

2023 DIGITAL ADVERTISING OPPORTUNITIES



***Note: Below pricing reflects NFRA member rate.**

NFRA Association Website | NFRAweb.org

INDUSTRY

312 pixels W x 281 pixels H

HOMEPAGE

- 1 month \$345
- 3 months \$295/mo \$885 total
- 6 months \$235/mo \$1,410 total

INTERIOR PAGE

- 1 month \$210/mo
- 3 months \$185/mo \$555 total
- 6 months \$160/mo \$960 total

NFRA Convention Website | NFRAConvention.org

EVENT

1200 pixels W x 175 pixels H | Ad appears in top center under the header

HOMEPAGE

- 1 month \$345
- 3 months \$295/mo \$885 total
- 6 months \$235/mo \$1,410 total

INTERIOR PAGE

- 1 month \$210/mo
- 3 months \$185/mo \$555 total
- 6 months \$160/mo \$960 total

NFRA Executive Conference Website | NFRAExecutiveConference.org

EVENT

700 pixels W x 150 pixels H | Live through May 2023

- HOMEPAGE** \$415 Ad appears in footer on homepage
- INTERIOR PAGE** \$285 Ad appears on one interior page in top center (first come, first served)

Industry Insider Newsletter | Ad appears once in monthly newsletter

NEWSLETTER

BANNER (1200 pixels W x 200 pixels H)

- 1 month \$335
- 3 months \$310/mo \$930 total
- 6 months \$280/mo \$1,680 total

SQUARE (190 pixels W x 190 pixels H)

- 1 month \$480/mo
- 3 months \$420/mo \$1,260 total
- 6 months \$320/mo \$1,920 total

Easy Home Meals Consumer Website | EasyHomeMeals.com

CONSUMER

1,000 W pixels x 215 pixels H | Ad appears on multiple pages | This website reaches a consumer audience with recipes, tips, contests and resources featuring frozen and refrigerated foods.

- 1 month \$640
- 3 months \$600/mo \$1,800 total
- 6 months \$530/mo \$3,180 total

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

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

IMPORTANT CONDITIONS

***NOTE: 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

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