1/2 Horizontal ..... 9.75" x 6.25"

1/4 Standard .....4.75" x 6.25"  
1/8 Standard .....4.75" x 3"  
Product & Services .....3" 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

## 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 is not in keeping with the publication's standards or the policies of the NNAF.

Advertiser and/or 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.

Advertiser agrees that any content provided for publication in Publishers' Auxiliary is owned by the advertiser or licensed for this use for the advertiser by the copyright holder.

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.

**Display Ad Discounts:** 5% to Allied Members; 10% to Allied Partners | **Classified Ad Discounts:** 10% to Allied Members/Partners

## Publishers' Auxiliary 2026 EDITORIAL CALENDAR

ISSUE		DEADLINE
JANUARY	All Things Classified	Dec. 9
FEBRUARY	Buying & Selling Newspapers	Jan. 20
MARCH	Content	Feb. 17
APRIL	Digital/Driving Traffic	March 24
MAY	Revenue Ideas	April 21
JUNE	Design - Digital & Print	May 12
JULY	Everything Advertising	June 23
AUGUST	Human Resources/Pre-Convention	July 21
SEPTEMBER	Selling for the Holidays	Aug. 25
OCTOBER	Convention & Trade Show Wrap-Up	Sept. 22
NOVEMBER	Circulation Ideas	Oct. 20
DECEMBER	All Things Printing	Nov. 10

**PUB AUX  
DIGITAL EDITION EMAIL**

**Top Position  
600w x 200h**

**Year January 2024 Pub Aux is here!**  
 Publisher's Auxiliary (Pub Aux) is the only national publication serving America's community newspapers. First published in 1985, Publisher's Auxiliary is also the oldest newspaper serving the newspaper industry. [Click to subscribe!](#)  
[View our 2024](#) — focused on All Things Classified.

Member login is required to read the digital issue of Publisher's Auxiliary. If you don't have a member login registered on the NNA website, you will not see "login" text register. Also, notice these steps to access archive editions of Publisher's Auxiliary.

Below is just a taste of what's inside:

**George Flata: "Newspapers are full of adventures"**

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

In a published Thanksgiving letter, Flata 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." [Click to go to the letter](#) (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 Larnce has announced a new public policy manager to succeed Tonia Rush, who managed the association's public policy and state affairs for 20 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," Larnce 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 fact-checking issues. [Read more in the digital issue](#) (Page 1).

[Read more at NNA.org](#)

**Bottom Position  
600w x 200h**

Download the digital issue by clicking the front page below

Also inside:

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

Each month, 2,100+ subscribers receive an email alert that the latest edition of Pub Aux is available for digital viewing. Open rate: 25%

**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**

**Wise sure advertising clients get holiday deals out to potential customers with real marketing this holiday season**

**Plan these holiday promotions.**

Real customers plan holiday savings?

The August Publisher's Auxiliary is packed full of industry articles, including a FOCUS on Selling for the Holidays.

- Digital discovery with XM:** Make sure advertising clients get holiday deals out to potential customers with small marketing this holiday season. — [READ: 6:30AM](#) (Page 12) | [2024](#) (member login)
- Paper Trails:** Plan these holiday promotions. — [READ: 6:30AM](#) (Page 12) | [2024](#) (member login)
- Need assistance planning holiday savings?** — [READ: 6:30AM](#) (Page 13) | [2024](#)
- Ad Libs:** Advertising's slippery slope — [READ: 6:30AM](#) (Page 18) | [2024](#)

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

[Contact Your Dealer](#) for questions, comments or assistance with your member login.

Periodically (three times per month), 2,100+ 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: 25%

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

Specs: 600w x 200h

**PRODUCTS & SERVICES  
E-NEWSLETTER**

**Welcome!**

Welcome to NNA Products and Services newsletter. This newsletter is intended to help you stay on top of the latest products and services available for your community newspaper. Our focus is that it will be available for you to use in your own newspaper. Our focus is that it will be available for you to use in your own newspaper. Our focus is that it will be available for you to use in your own newspaper.

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

Address of Calkins Digital's head office: 1000 Park Plaza, Suite 1000, Denver, CO 80202. Phone: 303.733.1111. Fax: 303.733.1111. Email: info@townnews.com

**OnDemand Announces Integration With Leading Email Marketing Platforms**

The OnDemandPlatform integration, which work for the week, will allow OnDemand to integrate with leading email marketing platforms such as MailChimp, Constant Contact, and others. This integration will allow OnDemand to provide a seamless experience for its users, allowing them to manage their email campaigns directly from the OnDemand platform.

**Accessible Archives Finalizes Imaging of America and World War I Series**

Accessible Archives, Inc. has announced that it has completed the imaging of the America and World War I series. The series includes a wide range of historical documents, including newspapers, magazines, and other publications. The series is available for purchase through the company's website.

**Use Route Planning to save delivery costs**

Route planning is an increasingly important tool for planning, dispatching, and tracking your fleet. It can help you save time and money by optimizing your routes and reducing fuel consumption. There are many route planning software solutions available, each with its own features and benefits. It's important to choose a solution that meets your specific needs and budget.

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

The 2024 Speedmaster XL 106 reports off the production line in Heidelberg, Germany. It is a new model of the Speedmaster XL 106, which is a high-speed, high-capacity, and high-quality printing press. It is designed for high-volume, high-speed printing of newspapers, magazines, and other publications. The Speedmaster XL 106 is a true workhorse, offering exceptional performance and reliability.

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: 27%

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

Specs: 160w x 400h

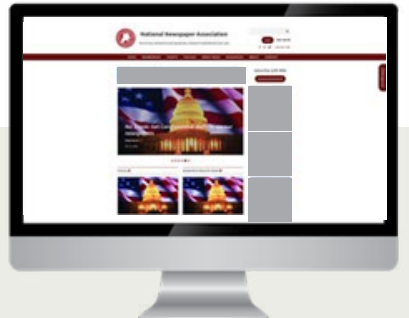
**WEBSITE ADS**

Ads appearing on the NNA/NNAF website ([www.NNA.org/](http://www.NNA.org/) [www.NNAFoundation.org](http://www.NNAFoundation.org/)) generate an average of 200+ click-throughs and 5,000 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.



# 2026 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
<b>Quarter Page</b>	\$2,300	\$3,000	\$4,000
<b>Half Page</b>	\$4,500	\$6,000	\$7,000

### Allied Member Informational Webinar

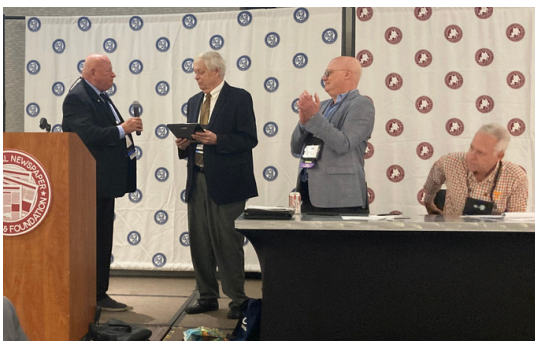
Community newspaper professionals are eager to learn, and sponsors have a wealth of knowledge to share. In this format, sponsors host up to an hour-long webinar on a topic relevant to the industry. These events offer sponsors a platform to provide valuable industry information to community newspapers 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 Detroit, Michigan, on Sept. 17-18, 2026

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
<b>Value:</b>	<b>\$2,670</b>
<b>Price:</b>	<b>\$2,000</b>

## 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
<b>Value:</b>	<b>\$4,723</b>
<b>Price:</b>	<b>\$3,000</b>

## 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
<b>Value:</b>	<b>\$6,649</b>
<b>Price:</b>	<b>\$4,000</b>

## 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.**