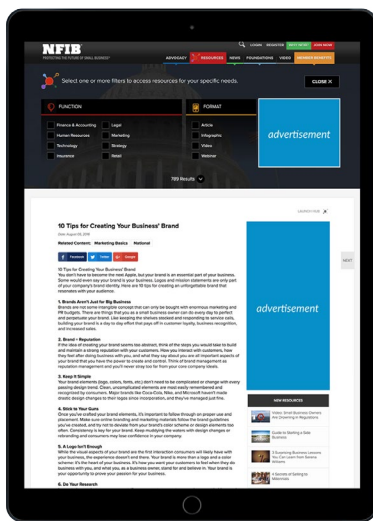


# 3 Ways To Engage NFIB Members & Small Business Owners

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+**

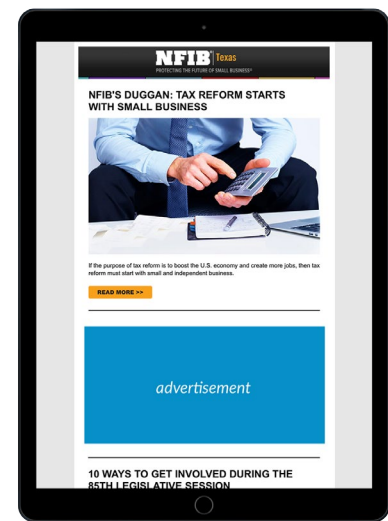


### SMALL BUSINESS WEEKLY

Weekly coverage of key industry news exclusively for NFIB members.

Circulation: **173,000 members**

Frequency: **Weekly**

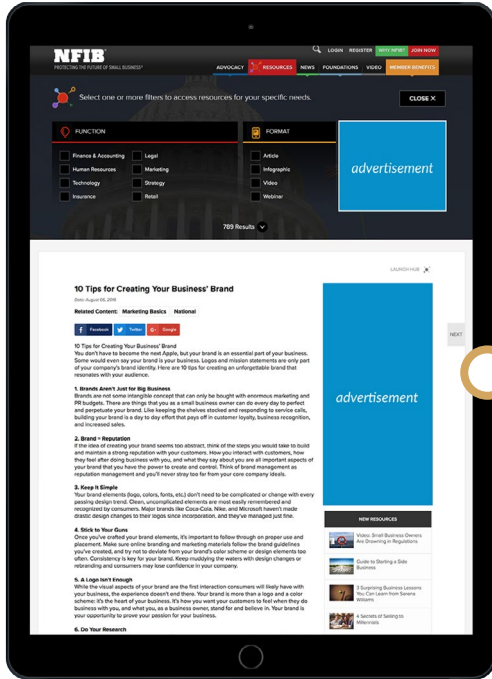


### SMALL BUSINESS PLAYBOOK

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*

**173,000**

Circulation

**23%**

Gross Open Rate

**39%**

Mobile Open Rate

**99.70%**

Delivery Rate

**Weekly**

Frequency



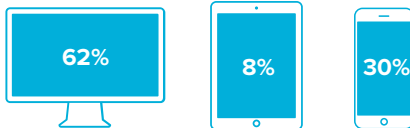
An exclusive member benefit, NFIB's *Small Business Weekly* is delivered to more than 170,000 small business owners and operators every Tuesday morning. The recipient list is provided directly by NFIB, ensuring you reach only members or affiliates in good standing with the association. The briefing summarizes 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

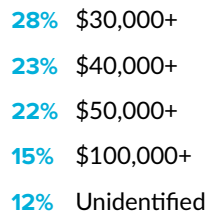
**Targeted Featured Sections:** Agriculture, Forestry and Fishing News, Construction News, Manufacturing News, Retail Trade News

Ask us about readership and program costs.

## OPENS BY PLATFORM



## ANNUAL SPENDING PER BUSINESS



## EMPLOYEES PER BUSINESS



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*

# 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%

Small Business Playbook advertising only available for purchase as part of advertising packages.

### PACKAGE 1

MEDIUM	FREQUENCY	REGULAR RATE	DISCOUNT	RATE	TOTAL
NFIB.com	1 Million Impressions	\$40	20%	\$32	\$32,000
Small Business Weekly	13 Consecutive Weeks	\$3,600	20%	\$2,880	\$37,440
Small Business Playbook	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
Small Business Weekly	26 Consecutive Weeks	\$3,200	25%	\$2,400	\$62,400
Small Business Playbook	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
Small Business Weekly	52 Consecutive Weeks	\$2,800	30%	\$1,960	\$101,920
Small Business Playbook	12 Placements	\$2,800	30%	\$1,960	\$23,520
TOTAL					\$215,040

**Playbook:** Advertiser may select 1st or 3rd Thursday of each month. Placements must occur over consecutive months.

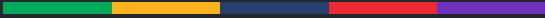
**NFIB.com:** Impressions will generally be delivered during duration of briefing placements.

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.



Click to View All  
**Bulletin Media Briefings**



## Advertising Contact

**Bill Aiello**  
917.903.7819  
baiello@bulletinmedia.com



BulletinMedia.com