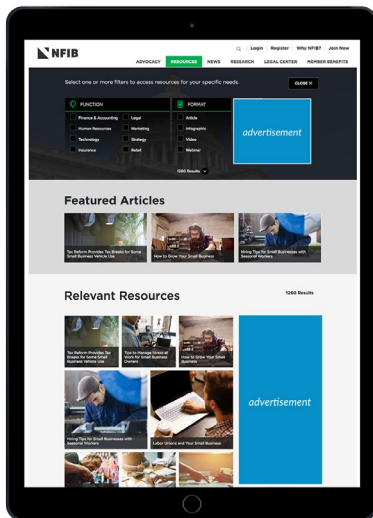


3 Ways To Engage NFIB Members & Small Business Owners

The National Federation of Independent Business (NFIB) is America's leading small business association focused on protecting and advocating for America's small businesses. Marketing professionals can reach and engage tens of thousands of NFIB members and other small business owners with a targeted advertising campaign.

A Powerful Combination.



NFIB.COM

Online resource for small business owners and operators.

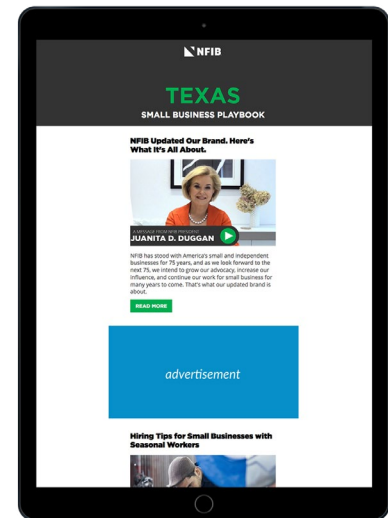
Annual Page Views: **2 million+**
Average Daily Views: **Nearly 11,000**



SMALL BUSINESS WEEKLY

Weekly coverage of key industry news exclusively for NFIB members.

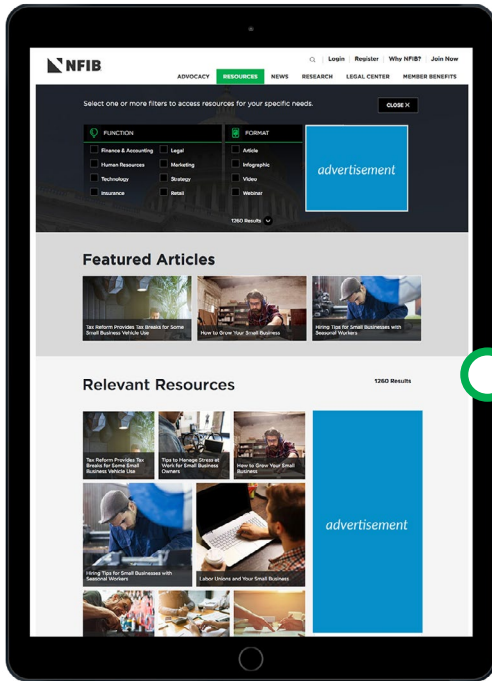
Circulation: **142,000 members**
Frequency: **Weekly**



SMALL BUSINESS PLAYBOOK

Twice-monthly digital newsletter tailored to small business owners.

Circulation: **190,000 readers**
Frequency: **2x Monthly**



Advertise with NFIB.com

300x250, 300x600, 728x90

2 million+
Annual Page Views

11,000
Average Daily Views

61%
Mobile Visitors

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.

[Click to View Ad Specs](#)

Advertise with NFIB's *Small Business Weekly*

142,000

Circulation

24%

Gross Open Rate

35%

Mobile Open Rate

99.74%

Delivery Rate

Weekly

Frequency



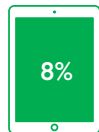
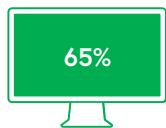
An exclusive member benefit, NFIB's *Small Business Weekly* is a weekly digital news briefing delivered to more than 142,000 small business owners and operators every Tuesday morning. The recipient list is provided directly by NFIB, ensuring you reach only members or affiliates in good standing with the association. *Small Business Weekly* analyzes key media coverage of industry news and higher education from television, print, and the Internet over the previous 24 hours and distills that information into an easy to read, engaging email format.

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



EMPLOYEES PER BUSINESS

59% 1-5 Employees

14% 14-40 Employees

24% 6-14 Employees

3% 40+ Employees

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


Click to View Ad Specs

NFIB

TEXAS

SMALL BUSINESS PLAYBOOK

NFIB Updated Our Brand. Here's What It's All About.




JUANITA D. DUGGAN

NFIB has stood with America's small and independent businesses for 75 years, and as we look forward to the next 75, we intend to grow our advocacy, increase our influence, and continue our work for small business for many years to come. That's what our updated brand is about.

[READ MORE](#)

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Hiring Tips for Small Businesses with Seasonal Workers



NFIB's Small Business Legal Center and two NFIB members weigh in on how to secure temporary employees in a competitive labor market.

[READ MORE](#)

Small Businesses Can Make Their Voices Heard During Primary Season




To prepare for the midterm elections in November, NFIB members should pay attention to the primaries.

[READ MORE](#)

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Record Level of Small Businesses Experiencing Profit Growth



Reports of improved earnings reach highest levels in the 45-year history of the NFIB Small Business Economic Trends Survey.

[READ MORE](#)

Advertise with NFIB's Small Business Playbook

Small Business Playbook is the twice-monthly digital newsletter for NFIB members with a single paid ad position, guaranteeing you prominence in a newsletter with a distribution of more than 190,000 readers across a national edition (24 states) and state-specific editions (26 states). Twice a month, *Small Business Playbook* is a significant traffic driver with top-quality content curated from NFIB.com. *Small Business Playbook* is an image-rich vehicle for advertisers to engage audiences with visual content, guaranteeing 50% share of voice to the advertiser in a non-cluttered environment.

190,000

Circulation

31%

Mobile Readership

2x Monthly

Frequency

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

Click to View Ad Specs

3 WAYS TO ENGAGE NFIB MEMBERS AND SMALL BUSINESS OWNERS

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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