



# GROW YOUR BUSINESS WITH



National Active and Retired  
Federal Employees Association



2024 SPONSORSHIP PROSPECTUS AND MEDIA GUIDE

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## 2024 PROSPECTUS AND MEDIA GUIDE

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### CONTACT

**Francine Garner**

Business Development Manager

Email: [fgarner@narfe.org](mailto:fgarner@narfe.org)

Direct Phone: 571-483-1288

### FOLLOW US

**Facebook/NARFEHQ/**

**LinkedIn/company/narfe/**

**Twitter/@NARFEHQ**

### CIRCULATION

135,000

## AN INTRODUCTION

Dear Valued Partner,

We would like to thank you for your interest in NARFE: the National Active and Retired Federal Employees Association. 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 135,000 current and retired federal employees.

We are thrilled to share NARFE's 2024 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 2024 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 than by having a presence at our events such as at FEDcon24, in our magazine and taking advantage of our various digital platforms—NewsLine, FedHub and DailyClips.

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 2024, 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,



Francine Garner

*Business Development Manager*  
NARFE

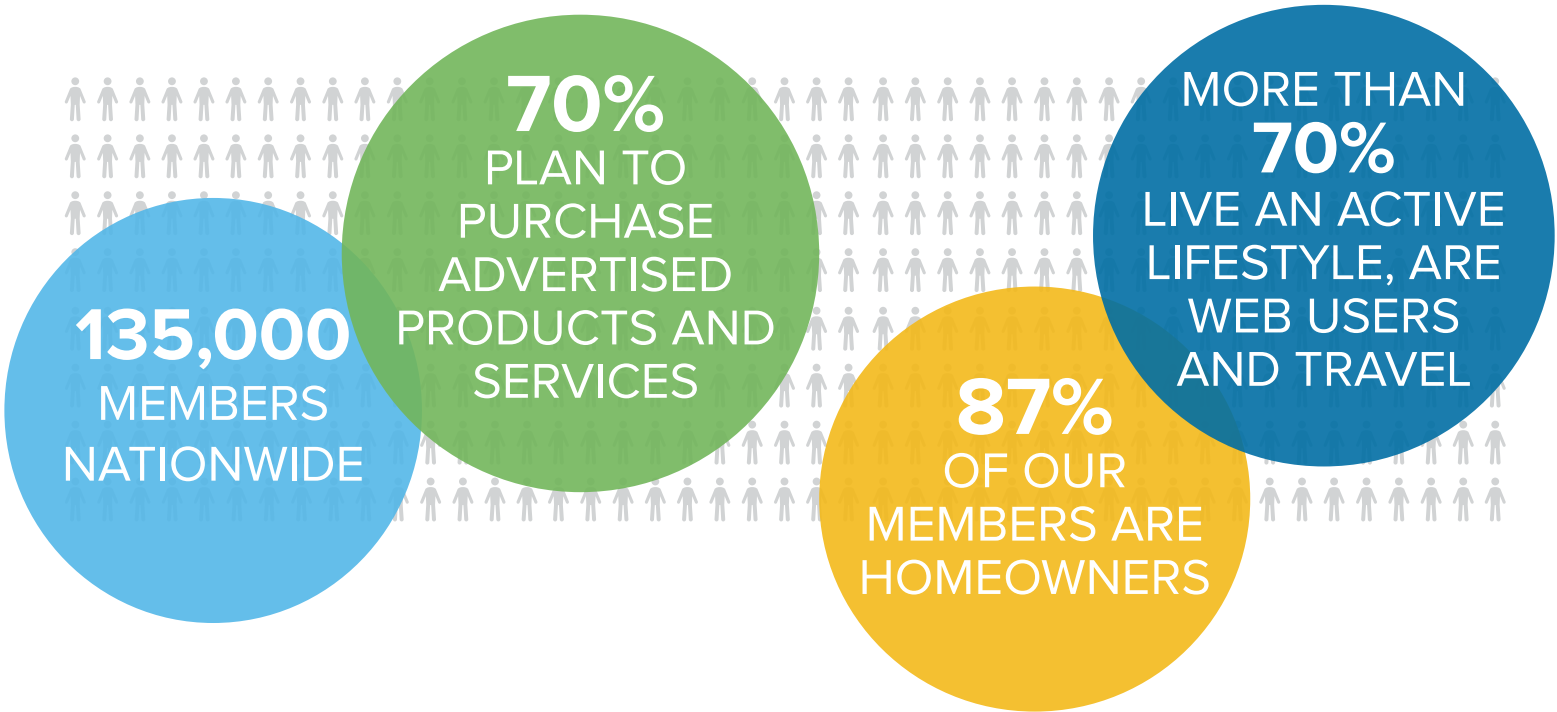
Email: [fgarner@narfe.org](mailto:fgarner@narfe.org)

Direct Phone: 571-483-1288

**WHAT IS NARFE?** The National Active and Retired Federal Employees Association (NARFE) is a 501(c)(5) nonprofit membership organization dedicated to protecting and enhancing the earned pay, retirement and health care benefits of federal employees, retirees and their survivors. Founded in 1921, NARFE's legacy spans more than a century, during which it has worked tirelessly to advocate for our members before the Office of Personnel Management, Congress and the White House and providing critical federal benefits information and guidance to the federal community.

# THE POWER OF NARFE

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



## 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	NARFE Events	NARFE Advertising
<p>Page 5</p> <p>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.</p>	<p>Page 6</p> <p>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.</p>	<p>Page 11</p> <p>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.</p>

# THANK YOU TO OUR 2023 SPONSORS AND PARTNERS

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traveldiscounts





## 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.

	CHAIRMAN'S CIRCLE	PRESIDENT'S CIRCLE	EXECUTIVE CIRCLE
Minimum annual investment	\$100,000*	\$65,000*	\$35,000*
Logo with link on NARFE homepage	Yes	Yes	Yes
NARFE co-brand on sponsor website	Yes	Yes	Yes
Complimentary NARFE website campaign	3 months	2 months	—
One complimentary ad in <i>NARFE Magazine</i>	Full-page ad	Half-page ad	—
Social media shout-out	2x	1x	1x

\* 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 2023 CIRCLE SPONSORS

### CHAIRMAN'S CIRCLE



### PRESIDENT'S CIRCLE



### EXECUTIVE CIRCLE



# FEDCON24

LEARN • ADVOCATE • LEAD

AUGUST 18-20, 2024 | Hyatt Regency St. Louis at the Arch | St. Louis, MO

Get in front of the federal community at FEDcon24, August 18-20 in St. Louis, Missouri. 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.

## NARFE FEDERATION PRESIDENTS MEETING 2024

AUGUST 16, 2024 | Hyatt Regency St. Louis at the Arch | St. Louis, MO

### NARFE FEDERATION PRESIDENTS MEETING

Powerfully communicate your company's message to NARFE'S leadership and beyond. Sponsoring the 2024 NARFE Presidents Meeting is an ideal way for you to put your organization in front of the elite NARFE federation presidents and board members, representing more than 800 chapters and nearly 135,000 members around the country as they gather to discuss key topics concerning the association. 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.

Sponsorship opportunities available upon request.



**THE LARGER YOUR INVESTMENT,  
THE MORE BENEFITS YOU SEE!**

## 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) – \$8,000

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, thank you in confirmation emails, tote bag insert provided by sponsor) and signage in the registration area.

### WELCOME RECEPTION (AVAILABLE FOR CO-SPONSORSHIP) – \$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) - \$8,000 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.

### 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 (NARFE supplies) or \$5,000 (Sponsor donates and customizes)

Get your company logo and brand into the hands of every attendee by sponsoring the official conference tote bag handed out at registration.



**BE A SOCIAL MEDIA PARTNER!** Promote FEDcon24 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 supplies) or \$5,000 (sponsor supplies)**

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) – \$2,500 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. All refreshment breaks will be held in the exhibit area.

## **CONFERENCE PROGRAM & SPONSOR DIRECTORY ADVERTISING – Full page \$1,500 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.

### **ONLINE AUCTION**

Donate an auction item to NARFE's Online Auction to be held during FEDcon24. 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 FEDcon24 to your social media followers, tag NARFE and receive \$250 off of the price of YOUR EXHIBIT BOOTH.**



## REGIONAL AND LOCAL OPPORTUNITIES

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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 at [advertising@narfe.org](mailto:advertising@narfe.org).

### EXHIBIT AND ADVERTISING FEE

**\$7,500 - \$15,000**

Fees will vary based on sponsorship and advertising/marketing opportunities offered by each federation. Funds will be allocated until all funds have been used. Sponsor will select the federation meetings they wish to support.

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# 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 NARFE HOSTED WEBINAR / \$2,500 HOST YOUR OWN WEBINAR**

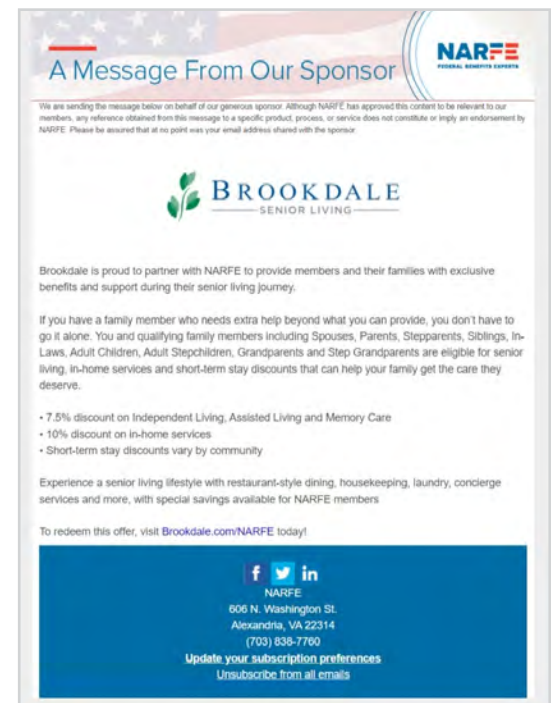
### Sponsor Benefits:

- Exclusive opportunity, limited to one company per webinar
- Post-show email sent on sponsor's behalf to all registered attendees (more than 1,000 on average)
- Acknowledgment of sponsor by speaker at beginning and end of webinar
- Dedicated slide at end of webinar with information about sponsor and link to sponsor's website
- Logo recognition on:
  - o Marketing emails to 230,000 members and prospects
  - o Online advertising of webinar to members and prospects
  - o Welcome page of PowerPoint presentation
  - o Recognition in NewsLine when webinar is spotlighted

**Sponsor PowerPoint slide samples at end of webinar presentation**



**Email sent on sponsor's behalf**



### 2024 Webinar Schedule

Date	Webinar Topic
January	FEGLI/ Alternatives
February	Roth Conversions
March	Retirement Tax Planning
April	1. Postal Service Health Benefits Preview & Special Enrollment Period 2. Retirement Planning for Mid-Career and Late-Career Feds (including tips on TSP management for active feds)
May	1. Key Questions You Need to Answer As You Approach Retirement: PART 1 2. PART 2
June	Retirement Processing Prep
July	Thrift Savings Plan: Should I Stay or Should I Go?
August	TBD
September	How to Plan for Long-Term Care
October	1. Medicare Part B- To B or Not to B 2. Open Season Preview w/ FEDVIP 3. Medicare Advantage Plans (in FEHB and out of it) 4. Postal Service Health Benefits Program
November	1. Choosing the Best FEHB with Medicare 2. Choosing the Best FEHB without Medicare 3. FEHB Prescription Drug Plans
December	Estate Planning

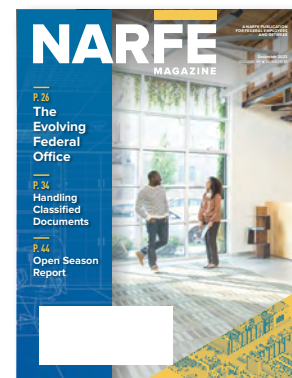
*\*Dates and topics are subject to change.*

# NARFE MAGAZINE

The most-read magazine by federal employees and retirees

**Circulation: 135,000**

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 135,000 each issue, this publication is read cover to cover by our members. This is a “must buy” for our advertisers!



## NARFE Magazine 2024 Publishing Schedule

Month	Publishes	Space Due	Creative Due
Jan/Feb	1/1/24	10/25/23	11/6/23
March	3/1/24	12/22/23	1/5/24
April	4/1/24	1/25/24	2/7/24
May	5/1/24	2/23/24	3/7/24
Jun/Jul	6/1/24	3/25/24	4/5/24
August	8/1/24	5/24/24	6/7/24
September	9/1/24	6/25/24	7/5/24
October	10/1/24	7/25/24	8/7/24
November	11/1/24	8/23/24	9/6/24
December	12/1/24	9/25/24	10/7/24

\*NARFE publishes 10 issues per year. January/February and June/July are combined issues.

## NARFE Magazine 2024 Advertising Rates

Advertising Rates (4 Color)	1x*	3x*	6x*	10x
Full	\$5,081	\$4,827	\$4,573	\$4,319
Half	\$3,101	\$2,946	\$2,791	\$2,636
Spread	\$10,200	\$9,700	\$9,200	\$8,850
Premium Placement	1x*	3x*	6x*	10x
Cover 2	\$6,000	\$5,750	\$5,550	\$5,350
Cover 3	\$5,500	\$5,225	\$5,100	\$4,950
Cover 4	\$6,500	\$6,250	\$5,925	\$5,650
Center Spread	\$11,500			\$9,550

## NARFE MAGAZINE OPPORTUNITIES



### Benefits Brief Sponsorship

\$1,500 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 \$20,000 per issue

- Accepted only with order of full-page magazine ad.
- Ad cost separate from insert.
- Full run only.

**89%**  
READ  
MAGAZINE  
EVERY  
MONTH

**80%**  
OF READERS  
LOOK TO  
MAGAZINE  
FOR QUALITY  
PRODUCTS AND  
SERVICES



# NARFE MAGAZINE 2024 EDITORIAL CALENDAR

<b>JANUARY/FEBRUARY</b>		Space Deadline: 10/25/2023 • Creative Due: 11/6/2023	
<b>Focus:</b> New Year's Resolutions: Resolve to Get Fit		<b>Focus:</b> See How The Other Half Works: Public-Private Exchanges	
<b>MARCH</b>		Space Deadline: 12/22/23 • Creative Due: 1/5/24	
<b>Focus:</b> NARFE-PAC		<b>Focus:</b> Customer Service at Federal Agencies	
<b>APRIL</b>		Space Deadline: 1/25/24 • Creative Due: 2/7/24	
<b>Focus:</b> Best Places to Retire in 2024		<b>Focus:</b> CSRS v. FERS <b>Special Section:</b> State Tax Treatment of Federal Annuities	
<b>MAY</b>		Space Deadline: 2/23/24 • Creative Due: 3/7/24	
<b>Focus:</b> The Senior Executive Service 25th Anniversary		<b>Focus:</b> Retirement Planning Under FERS	
<b>JUNE/JULY</b>		Space Deadline: 3/25/24 • Creative Due: 4/5/24	
<b>Focus:</b> Traveling with Limited Mobility, and Safety Since COVID-19		<b>Focus:</b> Electing Survivor Benefits	
<b>AUGUST</b>		Space Deadline: 5/24/24 • Creative Due: 6/7/24	
<b>Focus:</b> Still in Student Debt Before and After Retirement. What Are my Options?		<b>Focus:</b> What is Artificial Intelligence? <b>Special Section:</b> Grassroots Advocacy Month	
<b>SEPTEMBER</b>		Space Deadline: 6/25/24 • Creative Due: 7/5/24	
<b>Focus:</b> Caring for a Spouse After Retirement		<b>Focus:</b> Hatch Act Update	
<b>OCTOBER</b>		Space Deadline: 7/25/24 • Creative Due: 8/7/24	
<b>Focus:</b> The Effects of Loneliness on Our Health, Especially for Solo Retirees <b>Special Section:</b> 2024 Presidential Questionnaire		<b>Focus:</b> What is Schedule F, and How Will it Affect Civil Servants <b>Special Section:</b> Open Season Preview	
<b>NOVEMBER</b>		Space Deadline: 8/23/24 • Creative Due: 9/6/24	
<b>Focus:</b> Finding Your New Best Friend—Pet Adoption for Seniors and the Benefits		<b>Focus:</b> TSP Fund portfolio management <b>Special Section:</b> Open Season Report	
<b>DECEMBER</b>		Space Deadline: 9/25/24 • Creative Due: 10/7/24	
<b>Focus:</b> 100 Years of VA Research Marked in 2025		<b>Focus:</b> Are you getting all the retirement benefits you earned? <b>Special Section:</b> Open Season Report	

*\*Dates and topics are subject to change.*

## NARFE MAGAZINE COLUMNS AND DEPARTMENTS

- From the President
- Washington Watch
- Bill Tracker
- Benefits Brief
- Managing Money
- Questions & Answers
- NARFE News
- The Way We Worked
- Alzheimer's Update



# NARFE

## MAGAZINE

### NARFE MAGAZINE ADVERTISING RATES:

Effective January 1, 2024 Circulation 135,000

Four Color	1x*	3x*	5x*	10x
Full	\$5,081	\$4,827	\$4,573	\$4,319
Half	\$3,101	\$2,946	\$2,791	\$2,636
Spread	\$10,200	\$9,700	\$9,200	\$8,850
Premium Placement	1x*	3x*	5x*	10x
Cover 2 - Inside Front	\$6,000	\$5,750	\$5,550	\$5,350
Cover 3 - Inside Back	\$5,500	\$5,225	\$5,100	\$4,950
Cover 4 - Back Cover	\$6,500	\$6,250	\$5,925	\$5,650
Center Spread	\$11,500	—	—	\$9,550

\*NARFE publishes 10 issues per year. January/February and June/July are combined issues.

#### STANDARD AD DIMENSIONS

Full (nonbleed) 7" x 9.333"

Full (bleed) 8-1/4" x 10-3/4"  
(Trim is 8" x 10-1/2")

1/2 (Horiz) 7" x 4.75"

#### ADVERTISING CONTACT

NARFE 606 N. Washington St.  
Alexandria, VA 22314 703-838-7760

Francine Garner  
Business Development Manager  
571-483-1288 | fgarner@narfe.org

#### 2024 INSERTION ORDER

To reserve space, fill out the month(s) for your ad(s), note size and rate on line below.

JAN/FEB \_\_\_\_\_

AUG \_\_\_\_\_

MAR \_\_\_\_\_

SEP \_\_\_\_\_

APR \_\_\_\_\_

OCT \_\_\_\_\_

MAY \_\_\_\_\_

NOV \_\_\_\_\_

JUN/JUL \_\_\_\_\_

DEC \_\_\_\_\_

Company: \_\_\_\_\_

Billing address: \_\_\_\_\_

Name (please print): \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_

I hereby authorize you to run our ad according to the above schedule. I understand that NARFE reserves the right to approve all of the contents of advertisements as well as the option to reject or cancel any advertisement, IO, URL link, space reservation or position commitment at any time, for any reason whatsoever, even if the advertising has been published previously by NARFE. I understand that payment is due in 30 days from date of invoice.

#### DEADLINES AND SPECS

**SPACE RESERVATIONS:** Due on the 25th of the month, three months preceding month of issue (e.g., January 25 for April issue)

**MATERIALS:** Due on the 7th of the month, two months preceding month of issue (e.g., February 7 for April issue)  
To: advertising@narfe.org

**SPECIFICATIONS COLOR:** All files must be CMYK. Convert all spot and RGB colors to CMYK.

**PDF FORMAT:** PDF x1A, all fonts embedded, no web fonts

**IMAGES:** Photos or logos must be 300dpi at 100% of final print size.

**BLEEDS:** All full-page and spread ads with bleeds should have .125 inch bleed extending past the 8"x10.5" trim. (8.25"x10.75" with bleed)

**SAFETY:** Keep all LIVE matter (text or design not intended to trim) .25" from trim edges.

**CROP MARKS:** You may include crop marks, but the **crop marks must be outside the bleed area (.125" offset).**

**SPLIT:** A/B split cost: \$1,500 net.

**INSERTS:** Ask about rates, quantity, printing and shipping instructions.

# 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 ADVERTISING RATES

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.

POSITIONS	Section Targeting	1 month	3 months	6 months	12 months
Leaderboard & Medium Rectangle*	ROS	\$4,000	\$3,000	\$2,000	\$1,000

\* Advertising rates are based on per month pricing

## 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.

- 230,000 weekly circulation on average to member/prospect emails
- 26.6% average open rate of NARFE newsletter

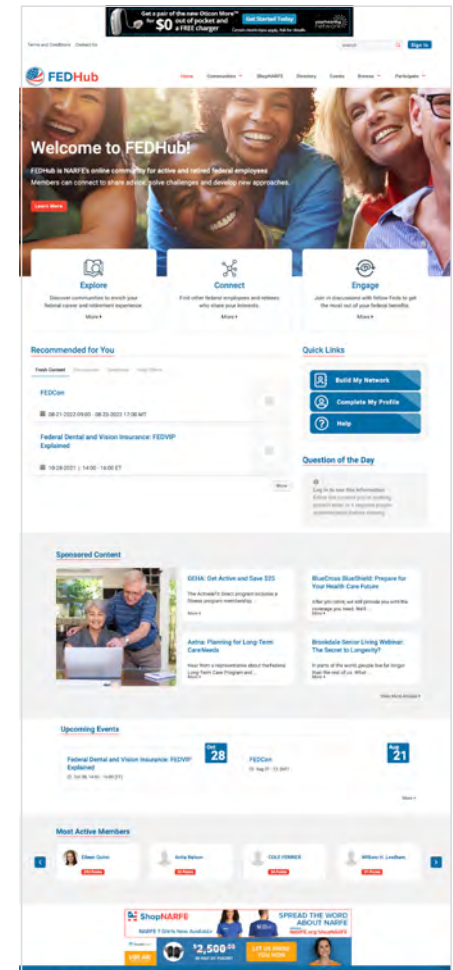
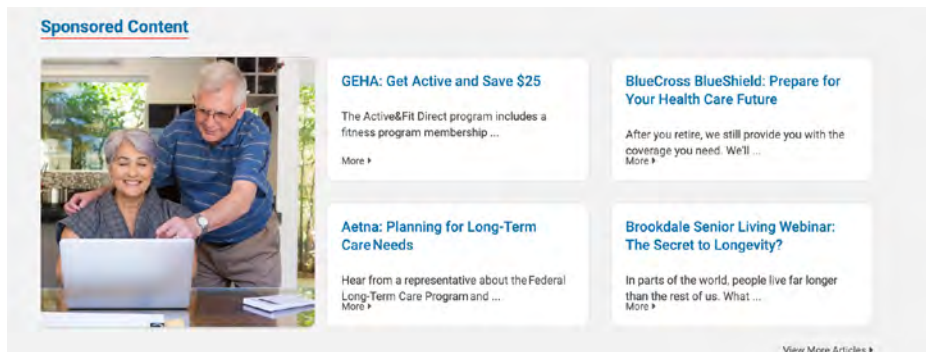
POSITIONS	8 weeks	12 weeks	25 weeks
Lower Leaderboard	\$5,300	\$7,600	\$12,500
Banner Top 1	\$4,400	\$6,300	\$12,000
Sponsored Content 1	\$4,200	\$5,900	\$11,500
Product Showcase 1	\$4,000	\$5,700	\$11,000
Box Ad 1	\$3,800	\$5,500	\$9,800
Box Ad 2	\$3,800	\$5,500	\$9,800
Sponsored Content 2	\$4,000	\$5,700	\$11,000
Product Showcase 2	\$3,850	\$5,550	\$10,650
Box Ad 3	\$3,660	\$5,330	\$9,700
Box Ad 4	\$3,660	\$5,330	\$9,700
Sponsored Content 3	\$3,850	\$5,400	\$10,000
Product Showcase 3	\$5,550	\$5,200	\$9,500
Box Ad 5	\$3,600	\$5,050	\$9,250
Box Ad 6	\$3,600	\$5,050	\$9,250
Sponsored Content 4	\$3,700	\$5,100	\$9,000
Product Showcase 4	\$3,550	\$4,800	\$8,500

\*Additional ad positions and pricing are available upon request

## FEDHub

NARFE's 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 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 customized pages.
- **Discussion Ads** display only in Discussion threads using the medium rectangle ads.



## FEDHUB ADVERTISING RATES

AD POSITIONS	Type of Ad	Investment (per month)
Global Leaderboard Top	Site display	\$2,500
Global Leaderboard Bottom	Site display	\$1,500
Homepage Leaderboard Top	Site display	\$1,000
Homepage Leaderboard Bottom	Site display	\$500
<b>Sponsored Content</b> <i>6 positions available per month</i>	Home page and click to landing page on narfe.org	\$1,500
<b>Small Leaderboard &amp; Medium Rectangle (unlimited)</b>	Discussion display & emails	\$500

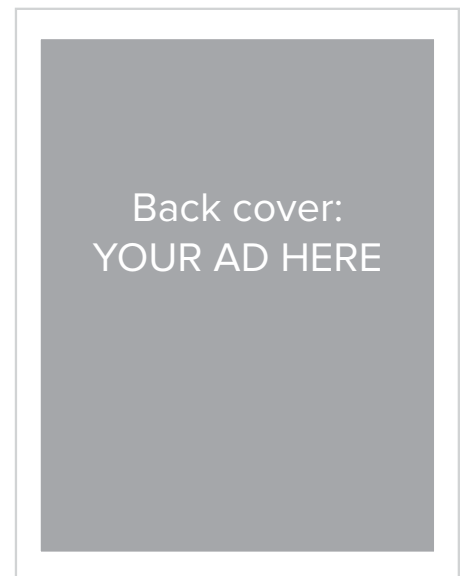
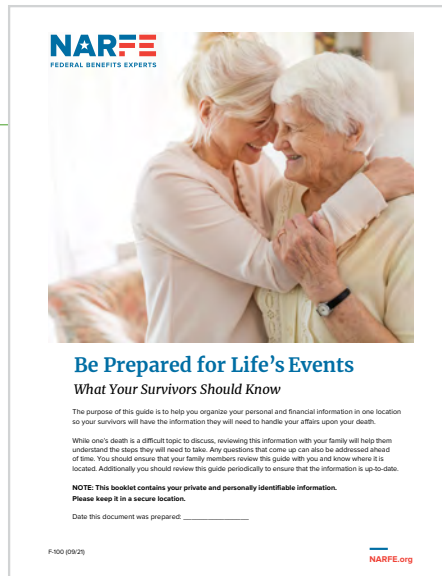
\*Multiple months available at a discount



# UNIQUE OPPORTUNITIES

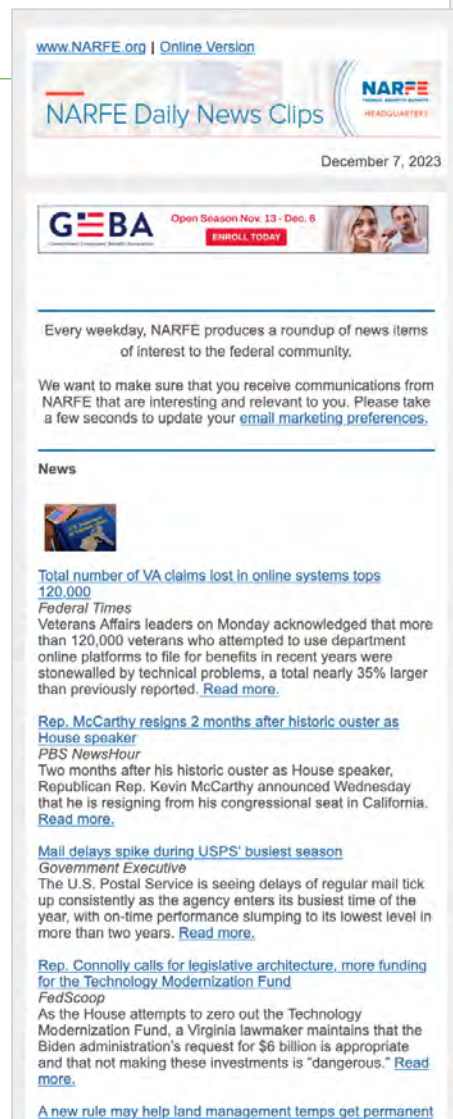
## BE PREPARED FOR LIFE'S EVENTS GUIDE

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. \$5,000 per year.



## DAILY NEWS 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 12,000 members and federal community prospects every weekday.



regulations establishing a pathway for current and former temporary workers at land management agencies to apply for permanent posts through merit nominations procedures.

### Commentary



**If you want to become a TSP millionaire, just ask FEDWeek**

There are over 100,000 Thrift Savings Plan ("TSP") millionaires at this point in 2023. These are the employees who contributed to the TSP their entire federal career and invested aggressively. They weathered every financial storm and crisis. It is an elite club. And this club welcomes new members. [Read more.](#)

### Podcast



**As January 1 nears, consider improving your health care coverage**

**Federal News Network**

There are some notable changes to health care for 2024. Retired or not, it would serve you well to understand those changes and your options. With some timely advice, the editor of the Checkbook Guide to Health Plans for Federal Employees, Kevin Moss, talked with the hosts of the podcast Fed Life, Tom Temin and Drew Friedman on the Federal Drive with Tom Temin. [Listen here.](#)

Federal employees

**Find the best insurance plan for you**



NARFE Daily News Clips

NARFE is a nonpartisan organization. Sources and content found within NARFE's Daily News Clips do not necessarily represent the views or policies of NARFE or its leaders, staff or members.

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Alexandria VA 22314

**National Active and Retired Federal Employees Association**  
703-838-7760  
Fax: 703-838-7785  
[www.narfe.org](http://www.narfe.org)

Editor: NARFE Communications

You can update your preferences [here](#) or [unsubscribe](#).

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## DAILY CLIPS ADVERTISING RATES

AD POSITIONS	PER MONTH
Top Leaderboard	\$1,000
Lower Leaderboard	\$500

*\*Limited opportunity: Only 2 positions available per month, top or bottom.*



# UNIQUE OPPORTUNITIES CONT.

## Sample postcard mailings

## 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 addresses with a minimum fee of \$1,500 for one-time use. Printing and postage are the responsibility of the sponsor.



## BUCK INSERT/SLIPS FOR MEMBER PACKET MAILING

As we embrace new approaches to communications and advertising, printed materials remain an effective way to stand out and make an impression on potential customers. NARFE is offering you the opportunity to let us help you get your message directly into the hands of our new members and reinstated members (members who have been away for more than a year). Let them see the importance of your flier included in their new member packet.

With your eye-catching design, buck slips can help spread the word about your business and encourage people to take action. Rather than sitting idly in a digital inbox, these materials allow members to keep your information handy on your customer's kitchen tables or refrigerators, where they stay for months as constant reminders.

\$8,000 full year (limited to two sponsors) / \$5,000 per 6 months



## Sample Bucklip Inserts



## Sample Sponsor Emails



## 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. The cost is \$125 per thousand addresses with a minimum fee of \$1,500 for one-time use.

## NARFE Magazine Advertising:

Ad Sizes	Width	Depth
Full Page (Bleed)	8.25"	10.75"
Full Page (Trim)	8"	10.5"
Full Page (Non-bleed)	7"	9.333"
Half Page Horizontal	7"	4.75"
Spread	16.5"	10.75"

**Space Reservations due** on the 25th of month, 3 months preceding month of issue (e.g., January 25 for April issue).

**Materials due** on the 7th of the month, 2 months preceding month of issue (e.g., February 5 for April issue).

**SPECIFICATIONS COLOR:** All files must be CMYK. Convert all spot and RGB colors to CMYK.

**PDF FORMAT:** PDF x1A, all fonts embedded, no web fonts

**IMAGES:** Photos or logos must be 300dpi at 100% of final print size.

**BLEEDS:** All full-page and spread ads with bleeds should have .125 inch bleed extending past the 8"x10.5" trim (8.25"x10.75" with bleed).

**SAFETY:** Keep all LIVE matter (text or design not intended to trim) .25" from trim edges.

**CROP MARKS:** You may include crop marks, but the crop marks must be outside the bleed area (.125" offset).

**SPLIT:** A/B split cost: \$1,500 net.

## Website Advertising on NARFE.org:

Ad Size	Ad Dimensions
Leaderboard	728w x 90h (full), 320w x 50h (mobile)
Send both sizes	
Medium Rectangle	300w x 250h (full), 320w x 50h (mobile)
Send both sizes	

File Format: GIF, JPG, PNG

File Size: 40k

Materials due 2 weeks prior to beginning of campaign;  
1 week notice for campaign material changes.



## FEDhub Advertising:

Ad Size	Ad Dimensions
Leaderboard	728w x 90h
Medium Rectangle	300w x 250h

*\*FEDHub is not mobile accessible.*

**File Format:** GIF, JPG, PNG

**File Size:** 40k

Materials due 2 weeks prior to beginning of campaign;  
1 week notice for campaign material changes.

## Sponsored Content

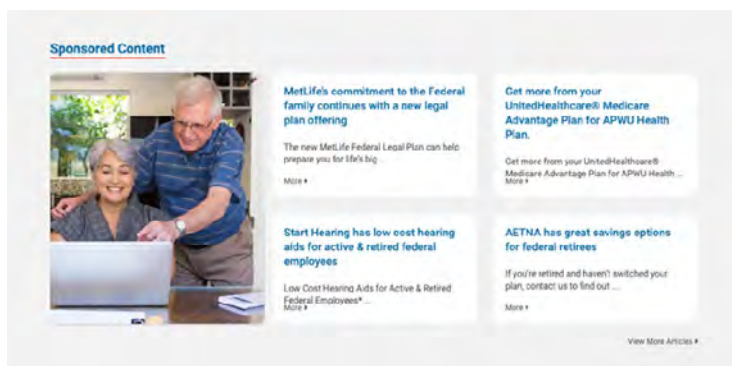
**What you'll need to supply:**

Headline copy

Landing page copy to include image (width 300px), up to 500 words

URL link

Materials due 2 weeks prior to campaign start date.



## **NARFE NewsLine Advertising:**

### **Lower Leaderboard**

Ad dimensions: 580w x 72h

File format: GIF, JPG

File size: 40k

Materials due 2 weeks prior to campaign start date.

### **Traditional Banner**

Ad dimensions: 468w x 60h

File format: GIF, JPG

File size: 40k

Materials due 2 weeks prior to campaign start date.

### **Box Ad/Sponsored Content**

Provide URL link

Ad dimensions: 300w x 250h

File format: GIF, JPG

File size: 40k

Materials due 2 weeks prior to campaign start date.

**Provide short headline copy**  
and text to accompany ad  
*60 word max*

### **Display Ad**

Provide URL link

Ad dimensions: 580w x 175h

File format: GIF, JPG

File size: 40k

Materials due 2 weeks prior to campaign start date.

## **Sponsored Webinars:**

**What you'll need to supply:** Company logo; PowerPoint slide (custom size 13.33"x7.5"-can be jpg or ppt) to include promotional information for end of webinar slide presentation; copy (300 words or less), links and graphics for the post webinar email to attendees. Materials due 2 weeks prior to webinar date.

### **Instructions & File Submission:**

Send all ad materials and insertion orders to: [fgarner@narfe.org](mailto:fgarner@narfe.org); Questions? [fgarner@narfe.org](mailto:fgarner@narfe.org).

## WEBSITE ADVERTISING ON NARFE.ORG

**Ad Size Ad Dimensions** (Send both sizes of each)

**Leaderboard** 728w x 90h (full), 320w x 50h (mobile)

**Medium Rectangle** 300w x 250h (full), 320w x 50h (mobile)

File Format: GIF, JPG, PNG

File Size: 40k

Materials due 2 weeks prior to beginning of campaign  
1 week notice for campaign material changes.

**Dates:** Beginning \_\_\_/\_\_\_/\_\_\_ Ending \_\_\_/\_\_\_/\_\_\_

**Email to:** fgarnier@narfe.org

Subtotal \$\_\_\_\_\_ / per month

## OTHER DIGITAL ADVERTISING OPPORTUNITIES

☐ FEDHub ☐ Daily News Clips ☐ NewsLine

**Ad position:** \_\_\_\_\_ **Number of weeks:** \_\_\_\_\_ **Expected rate:** \_\_\_\_\_

**Dates:** Beginning \_\_\_/\_\_\_/\_\_\_ Ending \_\_\_/\_\_\_/\_\_\_

☐ FEDHub ☐ Daily News Clips ☐ NewsLine

**Ad position:** \_\_\_\_\_ **Number of weeks:** \_\_\_\_\_ **Expected rate:** \_\_\_\_\_

**Dates:** Beginning \_\_\_/\_\_\_/\_\_\_ Ending \_\_\_/\_\_\_/\_\_\_

☐ FEDHub ☐ Daily News Clips ☐ NewsLine

**Ad position:** \_\_\_\_\_ **Number of weeks:** \_\_\_\_\_ **Expected rate:** \_\_\_\_\_

**Dates:** Beginning \_\_\_/\_\_\_/\_\_\_ Ending \_\_\_/\_\_\_/\_\_\_

**Digital Materials Due:** 2 weeks prior to begin date **Email to:** fgarnier@narfe.org

Subtotal \$\_\_\_\_\_

**TOTAL \$**\_\_\_\_\_

## DIGITAL MEDIA INSERTION ORDER FORM

### ADVERTISER:

Name \_\_\_\_\_

Street Address \_\_\_\_\_ Apt. / Unit \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

### ADVERTISING AGENCY:

Name \_\_\_\_\_

Street Address \_\_\_\_\_ Apt. / Unit \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

### SEND INVOICE TO:

Purchase order number \_\_\_\_\_ Name and Company \_\_\_\_\_

Address \_\_\_\_\_

**Comments:** \_\_\_\_\_

Placement of advertising on a NARFE digital platform may be canceled by an advertiser for any reason upon thirty (30) days written notice from the advertiser to NARFE. The advertiser will be responsible for, and hereby agrees to pay for, orders canceled if the required time of notice is not provided. NARFE reserves the right to approve all of the contents of advertisements as well as the option to reject or cancel any advertisement, IO, URL link, space reservation or position commitment at any time, for any reason whatsoever, even if the advertising has been published previously by NARFE.

Advertiser Name (print) \_\_\_\_\_ Advertiser Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return completed form to Francine Garner, fgarnier@narfe.org.**

(01/24)