



Advertising Packages 2024

NAPIM is a trade association whose purpose is to provide information and assistance to its members to better manage their businesses and represent the printing ink industry in the United States. NAPIM provides direction through seminars, conferences, timely bulletins and day-to-day communications. Staff, including NAPIM's legal counsel in Washington, are dedicated to doing what is best for the ink industry and its membership.

For Additional Questions:

Contact

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NAPIM.org

NAPIM Advertising Packages 2024

NAPIM is pleased to offer advertising opportunities for members to increase their company's impact and expand their brand within the industry. Multiple options are available for any budget and frequency.

ADVERTISING DATA

E-Newsletter Reach:

Over 1,100 industry contacts

Frequency:

Quarterly

Average Open Rate:

34% (Industry Average is 21.3%)

Website Visits:

Over 113,000 hits annually

NAPIM NEWS

A quarterly e-newsletter distributed to NAPIM members and non-members totaling over 1,100 industry contacts. Your banner ad is linked to your company website. Only one ad space is available in each placement per issue.

Premium Placement

Your ad is placed at the top of the newsletter.

Member

- \$800 (2 issues)
- \$1,400 (4 issues)

Non-Member

- \$1,300 (2 issues)
- \$1,900 (4 issues)

High Placement

Your ad is placed in the middle of the newsletter.

Member

- \$650 (2 issues)
- \$1,200 (4 issues)

Non-Member

- \$1,150 (2 issues)
- \$1,700 (4 issues)

Size Specifications and Formats

- 600x200 pixels in JPEG or PNG format

Ad copy must be submitted per the schedule below:

March Issue: February 24, 2024

June Issue: May 24, 2024

September Issue: August 23, 2024

December Issue: November 22, 2024

NAM REPORT

The National Association of Manufacturers (NAM) distributes an e-report every Monday outlining economic trends related to manufacturing. Your banner ad linked directly to your company website is included in the NAM report announcement sent to NAPIM members each week. One advertiser is permitted per month, equaling ad visibility in 4-5 issues per month.

Member

- \$1,200 (1 month)
- \$3,000 (3 months)
- \$4,500 (6 months)

Non-Member

- \$1,700 (1 month)
- \$3,500 (3 months)
- \$5,000 (6 months)

Size Specifications and Format

- 600x200 pixels in JPEG or PNG format

Ad copy must be submitted by the last Monday of the previous month, prior to ad placement.