

NARFE NEWSWATCH

REACH

64,000

ACTIVE AND RETIRED FEDERAL EMPLOYEES

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

A

B

2012 federal budget seeks \$75 billion in savings
Federal Times | Share | Like | Comment | Retweet
 The Obama administration last week directed agencies to prepare as much as \$75 billion worth of discretionary budget cuts for 2012. Resistance to program cuts, a lack of good data on which to base budget-cutting decisions and concerns that some agencies are already overextended are sure to complicate the plan, Bruel and other experts say. [MORE](#)

C

Helping You Hear Better
HEARING HELP EXPRESS
 I have my husband back!
 Thank You, Paul, MD.

Scammers prey on confusion surrounding health care overhaul
The Dallas Morning News | Share | Like | Comment | Retweet
 Many consumers are confused enough about the health care overhaul, and now scam artists are trying to make it worse. In April, Texas regulators issued a cease-and-desist order to 26 individuals and entities who solicited "residents to purchase health care coverage with nonexistent insurance or insurance through an insurer not authorized in Texas." [MORE](#)

How to avoid estate-planning pitfalls
Investor's Business Daily | Share | Like | Comment | Retweet
 Estate planning does not always result in happy endings. Family fights, IRS audits and client complaints can erupt even after the careful creation of trusts, signing of wills and naming of beneficiaries. The key to avoiding such pitfalls is to home in on your specific needs during the planning stage, says Avi Kestenbaum, a tax and trusts-and-estates partner in the law firm Meltzer, Lippé, Goldstein & Bretstone in Mineola, N.Y. The payoffs can help people whose net worth is \$5 million or more. They also can benefit taxpayers of more modest means. [MORE](#)

C1

Finally... Someone's invented a cell phone that's easy to see, easy to hear, and simple to use!
jitterbug
 Rates starting at only \$14.99

F

MetLife
 Life Insurance
 MetLife as Low as \$12 per Month for \$250,000 of Coverage - Get a Quote!
[More info](#)

RETIREMENT TRENDS

Cycling through life with your TSP
Fed Smith | Share | Like | Comment | Retweet
 Anyone investing in the Thrift Savings Plan in the past several years has noticed the dramatic fluctuations in the stock market. When you are planning for retirement, these fluctuations can have a dramatic influence on your future retirement lifestyle. As an investor, you want to maximize your future retirement income while minimizing the risk inherent in investing. [MORE](#)

Trading down: can it still bankroll your retirement?
The Wall Street Journal | Share | Like | Comment | Retweet
 Trading down to a smaller home is a retirement-planning staple. According to an April study by the Society of Actuaries, 20 percent of not-yet retirees say they plan to downsize after the last child leaves the nest. But it is getting a lot harder to do, even for wealthier people. [MORE](#)

E

Rewards for Your Rollover
IRAMarket
 IRAMarket answers your questions about the rollover process. See offers for complementary help, plus cash back and free trades. [MORE](#)

NEWS FROM NARFE

Are your benefits on the Debt Commission's chopping block?
NARFE | Share | Like | Comment | Retweet
 The National Commission on Fiscal Responsibility and Reform has begun its scrutiny of federal tax policy and all federal spending - including federal retirement. NARFE President Margaret L. Baptiste wants all active and retired federal employees to help NARFE defend their earned benefits. In messages to NARFE members and advertisements on federalnewsradio.com, Baptiste is urging members and nonmembers alike to use the NARFE Legislative Action Center to send a message to their congressional delegation (one representative and two senators), urging them to reject unfair cuts in federal retirement and health benefits. [MORE](#)

Are you a member of NARFE? If not, join today!
NARFE | Share | Like | Comment | Retweet
 The National Active and Retired Federal Employees Association (NARFE) is the only organization dedicated solely to protecting and enhancing the health care and retirement benefits of federal employees and their survivors. [MORE](#)

D

RV Insurance
GEICO
 Whether it's an RV, a motor home, a travel trailer or a camper...whether you drive it or tow it, we know you love the RV lifestyle. And GEICO loves it, too! [More info](#)

Hertz offers AAA Members great discounts!
Hertz
 Your AAA CDP Number always saves you 10-20% on published rates. To receive your discounts and benefits, enter your AAA CDP Discount Number or click "Quote It" and start saving! [More info](#)

Bank Online. Take Control.
Bank of America
 Online Banking is simple and intuitive to use, and gives you 24/7 access to all of your accounts, so you can keep better track of your money. [More info](#)

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.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 64,000 Active and Retired Federal Employees (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$4000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. **More**

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



Callout Text Ad
\$3000

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. **More**

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



Traditional Text Ad
\$1500

Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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NARFE NEWSWATCH, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS
AND INFORMATION TO ACTIVE AND RETIRED
FEDERAL EMPLOYEES NATIONWIDE.

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 and is delivered to the inboxes of active and retired federal employees - the top-tier people in the industry.

NARFE NEWSWATCH
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN NARFE NEWSWATCH:



CREDIBLE SOURCE

For over 89 years, our members have turned to the association as the informational authority of the industry. Advertising in NARFE NewsWatch solidifies your place among weekly information provided to NARFE members.



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Frequency builds awareness. As a weekly publication, NARFE NewsWatch ensures your ad will be seen every week by our 64,000 subscribers.



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Each issue of NARFE NewsWatch has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



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