Advertising Opportunities
NRB Today E-newsletter

Thank you for your interest in promotional opportunities through the NRB weekly email newsletter, *NRB Today*, which is sent via email to over 10,000 recipients from the NRB database and made available to all who visit our association website at www.nrb.org.

There are two advertising options: Advertorial text ad or Banner ad.

Advertorial - This advertorial is placed as the final article of the newsletter. The word "advertisement" will appear above and below the ad. The format of the newsletter presents a portion of all articles and then readers click "continue" where they view the remainder of the article. But your ad will appear in the newsletter in its entirety for full impact in each recipient's inbox.

To view an example of *NRB Today* visit www.nrb.org and click the dropdown "NRB Today Archive" under the "Media" tab

You may furnish NRB with a 140 x 140 pixel logo graphic to be included in your Advertorial which can be linked to your website

Size: No more than 150 words. Logo: jpeg, at least 300 dpi.
Cost: NRB Member – $300 per week net
Non-Member – $365 per week net

Banner Ad - This graphic ad with text and images is placed in the body between articles. Your website can be hyperlinked in the ad.
When recipients click "continue" to view the complete article, your banner appears on article landing pages in rotation with other banners

Size: 490 pixels wide x 85 pixels high Graphic: jpeg, at least 300 dpi.
Cost: NRB Member – $225 per week net
Non-Member – $285 per week net

Fast Facts about *NRB Today*:

- Buy four weeks and get the fifth week FREE!
- Receive a 15% discount if placing your ad in both *NRB Today* and on the NRB Association website.
- Delivered by email (usually on Wednesday) 46 weeks per year to over 10,000 industry executives and leaders and posted each week at www.nrb.org
- Allows clients a timely option to make special announcements, to introduce new clients and services, to promote booth locations & lounges prior to NRB national convention, etc.
- First time advertisers are asked to pay in full in advance—repeat clients will be invoiced.

How to Submit Ads:

- Email text/graphic content to arrive by 1:00 p.m. Friday prior to the ad's scheduled week.
- Advertorials must be emailed and worded the exact way it is to appear in *NRB Today*.
- For multiple-week contracts, the previous week's copy or ad will run if no new copy or new ad is received by the Friday 1:00 p.m. deadline.
- Send ads to scross@nrb.org
- Placement of all ads is subject to editorial approval.
- Advertisers are not required to be NRB members.

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