



# 2026 Frame Builder Magazine and Digital Advertising Opportunities

**EXPAND YOUR BRAND. BROADEN YOUR REACH.**

We know NFBA is important to you and your business. As we continue our mission to bring value to our sponsors, we want to share opportunities to reach your audience through both print and trackable, quantifiable digital exposure.

## PACKAGES

| PACKAGE 1  |         |
|--|---------|
| NFBA Magazine — 1 issue                                    |         |
| Optional Add-on of 35,000 digital impressions over 1 month |         |
| Quarter page   | \$1,900 |
| Half page  | \$2,700 |
| Full page  | \$3,800 |
| Digital Add-On   | \$1,250 |

| PACKAGE 2   |         |
|---|---------|
| NFBA Magazine — 2 issues                                    |         |
| Optional Add-on of 70,000 digital impressions over 3 months |         |
| Quarter page  | \$3,700 |
| Half page   | \$5,270 |
| Full page   | \$7,410 |
| Digital Add-On  | \$2,250 |

| PACKAGE 3  |          |
|--|----------|
| NFBA Magazine — 3 issues                                     |          |
| Optional Add-on of 100,000 digital impressions over 6 months |          |
| Quarter page   | \$5,415  |
| Half page  | \$7,695  |
| Full page  | \$10,830 |
| Digital Add-On   | \$3,000  |

| PACKAGE 4 — MOST EXPOSURE & BEST VALUE!                       |          |                    |          |
|---|----------|--------------------|----------|
| NFBA Magazine — 6 issues                                      |          |                    |          |
| Optional Add-on of 200,000 digital impressions over 12 months |          |                    |          |
| Quarter page  | \$10,290 | Inside Front Cover | \$24,366 |
| Half page   | \$14,622 | Back Cover         | \$25,722 |
| Full page   | \$20,580 | Digital Add-On     | \$5,500  |
| Inside Back Cover   | \$24,366 |                    |          |

| NFBA Website Button Link  |         |
|---------------------------|---------|
| 12 months on NFBA Website | \$1,000 |

| ISSUE MONTH & ARTWORK DEADLINES |      |     |      |
|---------------------------------|------|-----|------|
| JAN                             | 12/1 | JUL | 6/1  |
| MAR                             | 2/1  | SEP | 8/1  |
| MAY                             | 4/1  | NOV | 10/1 |

### NFBA Magazine Ad Specs

Submit high-resolution pdf with fonts and images embedded

| AD                      | BLEED         | TRIM          | LIVE AREA     |
|-------------------------|---------------|---------------|---------------|
| Full Page               | 8.75 X 11.25  | 8.5 X 11      | 7.5 X 10      |
| Half Page Vertical      | 3.875 X 11.25 | 3.625 X 10    | 3.125 X 10    |
| Half Page Horizontal    | 7.75 X 5      | 7.5 X 4.75    | 7 X 4.25      |
| Quarter Page Vertical   | 3.875 X 5.125 | 3.625 X 4.875 | 3.125 X 4.375 |
| Quarter Page Horizontal | 7.75 X 2.5    | 7.5 X 2.25    | 7 X 1.75      |
| Back Cover              | 8.75 X 8.25   | 8.5 X 8       | 7.75 X 7.25   |

### Digital Ad Specs

.jpg or gif static images only; no flash ads

### LEADERBOARD

728x90

### WIDE SKYSCRAPER

160x600

### SQUARE POP-UP

300x250

### PAYMENT INFORMATION:

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY / ST / ZIP: \_\_\_\_\_

PH: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

BILL FULL YEAR IN ADVANCE

BILL AFTER EACH ISSUE

TOTAL DUE: \_\_\_\_\_

\_\_\_\_\_ CHECK PAYABLE TO NFBA OR  CREDIT CARD

MC: \_\_\_\_\_ AX: \_\_\_\_\_ VISA: \_\_\_\_\_ Discover: \_\_\_\_\_

CC#: \_\_\_\_\_ CVV: \_\_\_\_\_

EXP: \_\_\_\_\_ BILLING ZIP: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

Please send completed contracts and artwork to:

Sherry Freier | NFBA Advertising | p: 800-557-6957 | f: 937-278-0317 | e: sfreier@nfba.org

### FOR OFFICE USE ONLY

NOTES: \_\_\_\_\_

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