



Advertising Opportunities: *NRB Today* E-newsletter

Thank you for your interest in promotional opportunities through NRB's award-winning newsletter, *NRB Today*, which is sent via email to more than 14,000 recipients from the NRB database and made available to all who visit the association website at www.nrb.org.

There are two advertising options: Banner Ad or Advertorial Text Ad

Banner Ad – This graphic ad is placed in the newsletter body between articles, and can be hyperlinked. Specific placement can be requested, depending on space availability.

Specs: 555 pixels wide x 69 pixels high graphic – image file at least 72 dpi (jpg or png).
Cost: NRB Member – \$225 per week net
Non-Member – \$285 per week net

Advertorial – Advertorials are placed within the body of the newsletter. The word "advertisement" will appear above and/or below the ad. Your ad will appear in the newsletter in its entirety for full impact in each recipient's inbox. Specific placement can be requested, depending on space availability.

You may furnish NRB with a 185 x 185 pixel logo/graphic to be included in your Advertorial, which can be hyperlinked.

Specs: One headline. Text body (150 words max). One image file at least 72 dpi (jpg or png).
Cost: NRB Member – \$300 per week net
Non-Member – \$365 per week net

Buy four ads and get the fifth FREE!

Fast Facts about *NRB Today*:

- This newsletter by the National Religious Broadcasters covers the latest news from the association and NRB's member organizations. The newsletter also serves as a source for tips, trends, and insights relevant to Christian communicators across the spectrum. In addition, *NRB Today* features occasional columns, movie reviews, and product reviews.
- Delivered via email every other Thursday (26 issues per year) to more than 14,000 communicators, including nonprofit leaders, ministry staffers, media producers, and more.
- Every issue is posted on NRB's website. To view past issues, visit http://nrb.org/news_room/nrb-today.
- For the past five consecutive years, *NRB Today* has been recognized with the Evangelical Press Association's Award of Excellence in the "E-Newsletter (Digital)" category.

Ad Submission Procedures and Terms:

- Email ad materials/content to kchan@nrb.org least three business days before the ad's scheduled date of appearance.
- For multiple-week contracts, the previous week's copy or ad will run if no new copy or new ad is received three business days before the next ad's scheduled date of appearance.
- Placement of all ads is subject to review and right of refusal.
- Advertisers are not required to be NRB members.
- First-time advertisers are asked to pay in full in advance — repeat clients will be invoiced.
- Contracts may be cancelled any time before first scheduled date of insertion. Cancellation must be submitted in writing.

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