

2021 DIGITAL ADVERTISING OPPORTUNITIES



NFRA Association Website | NFRAweb.org

312 pixels W x 281 pixels H

HOMEPAGE

- 1 month \$335
- 3 months \$285/mo \$855 total
- 6 months \$230/mo \$1,380 total

INTERIOR PAGE

- 1 month \$205/mo
- 3 months \$180/mo \$540 total
- 6 months \$155/mo \$930 total

NFRA Convention Website | NFRAConvention.org

288 pixels W x 300 pixels H

HOMEPAGE

- 1 month \$335
- 3 months \$285/mo \$855 total
- 6 months \$230/mo \$1,380 total

INTERIOR PAGE

- 1 month \$205/mo
- 3 months \$180/mo \$540 total
- 6 months \$155/mo \$930 total

NFRA Executive Conference Website* | NFRAExecutiveConference.org

500 pixels W x 200 pixels H | Ad appears on one interior page in footer | Live from now until May 2021

- \$275

NFRA Executive Conference Event Program*

1080 pixels W x 1920 pixels H | Ad rotates on right sidebar | Live from now until May 2021

- \$275
- *Advertise in both the NFRA Executive Conference website and event program for a discounted rate: \$500 total

Industry Insider E-newsletter | Ad appears once in monthly newsletter

SMALL 2 ½" (160 pixels W x 240 pixels H)

- 1 month \$205
- 3 months \$180/mo \$540 total
- 6 months \$155/mo \$465 total

LARGE 5" (160 pixels W x 480 pixels H)

- 1 month \$465/mo
- 3 months \$410/mo \$1,230 total
- 6 months \$310/mo \$1,860 total

Easy Home Meals Consumer Website | EasyHomeMeals.com

350 W pixels x 400 pixels H | Ad appears on multiple pages | This website reaches a consumer audience with recipes, tips, blog posts and resources featuring frozen and refrigerated foods.

- 1 month \$620
- 3 months \$565/mo \$1,695 total
- 6 months \$515/mo \$3,090 total

Please complete reverse side and send to Natalie@nfraweb.org or fax to 717-657-9862.

IMPORTANT CONDITIONS

*Non-NFRA-members pay a premium of 2x the listed rate.



1. Written insertion orders must be submitted for all advertising and advertising changes. Requests for preferred position must arrive by closing deadline and be accompanied by the 20% premium.
2. All changes in advertising copy must be made in writing by closing deadline, or the advertiser's most recent ad of the same size will be inserted.
3. In event of late arrival of copy or ad changes, the publisher cannot guarantee insertion. If insertion order is received by closing deadline, but copy or change is delayed beyond the deadline, the advertiser shall pay for the advertisement regardless of insertion.
4. No advertisement may be cancelled after the closing deadline.
5. If contract advertising is cancelled before contract completion, the advertiser will be billed the difference between the contracted rate and the single insertion rate.
6. Additional printer services are not included in advertising rates, and the advertiser will be billed separately at prevailing rates.
7. All invoices are due and payable within 30 days. Advertisements from advertisers with past-due accounts will not be published.
8. The publisher is not responsible for typesetting or printer makeup errors, nor for advertising, endorsements or use of pictures of individuals not covered by valid written consent forms. The advertiser shall indemnify and hold the publisher harmless from liability resulting from publication, including attorney fees and all other associated litigation cost of any kind.
9. The publisher reserves the right to accept or reject all advertisements, and to position advertising at the publisher's discretion.
10. The publisher reserves the right to obtain a credit report on an advertiser or advertising agency prior to printing any advertisement.
11. All disputes arising between publisher and advertiser or advertising agency not covered by these terms and conditions shall be resolved in accordance with the customs of the printing trade.

ADVERTISER INFORMATION

COMPANY NAME _____

CONTACT NAME _____ TITLE _____

EMAIL _____ PHONE _____

SIGNATURE _____ DATE _____

Please specify the month(s) the ad(s) should run: *(Subject to availability; please check with NFRA)*

- January February March April May June
 July August September October November December

Send completed form to Natalie@nfraweb.org or fax to 717-657-9862

NFRA • 4755 Linglestown Road, Suite 300 Harrisburg, PA 17112 • 717-657-8601