

NATIONAL POSTAL FORUM MAILING INDUSTRY UPDATES

REACH

12,000

POSTAL INDUSTRY PROFESSIONALS

EVERY WEEK

MEDIA KIT



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.

A

C

C1

E

D

B

F

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

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NATIONAL POSTAL FORUM
MAILING INDUSTRY UPDATES

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- Postal Service considers 'Critical Mail' product
- USPS puts green on the road
- 'Droopy' mail will cost more
- Boy Scouts celebrate special USPS stamp
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- Print and mail are alive and well
- System development: The key to optimizing productivity

Postal Service rate increase denied
Los Angeles Times
The panel that regulates the U.S. Postal Service denied a proposal to increase postage rates recently, blaming the agency's business model for its recent financial hardships. In a news conference the Postal Regulatory Commission said the Postal Service had failed to justify the requested 5.6 percent increase. [MORE](#)

ACCU-SORT®
Accu-Sort Auto-ID Solutions

Postal Service considers 'Critical Mail' product
Direct Marketing News
The U.S. Postal Service is considering a letter and flat-sized product that would offer customers sending time-sensitive documents the speed and consistency of Priority Mail with delivery confirmation, but at a lower price than the flagship product. [MORE](#)

USPS puts green on the road
Federal News Radio
The Postal Service is working on a project to convert some of those mail trucks you see every day in neighborhoods into all-electric, gas-saving machines. [MORE](#)

'Droopy' mail will cost more
Home Furnishings Business
The cost of mailing so-called "droopy" items increased 68.5 percent recently, Associated Press reported. The new U.S. Postal Service rule, which includes overly droopy items such as newspapers, church bulletins - and retail direct mail pieces - covers flat pieces of mail longer than 10 inches and that fail a "droop" test to determine if they're suitable for machine sorting. [MORE](#)

Boy Scouts celebrate special USPS stamp
Owensboro Daily Post
Area Boy Scout troops joined U.S. Postal Service officials for a ceremony at the Suwanee, Ga., post office celebrating the release of a commemorative stamp. The Scouting commemorative stamp, created by illustrator Craig Frazer of California, was designed to depict the spirit and outdoor adventure of scouting through a backpacking scout and a large silhouette of a scout surveying the landscape. [MORE](#)

BÖWE BELL&HOWELL
Your success is our priority.

Postal Service reform bill set for release
The Washington Post
If Sen. Tom Carper gets his way, the U.S. Postal Service could soon end Saturday mail deliveries, close thousands of post offices and open new ones in grocery stores. The agency would also receive appropriations to a federal employee retirement fund and use the money to provide health benefits for retired postal workers. [MORE](#)

Print and mail are alive and well
Quick Printing
It is about time that printers got some good news, and here it is: Print and mail are alive and well! Contrary to conventional wisdom among customers and even some printers that direct mail is "junk" mail, or "old" technology, or incompatible with environmental stewardship, print and mail remain an important part of any effective marketing program. [MORE](#)

System development: The key to optimizing productivity
Post & Parcel
In every field of volume production, automation is becoming an increasingly critical component in improving operational efficiency and saving costs. The postal industry is no exception. And although some markets have been slower than others to make this capital investment the majority of posts have comprehensively automated their sorting and handling procedures. [MORE](#)

Real postcards printed and mailed the next business day
In just a few simple easy steps, you can create and send a postcard from anywhere in the world to anywhere in the world. Avoid the frustration and delay of the conventional direct mail process. [MORE](#)

PRODUCT SHOWCASES

<p>Freight Pickup Support</p> <p>Argix Direct provides our clients with freight pickup support. We have long standing relationships with an extensive network of carriers with nationwide capabilities. Argix Direct provides single store deliveries from multiple shipments. This provides our clients with significant cost savings. More info</p>	<p>mymail™2</p> <p>With mymail™2, EP offers the ideal entry-level solution for the small or home office with a need to mail a low volume of mail. The mymail™2 has enhanced electronics and software that makes the downloading of postage a more seamless process via the customer's telephone network. More info</p>	<p>Basic checkweigher</p> <p>For parcels up to 60 kg The checkweigher EC-M-SL-300 is specifically constructed for the integration into transport lines (e.g. distribution centres). • Transport speed: up to 3.2 m/s • Weighing range: up to 60 kg • Accuracy: from +/- 50 g More info</p>
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SEE PRICING NEXT >>>

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.

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AD RATES & SPECS

Prices are for participation in 13 emails to the 12,000 postal industry professionals (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



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

Product Showcase
\$2950

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



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



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

Traditional Text Ad
\$1500

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

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THE NATIONAL POSTAL FORUM MAILING INDUSTRY UPDATES, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO POSTAL PROFESSIONALS 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. Delivered to the inboxes of middle to upper management postal workers, supervisors, mail houses and other industry professionals involved in buying decisions for mailing-related products, the National Postal Forum Mailing Industry Updates keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

NATIONAL POSTAL FORUM MAILING INDUSTRY UPDATES
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NATIONAL POSTAL FORUM MAILING INDUSTRY UPDATES:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in National Postal Forum Mailing Industry Updates solidifies your place among weekly information provided to NPF members.



TARGETED DISTRIBUTION

Advertising in National Postal Forum Mailing Industry Updates 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 National Postal Forum Mailing Industry Updates 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, National Postal Forum Mailing Industry Updates ensures your ad will be seen every week by our 12,000 subscribers.



AFFORDABLE

Advertising in National Postal Forum Mailing Industry Updates 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 National Postal Forum Mailing Industry Updates 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 National Postal Forum Mailing Industry Updates.



TRACK CAMPAIGN EFFECTIVENESS

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