GROW YOUR BUSINESS WITH

NARFE
FEDERAL BENEFITS EXPERTS

2022 SPONSORSHIP PROSPECTUS AND MEDIA GUIDE

Revised 10/2021
Dear Valued Partner,

We would like to thank you for your interest in NARFE: Federal Benefits Experts, the association for federal employees and retirees. The support from our sponsors and advertisers helps us continue to protect the benefits of federal employees, retirees and their survivors. Investing in NARFE is an important part of your marketing plan and essential for organizations looking to connect with nearly 160,000 current and retired federal employees.

We are thrilled to share NARFE’s 2022 Prospectus and Media Guide with you—a comprehensive menu of all of the opportunities that will grow your business and increase your visibility to our valuable membership. The opportunities in this book are designed to associate your brand with important topics, differentiate your company from competitors and expand your reach within the federal community.

Our goal in 2022 is to connect you with as many members and federal employee prospects as possible. The best way to do this is to allow us to create a tailored multimedia plan encompassing the numerous sponsorship and advertising channels available to you. There is no better way to make an impression with our audience by having a presence at our events such as at FEDcon22, in our magazine and on our digital platforms. Make sure you check out NARFE’s newest digital advertising opportunity, FedHub. This online community platform will connect our leaders and members from across the country; what better way to promote your business than being seen on the discussion pages of FedHub?

We look forward to working with you on a multimedia package that will provide the ROI you have been searching for in your media buys. In 2022, NARFE is committed to creating next-level print and digital media experiences, and we invite you to join us on this important and rewarding journey.

Sincerely,

Anita Nelson
Director, Business Development
NARFE
Email: anelson@narfe.org
Direct Phone: 1-571-483-1288
THE POWER OF NARFE

Align your brand with NARFE and reach the largest group of current and retired federal employees in the country.

159,000 MEMBERS NATIONWIDE

70% PLAN TO PURCHASE ADVERTISED PRODUCTS AND SERVICES

MORE THAN 70% LIVE AN ACTIVE LIFESTYLE, ARE WEB USERS AND TRAVEL

87% OF OUR MEMBERS ARE HOMEOWNERS

MARKETING OPPORTUNITIES

Raise your brand awareness. Educate our members. Achieve measurable results. There is no better way to grow your business than by choosing the multiple marketing channels we offer.

NARFE Sponsorships

Sponsorship success starts with evaluating many opportunities NARFE has to offer into an integrated multimedia package that offers your organization year-round exposure to our valued membership.

Page 5

NARFE Events

From visibility to credibility, sponsoring NARFE events creates numerous benefits for your business. Establish a presence for your company and develop a powerful platform for meeting new customers and building your brand in person or virtually.

Page 6

NARFE Advertising

Keep your brand top-of-mind with NARFE’s robust advertising opportunities. The nuts and bolts of our products provide your company with a more targeted audience and a ton of value.

Page 10
THANK YOU TO OUR 2021 SPONSORS AND PARTNERS

- Aetna
- Alamo
- Eargo
- Brookdale Senior Living
- National Car Rental
- Bekins
- BlueCross BlueShield
- Choice Hotels
- SoundBright
- Consumers Checkbook
- GEHA
- HearUSA
- IDShield
- LegalShield
- Life Line Screening
- Member Deals
- PayAssure
- Start Hearing
- Office Depot OfficeMax
- Member Options
- Purchasing Power
- Mercer
- Coleman Allied
- Enterprise
- Hotel Engine
- UnitedHealthcare
- Wheaton
- TruHearing
- Wyndham Hotel Group
- travel discounts
ANNUAL CIRCLE SPONSORSHIPS

NARFE Annual Circle Sponsor levels are designed specifically to recognize those companies that support NARFE at the highest levels throughout the year. Each of these levels includes a special set of benefits in addition to those included with your sponsorship, as a special thanks from NARFE.

<table>
<thead>
<tr>
<th></th>
<th>CHAIRMAN’S CIRCLE</th>
<th>PRESIDENT’S CIRCLE</th>
<th>EXECUTIVE CIRCLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum annual investment</td>
<td>$100,000*</td>
<td>$65,000*</td>
<td>$35,000*</td>
</tr>
<tr>
<td>Logo with link on NARFE homepage</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>NARFE co-brand on sponsor website</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Complimentary NARFE website campaign</td>
<td>3 months</td>
<td>2 months</td>
<td>1 month</td>
</tr>
<tr>
<td>Complimentary ad in NARFE Magazine</td>
<td>Full-page ad</td>
<td>Half-page ad</td>
<td>—</td>
</tr>
<tr>
<td>Complimentary ad on FEDHub</td>
<td>3 months</td>
<td>2 months</td>
<td>1 month</td>
</tr>
<tr>
<td>Social media shout-out</td>
<td>2x</td>
<td>1x</td>
<td>—</td>
</tr>
<tr>
<td>Industry exclusivity</td>
<td>Yes</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

* Print advertising counts towards achieving Circle Sponsor level if it is less than half of your overall advertising and sponsorship investment.

THANK YOU TO OUR 2020 CIRCLE SPONSORS
Get in front of the federal community at FEDcon22, August 21-23 in Scottsdale, Arizona. This premier event is open to the entire federal community, including current and retired federal workers. NARFE members, representing more than 800 chapters from across the country, will be out in force, ready to take their learning and your brand back to their fellow NARFE members. Attendees will attend expert-led educational sessions designed specifically to meet their most urgent needs, including maximizing their federal benefits and advocacy efforts to protect them. General session speakers will include federal employee superstars, important insights from thought leaders serving the community, and nationally recognized commentators on the political environment that affects the entire federal family.

Don’t miss this opportunity to build your brand and introduce your product or services to the federal community. These sponsorship opportunities are crafted to accommodate either an in-person or hybrid event and allow you the flexibility to tailor your sponsorship package to your budget.

THE LARGER YOUR INVESTMENT IN NARFE MARKETING CHANNELS, THE MORE ADDED VALUE YOU RECEIVE!
# Sponsorship Opportunities

## Keynote Introduction (2 Available) – $15,000 each
Position your company and brand front and center during the conference’s most highly attended sessions. As the sponsor, you will have the opportunity to introduce the keynote speaker in-person or via video. Your logo will also be featured next to the keynote speaker profile on NARFE’s website, in the conference program and on the general session screen.

## Registration (1 Available) – $20,000
Sponsor the area where every conference attendee begins their FedCon experience. Your company’s name and logo will be prominently displayed on the website registration page and signage in the registration area. As the sponsor, you receive a complimentary registration bag distributed to every attendee.

## Welcome Reception (1 Available) – $15,000
Host the conference kick-off party! Put yourself in the center of the premier setting with strong attendance and lively conversation. The reception is a great way to get your brand in front of the influencers right from the start. In addition to logo recognition on all event signage, this includes a speaking opportunity in person or via video during opening remarks and ample brand exposure.

## Lunch On Us (2 Available) – $25,000 each
As a lunch host, your company will be featured as the exclusive sponsor for one day during the event. We will work with you to create a unique experience for this important meal, including a short in-person or video presentation shown before the lunch break, providing you ample brand exposure.

## Coffee Break (2 Available) - $5,000 each
The event coffee breaks are a favorite among attendees. As a sponsor, you will receive recognition of your company name and logo on all signage, your company logo on the event website with a link to your company website, ability to provide branded coffee sleeves and napkins for attendees to use during coffee break, ability to display/distribute small piece of promo collateral for attendees during coffee break and your logo on screen during coffee breaks.

## Video Message (4 Available) – $7,500 each
Have an announcement or new product to showcase? Deliver your company’s point of view and thought leadership platform by utilizing these speaking opportunities built into the agenda. Collaborate with NARFE to create ad content that contributes to the learning or fun experience of the attendees.

## Relax & Recharge Lounge (1 Available) – $15,000
Host the gathering place where attendees can relax, socialize and learn more about your company. This space will be open during the entirety of the conference, creating personalized exposure for your company. Collaborate with NARFE to make this opportunity valuable to attendees and your company. Drive traffic to the lounge by having attendees visit to receive a voucher for a free massage. Rental of massage chairs at sponsor expense.

## Tote Bags – $10,000
Get your company logo and brand into the hands of every attendee by sponsoring the official conference tote bag handed out at registration.

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**BE A SOCIAL MEDIA PARTNER!** Promote FedCon22 to your social media followers, tag NARFE and receive $250 off of the price of YOUR EXHIBIT BOOTH.
BADGES & LANYARDS – $8,000
Every attendee will be wearing your brand around their neck when your logo is prominently featured on the attendee badge. NARFE provides branded materials. Each conference attendee will be given a badge (logo recognition on the back) and your company name on each lanyard printed along with the event logo.

WATER BOTTLE – $10,000 NARFE supply
Help keep NARFE attendees hydrated during their stay in Arizona! Be the exclusive sponsor of the conference water bottle, ensuring your brand gets in the hands of each of our attendees. We will even have refill stations around the conference area.

NOTEBOOK – $7,500
This highly visible opportunity places your brand on the cover of the official event notebook given to each attendee at registration.

BREAKOUT SESSION (10 AVAILABLE) – $5,000 EACH
As the sponsor, you can introduce the speaker and your logo will appear online, in the conference program and on the title slide of the presentation. Engage with your target audience and deepen relationships with those invested in the event topic.

REGISTRATION BAG INSERT – $2,500 EACH
Get your message in the hands of the attendees with a custom insert in the official event tote bag—provided to all attendees at registration. Take advantage of this highly visible marketing option and reach the most engaged attendees. (Insert provided by sponsor, subject to final approval by NARFE).

EXHIBIT BOOTH/DIGITAL EVENT SPACES – $3,000
Includes a 10’x10’ space with 6’ skirted table, and two chairs. Exhibit space is located in central area of the event to allow for maximum traffic. There will be over 5 hours of dedicated exhibit time in the agenda.

CONFERENCE PROGRAM & SPONSOR DIRECTORY ADVERTISING – Full page $3,500 each
This essential guide will be used by every attendee throughout the event. It will include the agenda, speaker bios, networking information, venue map and more.

NEW THIS YEAR
Donate an auction item to NARFE’s first-ever Online Auction to be held during FEDcon22. Work with NARFE to identify items such as large screen televisions, laptops, dining out coupons, or travel packages to auction off during the event. The auction will be open to all members to bid on, and your sponsored item will be heavily promoted to get participants excited to donate to a great cause – NARFE!

BE A SOCIAL MEDIA PARTNER! Promote FEDcon22 to your social media followers, tag NARFE and receive $250 off of the price of YOUR EXHIBIT BOOTH.
REGIONAL AND LOCAL OPPORTUNITIES

NARFE offers sponsors access to NARFE leaders at the regional and local level conferences, where attendees gather in a more intimate environment. There, you can truly deliver your message to an engaged group of influencers who are there to take what they find back to their members. Participating in these events also offers sponsors the chance to target specific geographic regions. NARFE regional and federation conventions are the place to be.

Each of the 30+ events offer companies the opportunity to purchase an exhibit booth, feature an ad in the event print or digital program and most offer other sponsorship opportunities. For a full list of events and opportunities, and to put together a customized package, please contact NARFE.

**EXHIBIT AND ADVERTISING PACKAGE**  
$15,000  
Includes a full-page ad and exhibit booth at all participating federation conferences

**ADVERTISING PACKAGE**  
$7,500  
Includes a full-page ad in all participating regional and federation print or digital conference programs
NARFE WEBINAR SPONSORSHIPS

By sponsoring a webinar, your company helps NARFE provide information on key topics to members and prospects throughout the year. NARFE webinars offer attendees ease of participation from their home or office, both during the live presentation or while viewing recordings at their convenience.

WEBINAR SPONSORSHIP $5,000 PER WEBINAR

Sponsor Benefits:

- Exclusive opportunity, limited to one company per webinar
- Email sent on sponsor’s behalf to all attendees (more than 1,000 on average)
- Acknowledgment from speaker at beginning and end of webinar
- Dedicated slide at end of webinar with information about sponsor and link to website
- Logo recognition on:
  - Marketing emails to 300,000 members and prospects
  - Online advertising of webinar to more than 1 million people
  - Welcome page of PowerPoint presentation

Sponsor PowerPoint slide samples at end of webinar presentation

Email sent on sponsor’s behalf
NARFE MAGAZINE

The most-read magazine by federal employees and retirees

Circulation: 165,000

NARFE Magazine is a highly coveted member benefit and is the prime source of information and guidance on critical legislation, federal benefits issues and updates for our members. With a nationwide circulation of more than 165,000 each issue, this publication is read cover to cover by our members. This is a “must buy” for our advertisers!

<table>
<thead>
<tr>
<th>Advertising Rates (Four Color)</th>
<th>1x*</th>
<th>3x*</th>
<th>6x*</th>
<th>10x</th>
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</thead>
<tbody>
<tr>
<td>Full</td>
<td>$5,081</td>
<td>$4,827</td>
<td>$4,573</td>
<td>$4,319</td>
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<tr>
<td>Half</td>
<td>$3,101</td>
<td>$2,946</td>
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<td>$2,636</td>
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<td>Spread</td>
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<tr>
<td>Cover 2</td>
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<td></td>
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<td>$4,967</td>
</tr>
<tr>
<td>Cover 3</td>
<td></td>
<td></td>
<td></td>
<td>$4,967</td>
</tr>
<tr>
<td>Cover 4</td>
<td></td>
<td></td>
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<td>$5,610</td>
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*NARFE publishes 10 issues per year: January/February and June/July are combined issues.

NARFE MAGAZINE OPPORTUNITIES

Benefits Brief Sponsorship
$1,200 per issue
- Prominently showcase your logo and brand on each of NARFE’s Benefits Brief column each issue. Ask about multiple issue discounts.

4-Page Insert
- Accepted only with order of full-page magazine ad.
- Ad cost separate from insert.
- Full run only.
  Pricing available for customer print and supply and NARFE print and insert.

May 2021 Issue

June/July 2027 Issue

August 2021 Issue

September 2021 Issue

2022 SPONSORSHIP PROSPECTUS AND MEDIA GUIDE
NARFE MAGAZINE 2022 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>JANUARY/FEBRUARY</th>
<th>Space Deadline: 11/1/21 • Creative Due: 11/10/21</th>
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</thead>
<tbody>
<tr>
<td><strong>Focus:</strong> Genealogy</td>
<td><strong>Focus:</strong> Civil Service Reform</td>
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</tbody>
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<table>
<thead>
<tr>
<th>MARCH</th>
<th>Space Deadline: 1/1/22 • Creative Due: 1/10/22</th>
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</thead>
<tbody>
<tr>
<td><strong>Focus:</strong> NARFE-PAC Month</td>
<td><strong>Focus:</strong> Online Engagement</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>APRIL</th>
<th>Space Deadline: 2/1/22 • Creative Due: 2/10/22</th>
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</thead>
<tbody>
<tr>
<td><strong>Focus:</strong> Federal Job Market</td>
<td><strong>Special Section:</strong> State Tax Roundup</td>
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</table>

<table>
<thead>
<tr>
<th>MAY</th>
<th>Space Deadline: 3/1/22 • Creative Due: 3/10/22</th>
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</thead>
<tbody>
<tr>
<td><strong>Focus:</strong> What Government Does/Public Service Recognition Week (PSRW)</td>
<td><strong>Focus:</strong> Scams/Fraud Targeting Seniors <strong>Special Section:</strong> Candidate Statements</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JUNE/JULY</th>
<th>Space Deadline: 4/1/22 • Creative Due: 4/10/22</th>
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</thead>
<tbody>
<tr>
<td><strong>Focus:</strong> Inspectors general</td>
<td><strong>Focus:</strong> Juneteenth <strong>Special Section:</strong> NARFE Election News</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AUGUST</th>
<th>Space Deadline: 6/1/22 • Creative Due: 6/10/22</th>
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</thead>
<tbody>
<tr>
<td><strong>Focus:</strong> Grassroots Advocacy Month</td>
<td><strong>Focus:</strong> NASA</td>
</tr>
</tbody>
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<table>
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<tr>
<th>SEPTEMBER</th>
<th>Space Deadline: 7/1/22 • Creative Due: 7/10/22</th>
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<tbody>
<tr>
<td><strong>Focus:</strong> Medicare Advantage</td>
<td><strong>Focus:</strong> Gratitude/Giving</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OCTOBER</th>
<th>Space Deadline: 8/1/22 • Creative Due: 8/10/22</th>
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</thead>
<tbody>
<tr>
<td><strong>Focus:</strong> Good Health = Good Health Insurance, Open Minds for Open Season</td>
<td><strong>Focus:</strong> Courts’ Growing Power <strong>Special Section:</strong> Open Season Preview</td>
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</table>

<table>
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<tr>
<th>NOVEMBER</th>
<th>Space Deadline: 9/1/22 • Creative Due: 9/10/22</th>
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</thead>
<tbody>
<tr>
<td><strong>Focus:</strong> Successful Retirement/Sense of Purpose <strong>Special Section:</strong> FEDcon Wrapup</td>
<td><strong>Focus:</strong> Diversity/Inclusion <strong>Special Section:</strong> Open Season Report</td>
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</table>

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<tr>
<th>DECEMBER</th>
<th>Space Deadline: 10/1/22 • Creative Due: 10/10/22</th>
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</thead>
<tbody>
<tr>
<td><strong>Focus:</strong> Caring/Planning for Exceptional Children</td>
<td><strong>Focus:</strong> Feds Serving Abroad <strong>Special Section:</strong> Open Season Report</td>
</tr>
</tbody>
</table>

*Dates and topics are subject to change.

NARFE MAGAZINE COLUMNS AND DEPARTMENTS

- From the President
- Washington Watch
- Bill Tracker
- Managing Money
- Questions & Answers
- For the Record
- NARFE News
- The Way We Worked
- Alzheimer's Update
NARFE DIGITAL MARKETING SOLUTIONS

Strengthen your campaign by integrating your event, print and digital marketing with NARFE. Through NARFE’s growing digital network and resources, we offer customized marketing channels for any budget.

WEBSITE

NARFE.ORG provides premium content including guidance on and frequently asked questions about federal benefits, benefits enrollment information, advocacy tools and breaking news of interest to Feds.

ADVERTISING RATES

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>Section Targeting</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>ROS</td>
<td>$2,800</td>
<td>$2,500</td>
<td>$2,300</td>
<td>$2,100</td>
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<tr>
<td>Medium Rectangle*</td>
<td>ROS</td>
<td>$3,800</td>
<td>$3,400</td>
<td>$3,200</td>
<td>$2,800</td>
</tr>
<tr>
<td>Leaderboard &amp; Medium Rectangle*</td>
<td>ROS</td>
<td>$5,900</td>
<td>$5,300</td>
<td>$4,900</td>
<td>$4,400</td>
</tr>
</tbody>
</table>

* Advertising rates are based on per month pricing; 10% discount on combined leaderboard and medium rectangle ads per month, three medium rectangle ads per page.

E-NEWSLETTER

NARFE NewsLine is delivered to member and federal community email inboxes each Tuesday and provides key news about NARFE, its advocacy efforts and federal benefits, as well as curated topical information from media sources around the country. We offer ad positions and pricing to meet your budget.

- 174,000 weekly circulation on average
- 26.6% average open rate
- 25.6% average click-through rate

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>8 weeks</th>
<th>12 weeks</th>
<th>25 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower Leaderboard</td>
<td>$5,300</td>
<td>$7,600</td>
<td>$12,500</td>
</tr>
<tr>
<td>Banner Top 1</td>
<td>$4,400</td>
<td>$6,300</td>
<td>$12,000</td>
</tr>
<tr>
<td>Sponsored Content 1</td>
<td>$4,200</td>
<td>$5,900</td>
<td>$11,500</td>
</tr>
<tr>
<td>Product Showcase 1</td>
<td>$4,000</td>
<td>$5,700</td>
<td>$11,000</td>
</tr>
<tr>
<td>Box Ad 1</td>
<td>$3,800</td>
<td>$5,500</td>
<td>$9,800</td>
</tr>
<tr>
<td>Box Ad 2</td>
<td>$3,800</td>
<td>$5,500</td>
<td>$9,800</td>
</tr>
<tr>
<td>Sponsored Content 2</td>
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<tr>
<td>Product Showcase 2</td>
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<tr>
<td>Box Ad 3</td>
<td>$3,660</td>
<td>$5,330</td>
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</tr>
<tr>
<td>Box Ad 4</td>
<td>$3,660</td>
<td>$5,330</td>
<td>$9,700</td>
</tr>
</tbody>
</table>

*Additional ad positions and pricing are available upon request
FEDHub

NARFE's newest communication platform has all the features our association needs to increase the visibility of NARFE’s federal benefits content, connect members at the chapter level and across the country, make our member communications far more effective, and significantly boost engagement with both current and prospective members. This new digital advertising opportunity will be one of the most effective messaging tools the NARFE offers to our sponsors.

- **Site Ads** display on the Home page and subsequent interior pages, such as the All Communities, Member Directory, and various Browse pages.
- **Sponsor Content Ads** display on the Home page and subsequent interior pages and some discussion pages as relevant content.
- **Discussion Ads** display only in Discussion threads and include the small leaderboard and medium rectangle ads.

**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>AD POSITIONS</th>
<th>Type of Ad</th>
<th>Investment (per month)</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard Top</td>
<td>Site Display</td>
<td>$750</td>
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<tr>
<td>Leaderboard Bottom</td>
<td>Site Display</td>
<td>$550</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>Site &amp; Discussion</td>
<td>$1,500</td>
</tr>
<tr>
<td>Small Leaderboard &amp; Medium Rectangle</td>
<td>Discussion Display &amp; Emails</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**UNIQUE OPPORTUNITIES**

**NARFE Magazine Inserts**

Inserts are a great opportunity to capture high visibility through *NARFE Magazine*, which remains a highly trusted and valued member benefit. Your preprinted 4-page insert is placed on your advertising page for outstanding exposure and the ability for the reader to remove it and keep for future reading. This is a cost-effective way to get your message to an engaged audience with a brand they trust most. Pricing inquiries: contact Anita Nelson at anelson@narfe.org.
UNIQUE OPPORTUNITIES

BE PREPARED FOR LIFE’S EVENTS GUIDE

This extremely popular guide helps our members organize their personal and financial information in one location so that their survivors will have the information they need to handle their affairs upon their death. As the sponsor, you will advertise your company on the back page of the guide in full color for the entire year. $2,500 per year.

DAILY CLIPS

NARFE’s Daily News Clips is an opt-in weekday news digest curated for the federal community from recognizable, trusted sources. In addition to news, the Daily News Clips include NARFE media statements, articles that reference or mention NARFE, and a balanced selection of hand-picked opinion-editorial articles from prominent voices in the federal community. News Clips is emailed to nearly 1,000 members and federal community prospects every weekday. Advertising Rate is $500 per month.
UNIQUE OPPORTUNITIES CONT.

POSTAL MAILINGS TO NARFE MEMBERS

A limited number of U.S. Postal Service mailings are available but must be approved by NARFE’s National Executive Board. The cost is $99 per thousand names with a minimum fee of $2,500 for one-time use. Printing and postage are the responsibility of the sponsor.

Sample postcard mailing

UNIQUE OPPORTUNITIES CONT.

EMAILS TO NARFE MEMBERS

Although NARFE is not permitted to sell or rent member emails, we offer a limited number of sponsored emails sent on behalf of the sponsor per year. Each email is $13,500, and the sponsor provides the content and graphics.