

NFBPA WEEKLY NEWS BRIEF

REACH

1,440

BLACK PUBLIC GOVERNMENT LEADERS

MEDIA KIT

EACH WEEK



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view.

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Home About Member Services Chapters Professional Development Publications Jan 18, 2011

Nationwide Retirement Solutions ARE YOU PREPARED FOR RETIREMENT? Find out with our On Your Side® Retirement Readiness Calculator. [Launch it now!](#)

NFPA Weekly News Brief
Publication for the National Forum for Black Public Administrators

PRODUCT SHOWCASES

Note to Congress: Keep your hands off our health care law
Starbucks Coffee, Sheraton Greensboro Hotel at Four Seasons, Dean's Office Machines
USA TODAY
It's January, and you know what that means for small businesses - health care insurance renewal time and time for our annual huge cost increases. That's why I'm eagerly waiting for the new national health care law to kick in. And why I've got a loud message to new members of Congress: Hands off the health care law! [MORE](#)

Service and Quality MWH

Soon the economic deluge
Forbes
The international monetary system set up at Bretton Woods in 1944 is on the verge of breaking down. It could still be saved by heroic measures, especially if these were taken in the United States. They would include an immediate slash in projected government expenditures, an immediate balancing of the budget, and a halt in any further increase in the stock of money. [MORE](#)

Facebook revises terms for state and local governments
American City and County
Social networking site Facebook has revised the standard terms of service for state and local governments through its "Pages" agreement, according to the National Association of State Chief Information Officers (NASCIO) Social Media Legal Workgroup and the National Association of Attorneys General (NAAG). The revised terms resolve a series of legal issues identified by states in Facebook's standard terms of service. [MORE](#)

What makes for a happy workplace?
New York Post
It won't come as breaking news that some companies are better to work for than others. And it's hardly a Road to Damascus moment when people realize money isn't everything when it comes to enjoying a job. But what, exactly, makes a company a great place to work? What do good employers do that mediocre ones don't? [MORE](#)

GREENSBORO
CONVENTION & VISITORS BUREAU

The cost of ignorance
Diversity Executive
Culturally naive business managers are allowing their organizations to lose millions of dollars in lost opportunities due to cultural misunderstandings, which are leading to the mismanagement of employees. Miscommunication and a lack of cross-cultural understanding are two main barriers organizations face when it comes to working globally. In an increasingly aggressive global business environment, there's no time for the misinterpretation and blunders that result from failing to recognize and understand each other's values. [MORE](#)

Retirement looms: Time to get nervous
Bloomberg Businessweek
Let the retirement parties begin: The oldest members of the 1946-64 demographic wave known as the Baby Boom turn 65 this month. It's up for debate how much that 79 million-member generation should celebrate, at least when it comes to their finances. In a May 2010 Pew Center survey, 57 percent of baby boomers said their financial situation had deteriorated since the recession began in 2007. That's nine points more than the national average and worse than any other generation surveyed. [MORE](#)

Motorola, Inc.
Whether your industry, Motorola can help you do business smarter and faster with solutions that combine leading-edge Motorola products and services. Whether your business is saving lives, moving products or providing services, we've got it covered. [MORE](#)

PRODUCT SHOWCASES

Starbucks Coffee Company
It's the same rich and creamy Caramel Macchiato taste you expect, with fewer calories. Did you know? Macchiato is an Italian word meaning "marked." So a latte macchiato is steamed milk marked with a little espresso, while a caffè macchiato is espresso marked with a little milk. [More info](#)

Sheraton Greensboro Hotel at Four Seasons
Our basic belief in superior and successful management of detail clearly sets us apart. Our drive to consistently serve with a winning attitude makes The Sheraton Greensboro Hotel at Four Seasons and Joseph S. Koury Convention Center the positive choice for you. [More info](#)

Dean's Office Machines
Dean's Office Machines has been invited by Elon University to demonstrate their "Green Initiatives" in the office equipment and printing industry. Dean's has been a leader in introducing new energy star compliant equipment and eco-friendly product lines. [More info](#)

NFPA Weekly News Brief
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Recent issues

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 1,440 black public government leaders (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File size **30k**



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do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File size **30k**



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Lorem ipsum
dolor sit amet,
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sed do eiusmod
tempor incidi-
unt ut labore et

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File size **30k**

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THE NFBPA WEEKLY NEWS BRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO BLACK PUBLIC LEADERS IN LOCAL AND STATE GOVERNMENTS.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of black public administrators who manage public programs and agencies in more than 350 jurisdictions nationwide. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

NFBPA WEEKLY NEWS BRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NFBPA WEEKLY NEWS BRIEF:



CREDIBLE SOURCE

For over 28 years, our members have turned to the association as the informational authority of the industry. Advertising in NFBPA Weekly News Brief solidifies your place among weekly information provided to NFBPA members.



TARGETED DISTRIBUTION

Advertising in NFBPA Weekly News Brief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to NFBPA Weekly News Brief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, NFBPA Weekly News Brief ensures your ad will be seen weekly by our 1,440 subscribers.



AFFORDABLE

Advertising in NFBPA Weekly News Brief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NFBPA Weekly News Brief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NFBPA Weekly News Brief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.