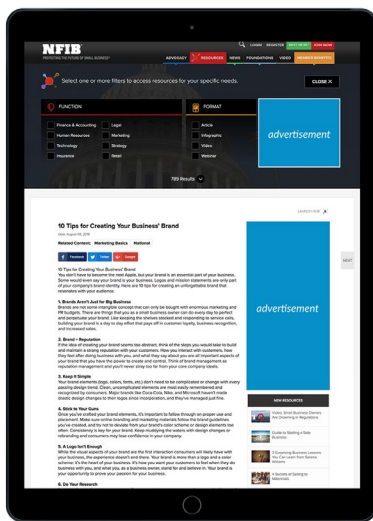


3 Ways To Engage NFIB Members & Small Business Owners

The National Federation of Independent Business (NFIB) is America's leading small business association. Marketing professionals can reach and engage NFIB members and small business owners with a targeted, measurable digital campaign.

A Powerful Combination.



NFIB.COM

Online resource for small business owners and operators.

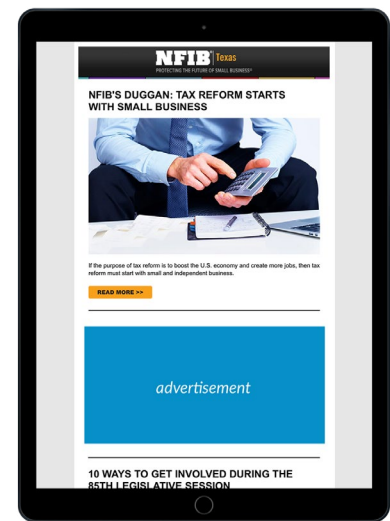
Annual Page Views: **4+ million**
Average Daily Visitors: **9,000+**



SMALL BUSINESS WEEKLY

Weekly coverage of key industry news exclusively for NFIB members.

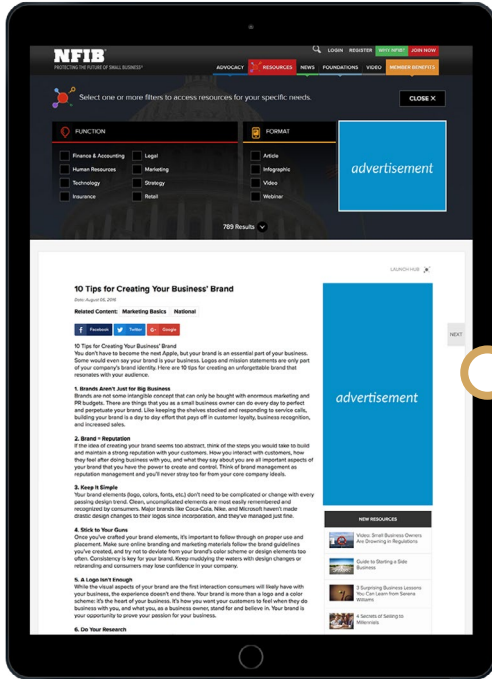
Circulation: **150,000 members**
Frequency: **Weekly**



SMALL BUSINESS PLAYBOOK

Twice-monthly digital newsletter tailored to small business owners.

Circulation: **220,000 readers**
Frequency: **2x Monthly**



Advertise with NFIB.com

300x250, 300x600, 728x90

NFIB.com is an essential source of practical information and actionable insights for small business owners and operators. A virtual town square for business owners, NFIB.com provides relevant resources and the opportunity to collaborate with peers, all focused on the issues affecting America's small businesses every day. From daily expert advice to the latest research on economic conditions impacting small business, NFIB.com is a unique resource for timely, reliable information.

4+ Million
Annual Page Views

9,000+
Average Daily Visitors

61%
Mobile Visitors

[Click to View Ad Specs](#)

Advertise with NFIB's *Small Business Weekly*

150,000

Circulation

23%

Gross Open Rate

39%

Mobile Open Rate

99.70%

Delivery Rate

Weekly

Frequency



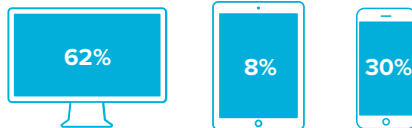
An exclusive member benefit, NFIB's *Small Business Weekly* is delivered to more than 170,000 small business owners and operators every Tuesday morning. The recipient list is provided directly by NFIB, ensuring you reach only members or affiliates in good standing with the association. The briefing summarizes key media coverage of industry news and higher education from television, radio, print and other sources over the previous 24 hours.

Featured Sections: Leading the News, Business Climate, Small Business Marketing, State and Local Highlights, Wages and Benefits, Resources and Best Practices

Targeted Featured Sections: Agriculture, Forestry and Fishing News, Construction News, Manufacturing News, Retail Trade News

Ask us about readership and program costs.

OPENS BY PLATFORM



ANNUAL SPENDING PER BUSINESS

- 28%** \$30,000+
- 23%** \$40,000+
- 22%** \$50,000+
- 15%** \$100,000+
- 12%** Unidentified

EMPLOYEES PER BUSINESS

- 78%** Less than 50 employees
- 26%** More than 50 employees
- 6%** Unidentified

Click to View Sample of
NFIB's *Small Business Weekly*

Click to View Ad Specs



NFIB'S DUGGAN: TAX REFORM STARTS WITH SMALL BUSINESS



If the purpose of tax reform is to boost the U.S. economy and create more jobs, then tax reform must start with small and independent business.

[READ MORE >>](#)

WHAT YOU SHOULD KNOW ABOUT REINVESTING IN YOUR SMALL BUSINESS



Use these six tips to help determine if putting profits back into your company makes sense.

[READ MORE >>](#)

FAVORITISM FOR LABOR UNIONS



NFIB/Texas takes an in-depth look at favoritism for labor unions for business in Texas.

[READ MORE >>](#)



10 WAYS TO GET INVOLVED DURING THE 85TH LEGISLATIVE SESSION



Here is how you can get involved today with the #bdege

[READ MORE >>](#)

Advertise with NFIB's *Small Business Playbook*

Small Business Playbook is the twice-monthly digital newsletter for NFIB members with one ad position. With a distribution of more than 220,000 readers via a national edition (24 states) and state-specific editions (26 states), *Small Business Playbook* is a significant traffic driver. Content is curated from NFIB.com.

Small Business Playbook is an image-rich vehicle for advertisers to engage audiences with visual content. This ad unit guarantees minimum 50% share-of-voice to the advertiser in a non-cluttered environment.

220,000

Circulation

31%

Mobile Readership

2x Monthly

Frequency

[Click to View Sample of NFIB's *Small Business Playbook*](#)

[Click to View Ad Specs](#)

NFIB Rate Card

NFIB.COM

IMPRESSIONS	CPM	TOTAL
250,000	\$45	\$11,250
500,000	\$42.50	\$21,250
1 Million	\$40	\$40,000
1.5 Million	\$38.50	\$57,750
2 Million	\$37	\$74,000
3 Million	\$34.50	\$103,500
3 Million+	\$32	—

SMALL BUSINESS WEEKLY

FREQUENCY	COST/DROP	VOL. DISCOUNT
Base Rate	\$4,000	—
10–25	\$3,600	10%
26–51	\$3,200	20%
52+	\$2,800	30%

PACKAGE 1

MEDIUM	FREQUENCY	REGULAR RATE	DISCOUNT	RATE	TOTAL
NFIB.com	1 Million Impressions	\$40	20%	\$32	\$32,000
<i>Small Business Weekly</i>	13 Consecutive Weeks	\$3,600	20%	\$2,880	\$37,440
<i>Small Business Playbook</i>	3 Placements	\$3,600	20%	\$2,880	\$8,640

TOTAL **\$78,080**

PACKAGE 2

MEDIUM	FREQUENCY	REGULAR RATE	DISCOUNT	RATE	TOTAL
NFIB.com	2 Million Impressions	\$37	25%	\$27.75	\$55,550
<i>Small Business Weekly</i>	26 Consecutive Weeks	\$3,200	25%	\$2,400	\$62,400
<i>Small Business Playbook</i>	6 Placements	\$32,00	25%	\$2,400	\$14,400

TOTAL **\$132,300**

PACKAGE 3

MEDIUM	FREQUENCY	REGULAR RATE	DISCOUNT	RATE	TOTAL
NFIB.com	4 Million Impressions	\$32	30%	\$22.40	\$89,600
<i>Small Business Weekly</i>	52 Consecutive Weeks	\$2,800	30%	\$1,960	\$101,920
<i>Small Business Playbook</i>	12 Placements	\$2,800	30%	\$1,960	\$23,520

TOTAL **\$215,040**

Playbook: Advertiser may select 1st or 3rd Thursday of each month.

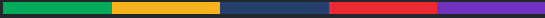
NFIB.com: Impressions will generally be delivered during duration of briefing placements.

Advertising packages are based on “run of site” placement; each advertiser will receive appropriate share of homepage impressions. Specific section and content channel placement options are available for a premium.

All rates are Net.



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Bulletin Media Briefings



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BulletinMedia.com