2027 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: _____

TOTAL DUE: _____
____ CHECK PAYABLE TO NFBA OR CREDIT CARD
MC: _____ AX: _____ VISA: _____ Discover: _____
CC#: _____CVV:_____
EXP: _____ BILLING ZIP: _____
SIGNATURE: _____

____ BILL FULL YEAR IN ADVANCE ____ BILL AFTER EACH ISSUE

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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