

NPA WEEKLY NEWSBRIEF

REACH 1,792

PAWNBROKERS

MEDIA KIT

EVERY 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.

### CURRENT PROMOTION

Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

Mobile version RSS Subscribe Unsubscribe

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**Click Here or Call Now** **DILLON GAGE** METALS DIVISION 888.436.3489

**NPA WEEKLY NewsBrief** National Pawnbrokers Association

**PRODUCT SHOWCASES**

**Secondhand chance**  
 Colorado Springs Independent Newsweekley  
 I'm standing inside Kash's Gems pawn shop in Colorado Springs, Colo., reporter John Knight writes. It's my first time inside a pawnshop, and if you'd asked me why I'd never been before, I might have cited dialogue like this as a good reason. But in spite of myself &c and the gun rack and knife counter &c I still feel comfortable. Kash's is filled with quality products, mostly tools, packed and stacked on the shelves. There are two counters, one glittering with bright coral jewelry, and the knives share space with binoculars, watches and digital cameras. Behind the jewelry is an easy chair where Kazimierz "Kash" Warszawski usually sits. **MORE**

**For the highest return and fastest turnaround on your precious metal scrap, go to the leader...**

**GARFIELD REFINING COMPANY**  
 PRECIOUS METALS SINCE 1882

**Accuracy.**

**CURRENT PROMOTIONS**

100% OFF Direct Marketing Services Sponsor: Acturus  
 FREE Payment Account Setup Sponsor: Cambridge Commerce

**A gift of musical proportions to the South Carolina School For The Deaf And The Blind**  
 WSPA-TV  
 A symphonic surprise for students at the South Carolina School For The Deaf And The Blind in Spartanburg. The students received new and gently used instruments thanks to the Downtown Spartanburg Lions Club and the National Pawnbrokers Association. The school received everything from flutes to drums. The school says the instruments have been on their wishlist for a while. **MORE**

**Precious Metals Refining Services**  
 Manhattan Gold & Silver has been a worldwide wholesale provider in precious metals refining services and recovery since 1985. Our commitment to our customers and over twenty years of experience allows Manhattan Gold & Silver to provide wholesale precious metals refining services to pawnshops. **MORE**

**GIA®**  
 Experience GIA eLearning  
 Now available for the Diamonds & Diamond Grading course. Earn a credential anywhere you have Internet access.

**Pawnshops put high note on St. Nicholas Day**  
 Lake County News-Sun  
 The No. 1 item in pawnshops is hinted at in the name of Hometown Jewelry & Loan Co. in Waukegan, Ill. "Jewelry, mostly," said owner Scott A. Kagan, when asked what dominates his business. In agreement was Scott Weiss of Alexander's Jewelry and Loan in Round Lake Beach, who estimated that jewelry makes up 88 percent of his merchandise. But a glance along the walls at Hometown revealed another dominant theme: music, as represented by rows of acoustic, electric and bass guitars. **MORE**

**Related story: SCSDB might start a band with these gifts. Click here to see the slide show. (Spartanburg Herald-Journal)**

**PRODUCT SHOWCASES**

**JewelryPackaging.com**  
 The internet jewelry packaging & display superstore!K  
 www.jewelrypackaging.com

**Your New Six-Figure Solution!**  
 Guarantee for Payroll Checks.  
 One all-inclusive program that could net you an additional six-figure income.  
 Call 888-808-8128 for more information!

**For Everyday Repairs Jump Ring Kits**  
 Jump ring kits save time and money. The kit contains a total of 180pc and stocked with 12 of our most popular round size jump rings in 14k and 18k. The kit will keep your inventory costs down and the 24 compartment tray is easy to use for all types of repairs.

**'Unbanked' America**  
 The New York Times  
 About one in 13 American households doesn't use a checking or savings account, according to a new survey from the Federal Deposit Insurance Corporation. The new survey results come on the heels of policy discussions about the security and exploitation of consumers within the broader financial system. The survey found that over a quarter &c 25.6 percent &c of all households either don't have a checking or savings account at all, or have a bank account but still choose to rely regularly on "alternative financial services" like payday lenders and pawnshops. **MORE**

**WEXLER INSURANCE AGENCY, INC.** All-in-One Pawnbroker Package Available  
 INSURING PAWNBROKERS SINCE 1988 Coverage Offered Worldwide  
 THE BEST COVERAGE AT COMPETITIVE RATES

**Phoenix suburban pawnshops offer serious savings for holiday shopping**  
 KNXV-TV  
 Pawnshop owners across the Valley in Arizona, say they are starting to see a new customer base for the holidays this year because of the economy. "People who were able to go into stores and get a line of credit a couple years ago now have to look for different avenues," said Bob Palagi, the general manager of North Phoenix Pawn Shop in Peoria. "When the economy is bad, and you can save 20 to 40 percent buying used, people come in." **MORE**

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 1,792 pawnbrokers (one 90 day cycle)



Leaderboard  
**\$4000**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2750/\$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**

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**



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](#)

Callout Text Ad  
**\$2000**

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



Lorem ipsum  
dolor sit  
amet  
Lorem ipsum  
dolor sit amet,  
consectetur

Traditional Text Ad  
**\$1500**

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



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet.

Current Promotion  
**\$2250**

Text **five word headline**  
Image Dimensions **68x34** File Format **JPEG, GIF**  
Landing Page Text **50 word product description**  
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

## CONTACT US

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THE NPA WEEKLY NEWSBRIEF, POWERED BY  
MULTIBRIEFS, PROVIDES NEWS AND INFORMATION  
TO LEADERS IN THE PAWNBROKING INDUSTRY.

NPA Weekly NewsBrief 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 pawnbrokers and other industry professionals, the NPA Weekly NewsBrief keeps professionals informed of topics that impact their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the pawnbroking industry.

NPA WEEKLY NEWSBRIEF  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN NPA WEEKLY NEWSBRIEF:



## CREDIBLE SOURCE

For 20 years, our members have turned to the association as the informational authority of the industry. Advertising in NPA Weekly NewsBrief solidifies your place among weekly information provided to NPA members.



## TARGETED DISTRIBUTION

Advertising in NPA Weekly NewsBrief 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 NPA Weekly NewsBrief 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, NPA Weekly NewsBrief ensures your ad will be seen every week by our 1,792 subscribers.



## AFFORDABLE

Advertising in NPA Weekly NewsBrief 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 NPA Weekly NewsBrief 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 NPA Weekly NewsBrief.



## TRACK CAMPAIGN EFFECTIVENESS

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