

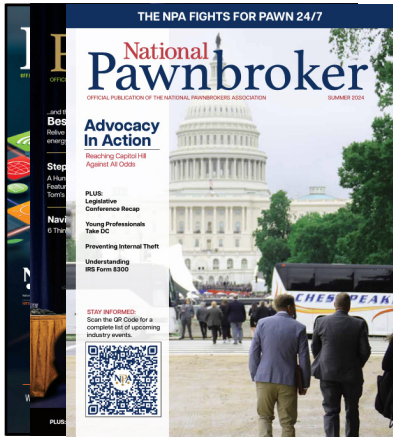


2025

MEDIA KIT

Jody Kudless, Director of Business Development

Jody@NationalPawnbrokers.org | 732.252.9740



Invest Your Marketing Dollars with the NPA.

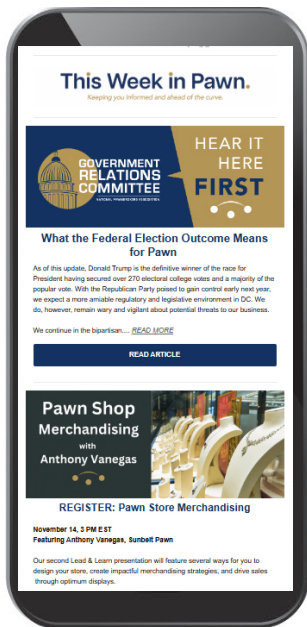
Since 1987, the National Pawnbrokers Association (NPA) represents pawnbrokers and ancillary businesses supporting pawn at the national level. The NPA serves the industry by providing advocacy, education/training, networking opportunities and guidance to the pawn industry. The NPA is a 501(c)6 not-for-profit trade association and relies on the financial support of its membership.

With a rich portfolio of digital and print products delivering a unique blend of legislation coverage, current news, and industry trends, NPA publications and digital channels offer targeted content and are a must-read for the serious pawn professional looking to stay informed, motivated, and successful.

National Pawnbroker Magazine, the official publication of the NPA, has the largest circulation in the pawn industry, with more than 6,000 verified pawn store owners, managers and industry stakeholders from across the nation. NPA's highly anticipated e-newsletter "This Week In Pawn" reaches more than 5,000 pawn professionals biweekly with breaking news and features.

I have been part of the NPA organization for over 21 years now, and never have I personally seen the NPA working harder to bring value to membership than I have in the last 12 months. I am proud to be affiliated with and support an organization I know is working diligently to better the pawn industry every way they can. As a vendor we truly appreciate all of the progress that has been made and inclusion of the vendors to continue to help the association grow.

~ Jimmy Russell, V.P. of Sales, M&M Merchandisers



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NATIONAL PAWNBROKER MAGAZINE

Now is the time to make an impact with more than 6000 National Pawnbroker readers.

NATIONAL PAWNBROKER MAGAZINE ADVERTISING RATES

AD POSITION	1x -4x RATE	5x -10x RATE
Back Cover	\$4,409	\$3,752
Inside Front Cover	\$3,605	\$3,064
Inside Back Cover	\$3,488	\$2,965
Spread	\$5,851	\$4,977
Full Page	\$2,925	\$2,489
Half Page	\$1,845	\$1,569
Quarter Page	\$1,317	\$1,119

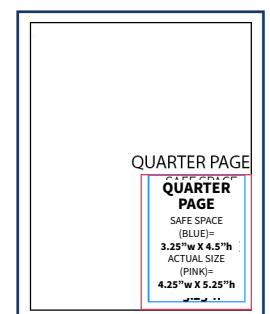
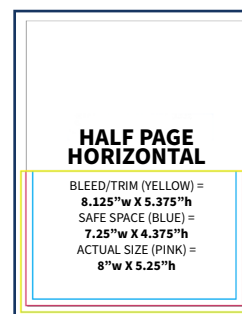
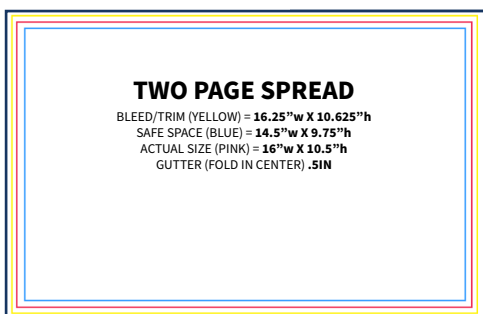
25% Discount on print advertising for all Industry Partner members.
Bundle discounts available for print & digital.



Issue	Featured Theme	Space Reservations	Materials Due	Issue Mail Date
Spring	Advocacy issue (lead up to Leg Conference) <i>Bonus Distribution: NPA Legislative Conference, MidWest Conference</i>	01/10/25	01/16/25	04/02/25
Buyers Guide	NPA Annual Buyer's Guide <i>Bonus Distribution: PawnExpo, Dixie Pawnbrokers, CAPA, TAP, NPA Legislative Conference, MidWest</i>	02/27/25	03/13/25	07/09/25
Summer	Events + Education <i>Bonus Distribution: PawnExpo, Dixie</i>	04/07/25	04/10/25	07/03/25
Fall	Perspectives Issue Post Pawn Expo Round Up <i>Bonus Distribution: CAPA Convention</i>	06/27/25	07/10/25	09/30/25
Winter	Business Services + Support issue Showcase, content focused on the year ahead <i>Bonus Distribution: TAP</i>	10/03/25	10/10/25	12/18/25

MAGAZINE SPECIFICATIONS

If submitted artwork does not meet the specifications below, the advertisement may be pulled and the advertiser will still be charged for the reservation. Incorrect or dated materials will not run. Artwork should be saved as hi-resolution (300) dpi PDFs and sent with printers crop marks for bleeds.



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DIGITAL RATES

NATIONALPAWNBROKERS.ORG (Rates per month)

(Industry Partners Exclusive)

BANNER POSITION	RATE	DESCRIPTION
TOP RHS RUN OF SITE	\$650*	1200x200
MID BANNER RUN OF SITE	\$650*	1200x200
OPENING A PAWN SHOP BANNER	\$500*	1200x200
CALENDAR OF EVENTS	\$500*	1200x200

*10% Discount for 3-11x, 15% Discount for 12+x

THIS WEEK IN PAWN E-NEWSLETTER (Rates per send, sent 2x/month)

POSITION	RATE	DESCRIPTION
TOP LEADERBOARD	\$575*	1200x200
MID BANNER	\$500*	1200x200
SPONSORED CONTENT	\$1000*	Sponsor-supplied article (max length 1000 words, 3 pics), promoted within 1 This Week In Pawn newsletter (headline, teaser copy, & image) – linked to dedicated content page (page also includes 2 1200x200 banner ads). Article will be hosted on NPA site for a year.
AD TAKEOVER	1X: \$1300 3-11X: \$1150 12X+: \$1000	Includes 1200x200 Leaderboard and Mid-Banner, and Sponsored Article

(Industry Partners Exclusive)
*10% Discount for 3-11x, 15% Discount for 12+x

NEW!! IP VENDOR SHOWCASE E-NEWSLETTER (Rates per send, sent monthly)

	RATE	DESCRIPTION
IMAGE/DESCRIPTION/LINK	1X: \$400 3-11X: \$300 12X+: \$250	Includes 480px x 480px listing of product/branding photo, company name product/company description, and link to website.
TOP LEADERBOARD	\$600	1200x200px
MID BANNER	\$550	1200x200px

NEW!! EXCLUSIVE SPONSOR OF DIGITAL MAGAZINE

(Limited to 5 Opportunities/year, Industry Partners Exclusive)

	RATE	DESCRIPTION
DIGITAL SPONSORSHIP	1X: \$3500	Includes a dedicated eblast to 5500+ pawn professionals, promoting the link to the digital version of National Pawnbroker, with sponsor acknowledgement; LHP opp Front Cover of digital magazine version with Welcome Letter from sponsor, can include hyperlinks to sponsor's site and/or to register for an on-demand webinar, whitepaper, etc.
OF PRINT MAGAZINE	2-4X: \$2500	
	5X: \$2000	

E-MAIL

	RATE	DESCRIPTION
DEDICATED E-BLAST	\$1200 Full Member list (Member) \$2000 Full Marketing list (Member) \$1000/ Thousand (Non-Member)	HTML code preferred, or JPEG with Call-To-Action link.

EDUCATION & LEAD GENERATION

(Industry Partners Exclusive)

	RATE	DESCRIPTION
SPONSOR-DRIVEN WEBINAR	\$4000	Mutually agreed upon topic. NPA provides moderator, project management, marketing, registration management, and list of registrants post-event. Hosted for on-demand for a year.
WHITEPAPER PROMOTION	\$3500	NPA will promote links to download/view sponsor-written whitepaper. Promotions can include dedicated emails, listings in TWIP newsletters, social posts, etc. NPA will manage the marketing, registration page, and lead collection. Can be gated with registration requirement, NPA will provide these to sponsor. Layout/design services can be available for additional fee.

NEW!

SPECIAL OPPORTUNITIES

“Exclusive for Industry Partner Members”

Exclusive Sponsorship- Digital Version of Print Magazine

Includes a dedicated eblast to 5500+ pawn professionals, promoting the link to the digital version of National Pawnbroker, with sponsor acknowledgement; LHP opp Front Cover of digital magazine version with Welcome Letter from sponsor, can include hyperlinks to sponsor’s site and/or to register for an on-demand webinar, whitepaper, etc.

Pricing	
1x	\$3500
2-4x	\$2500
5x	\$2000



Industry Partner Showcase E-Mail Newsletter

Email Newsletter is an opportunity to showcase your company’s products while pawn professionals are focusing on finding the very types of solutions you provide. The emails go to 4000+ pawn professionals. This showcase is for NPA Industry Partners, and will truly be used as a valuable reference resource throughout the year for buying decisions. All vendor listings similar to our Expo and Winter showcase emails... except we can also have a sponsored banner ad. Scheduled – the 4th Thursday of the month (or whenever we aren’t mailing TWIP)

Showcase		Banner AD	
1x	\$400	Top Banner AD	\$600
2-11x	\$300	Mid Banner AD	\$550
12x	\$250		



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SPECIAL OPPORTUNITIES

“Exclusive for Industry Partner Members”

NPA’s Industry Partner BUYERS GUIDE (2025-2026)

The newest addition to the National Pawnbroker Magazine line-up, the Industry Partner Buyers Guide has massive distribution (sent to 6,000 pawn professionals by mail, plus bonus distribution at every industry event NPA attends for an entire year, starting July/24 through June/25). This guide showcases all NPA Industry Partners, offers and will be used as a valuable reference resource throughout the year for buying decisions.

Full Page ad units are available exclusively for Industry Partners



Business Services & Tech Showcase

December E-blast, Special Showcase Print Section in Winter Issue

If you offer a business service and technology solution, this special print section and email are an opportunity to showcase your company’s products while pawn professionals are focusing on finding the very types of solutions you provide.

The emails go to 4500+ pawn professionals. The print special sections reach 6,000 pawn professionals.

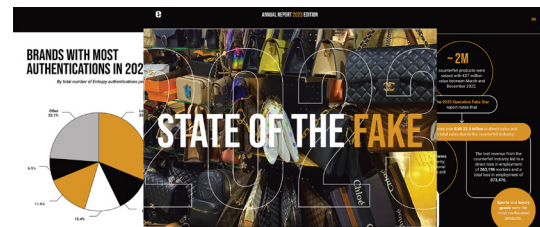
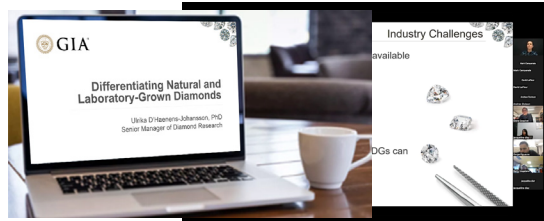
Showcase Bundle	Pricing		Description
EMAIL/PRINT	With Ad in Winter Issue \$975	No Ad in Winter Issue \$1725	EMAIL- Listing includes 300x300 image with border, 25 word product description, and link to your site PRINT- Templated Full page in exclusive Showcase section of Winter Issue, with description of your company, solutions and product, contact information, and logo.



Webinars & Whitepapers

Heavily promoted to pawnbroker community – eblasts, email newsletter, social
The emails go to 4500+ pawn professionals. Sponsor-supplied, hosted on NPA site and gated.
NPA manages registration, and any project management.

Pricing
1x \$5500



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SPECIAL OPPORTUNITIES

“Exclusive for Industry Partner Members”

NPA Vendor Marketplace Advertising Rates

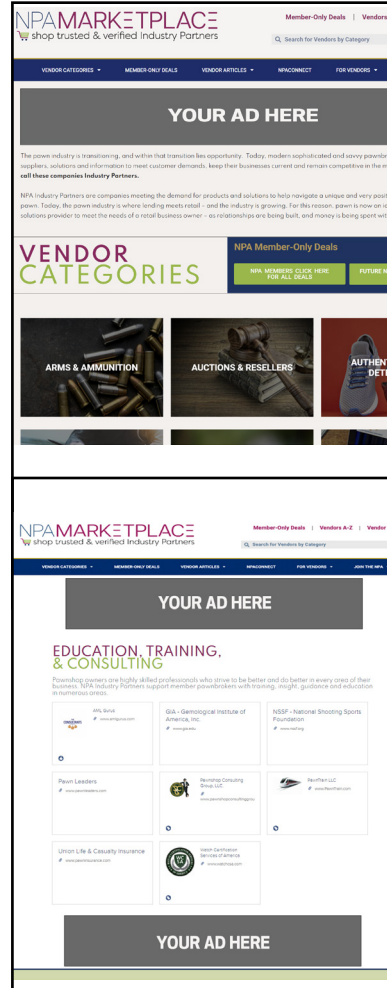
New and improved! Reach your key prospects while they are searching for vendors to work with. Advertise on our main page. All banners sized to 1200 x 200.

Banner AD	Pricing /month
Top	\$400
Bottom	\$300
Takeover (Top & Bottom)	\$600

Marketplace Category Sponsorship

Want to make an IMPACT in your Industry Category? The Marketplace Category Sponsorship features two 1200X200 banner ads, so your business will really stand out.

Banner AD	Pricing /month
Takeover (Top & Bottom)	\$500



Direct Mail List Rental

Rental of NPA Membership list (1200 names) for one time use.

Additional pawn names are available for \$500/M, up to 5000. All mailings occur through a 3rd party mail house chosen by the NPA.

In addition, client will be financially responsible and directly billed by the mail house for packaging, shipping, and handling costs. All items must be approved by the NPA as being “of value” I.E., have functional use beyond advertising/marketing.

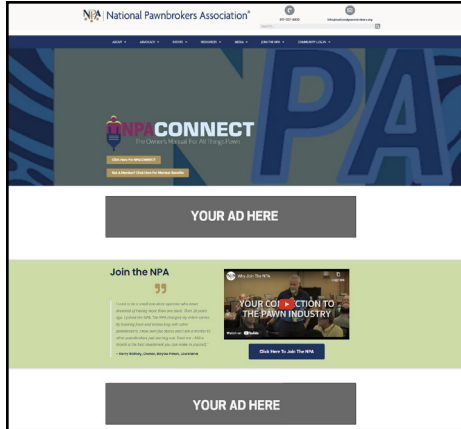
Items deemed pure advertising or marketing spam will not be allowed.

Pricing
1x \$1000

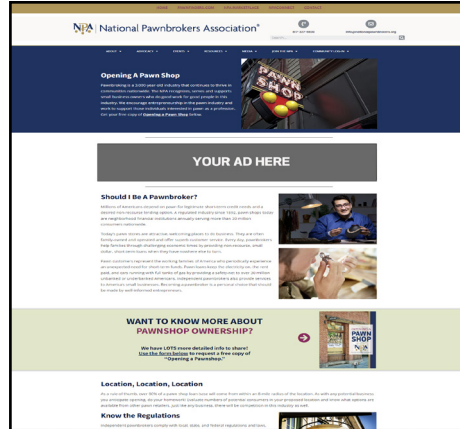
ADVERTISING EXAMPLES

NPA WEBSITE: Get noticed on the top 3 most visited pages on NationalPawnbrokers.org. Averaging 1K+ visits/month and 5+ minutes spent on each page, your ad will make an impact with our dedicated audience.

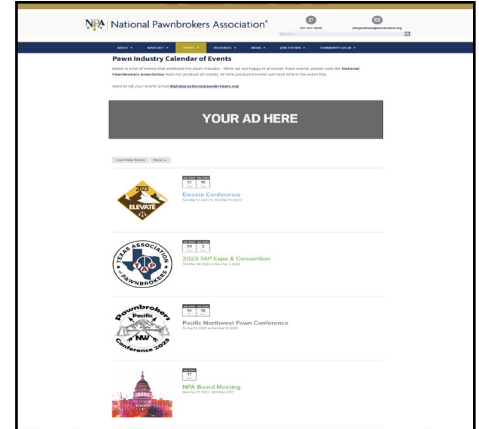
HOME PAGE



OPENING A PAWN SHOP



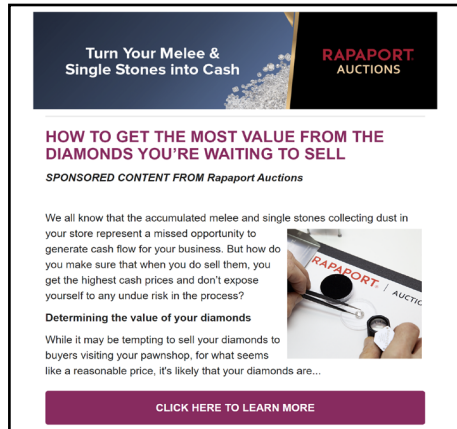
CALENDAR OF EVENTS



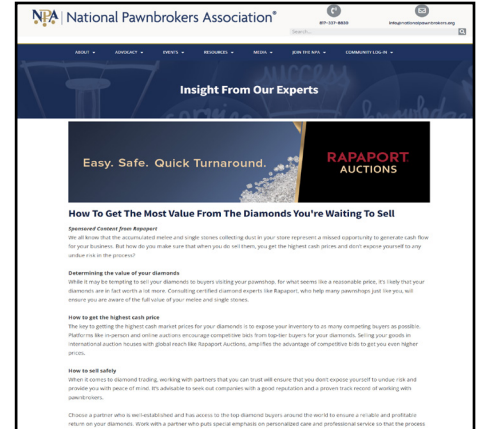
SPONSORED CONTENT:

Want to educate the industry? Do you have a compelling story to tell? Show our readers your expertise by featuring your sponsored content on the NPA website, and promote it with the weekly newsletter. This package includes 2 banner ads and content preview in the e-newsletter, coupled with links to your own dedicated post and banner ads.

THIS WEEK IN PAWN SPONSORED CONTENT

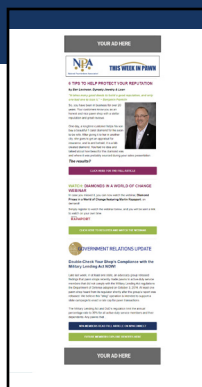


DEDICATED CONTENT PAGE



TWIP ADVERTISING:

Our Pawnbroker Members are looking for you! Advertise on our weekly This Week In Pawn E-newsletter.



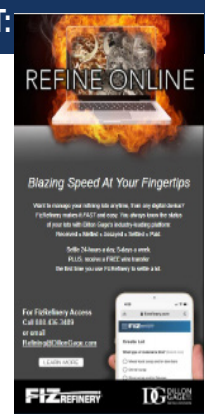
SHOWCASE EMAIL:

Includes 480px x 480px listing of product/branding photo, company name product/company description, and link to website.



DEDICATED E-BLAST:

Your special promotion sent to all NPA Pawnbroker Members. You provide us with the formatted content, and we will send it to our members. We will provide you with analytics and activity.



Become an NPA Industry Partner

NPA's Industry Partners are a valued and committed group of professionals supporting pawnbrokers worldwide. Offering a diverse selection of products and services across multiple categories, NPA Industry Partners are trusted vendors providing education, tools, resources, guidance, and direction to NPA members seeking the very products and services our vendors offer. In addition, the NPA offers a variety of advertising and sponsorship opportunities throughout the year to help Industry Partners highlight and showcase their messaging within the NPA network. It is a WIN-WIN.

Industry Partner Membership - \$1000 annually

Industry Partners are businesses, companies, individuals, or entities supply goods or services to the pawn industry.

Get your message out to the NPA membership by:

- Advertising in both print and digital formats.
- Sponsoring an event.
- Exhibiting at Pawn Expo.



Industry Partner Benefits Include:



- Listing, logo, and description in print Industry Partners Buyers Guide (July)
- Opportunity to submit Industry Insight article for consideration in the print Buyers Guide
- Inclusion in the Industry Partner listing, every quarter in the print magazine



- Listing on NPAMarketplace.biz
- Access to NPAConnect (the NPA online private community platform to share ideas, meet and learn)
- Opportunity to post special member-only deals and promotions on NPA Marketplace



- Exclusive and highly discounted advertising, sponsorship, and event opportunities
- Opportunity to include marketing flyer in the "NPA Welcome Kit" for new members
- Use of NPA Logo to identify your business as an Industry Partner



- Subscription to National Pawn Magazine and This Week in Pawn Enewsletter
- Recognition as a support of the largest and most qualified network of reputable professionals in the industry advocating or the legal rights of pawn industry businesses
- ...and more!



National Pawnbrokers Association*

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FOR MORE INFORMATION ON ADVERTISING AND SPONSORSHIPS:

Jody Kudless
Director of Business Development
Jody@NationalPawnbrokers.org
732.252.9740

FOR QUESTIONS ABOUT PRINT/DIGITAL DEADLINES AND MATERIALS:

David LaFleur
Digital Communications Manager
David@NationalPawnbrokers.org
817.337.8830 x1009

