

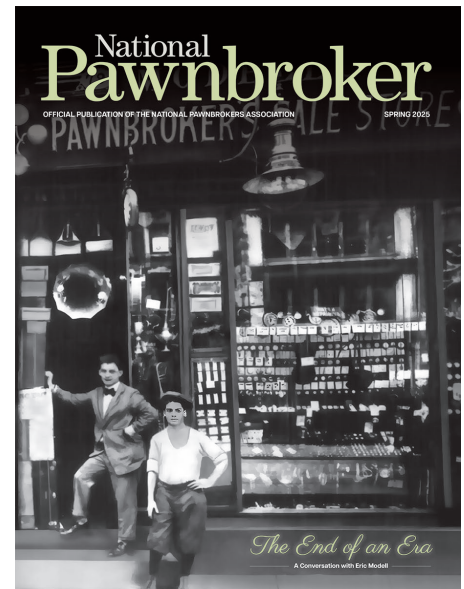
NATIONAL PAWNBROKER MAGAZINE

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

NATIONAL PAWNBROKER MAGAZINE ADVERTISING RATES

AD POSITION	1x -3x RATE	4x -8x RATE
Back Cover	\$4,498	\$3,827
Inside Front Cover	\$3,677	\$3,125
Inside Back Cover	\$3,558	\$3,024
Spread	\$5,968	\$5,076
Full Page	\$2,984	\$2,539
Half Page	\$1,882	\$1,600
Quarter Page	\$1,343	\$1,141

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>	01/12/26	01/18/26	04/03/26
Summer	Events + Education <i>Bonus Distribution: PawnExpo, Dixie Pawnbrokers</i>	04/07/26	04/17/26	07/03/26
Fall	Perspectives Issue Post Pawn Expo Round Up <i>Bonus Distribution: CAPA Convention</i>	07/27/26	08/14/26	10/20/26
Winter	Business Services + Support issue Showcase, content focused on the year ahead <i>Bonus Distribution: TAP</i>	10/03/26	10/23/26	12/18/26

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.

TWO PAGE SPREAD

BLEED/TRIM (YELLOW) = 16.25" w X 10.625" h
SAFE SPACE (BLUE) = 14.5" w X 9.75" h
ACTUAL SIZE (PINK) = 16" w X 10.5" h
GUTTER (FOLD IN CENTER) .5IN

FULL PAGE

LINE BLEED/TRIM (YELLOW) = 8.125" w X 10.625" h
SAFE SPACE (BLUE) = 7.25" w X 9.75" h
ACTUAL SIZE (PINK) = 8" w X 10.5" h

HALF PAGE HORIZONTAL

BLEED/TRIM (YELLOW) = 8.125" w X 5.375" h
SAFE SPACE (BLUE) = 7.25" w X 4.375" h
ACTUAL SIZE (PINK) = 8" w X 5.25" h

QUARTER PAGE

SAFE SPACE (BLUE) = 3.25" w X 4.5" h
ACTUAL SIZE (PINK) = 4.25" w X 5.25" h



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