



**npsoa**<sup>TM</sup>  
NATIONAL PRINT & SIGN  
OWNERS ASSOCIATION

# Benefits *of* Annual Sponsorship 2024

**National Print & Sign Owners Association**

An Association for Owners By Owners

1.888.316.2040 • [www.npsoa.org](http://www.npsoa.org) • [chairman@npsoa.org](mailto:chairman@npsoa.org)

Effective January 2024





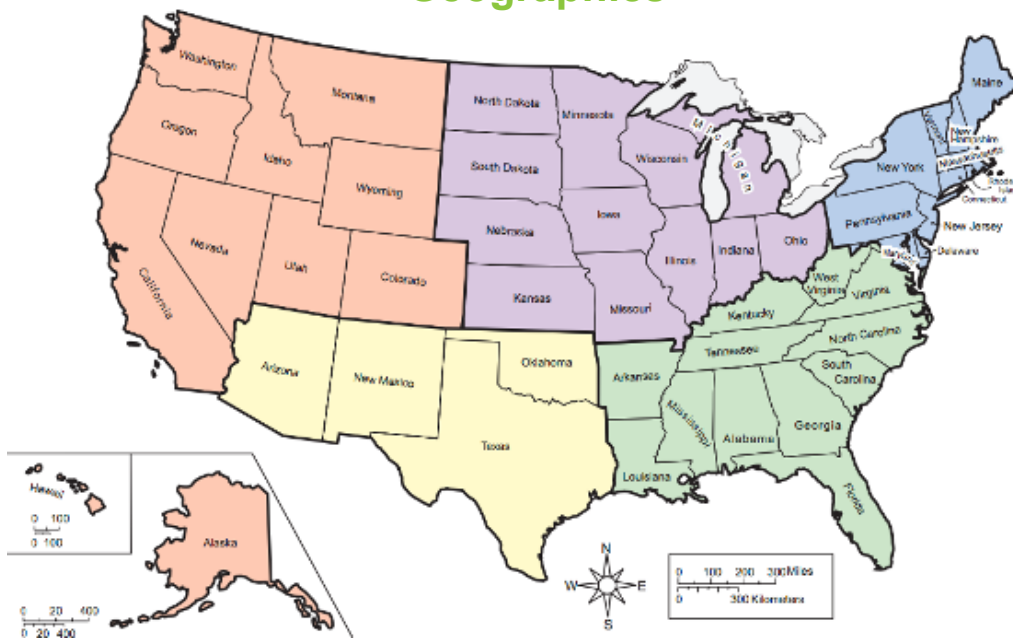
# NPSOA KEY DATA POINTS

The National Print and Sign Owners Association (NPSOA) is the fastest growing trade association in the graphic communications industry in the United States, serving close to 400 members across the country.

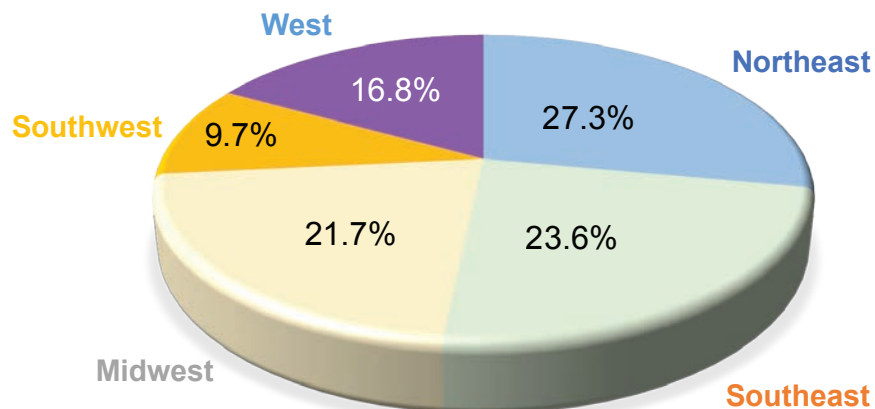
The unique value proposition of partnering with NPSOA as a sponsor is the ability to directly reach decision-making owners in the industry, whose collective sales exceeded \$500,000 million last year.

NPSOA has members in all five geographic regions of the United States (Northeast, Southwest, Midwest, South, and West) and also has print owners in Canada, the Caribbean and Australia.

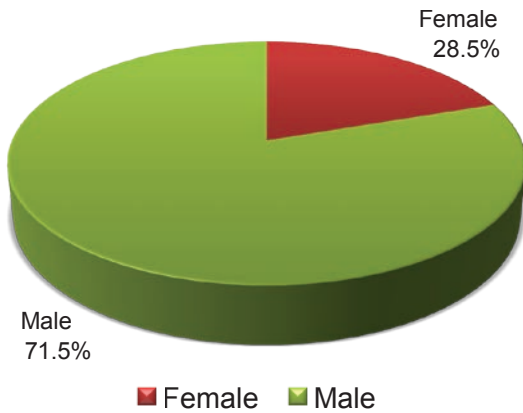
## Geographics



## Membership by Region



# NPSOA KEY DATA POINTS

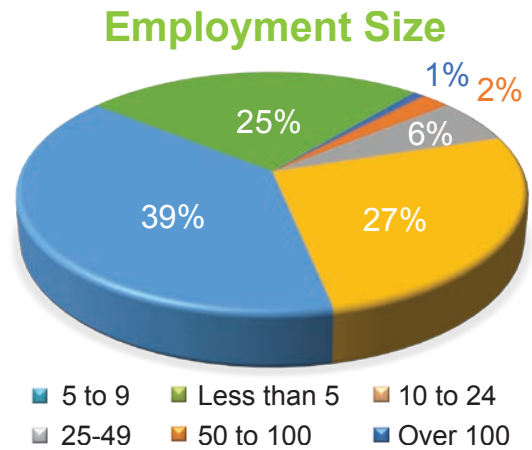


## Female Ownership

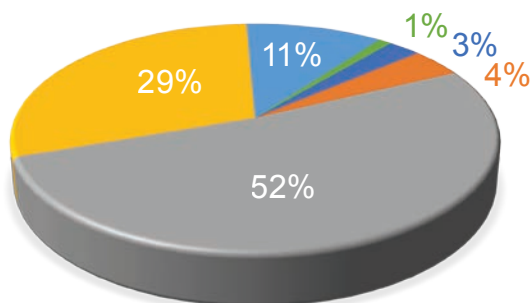
The National Print and Sign Owners Association is the quintessential association for small business owners within the print space in the United States. It is commonplace for NPSOA members to be run by husband-and-wife teams and 28.5 percent of the companies within the association are female-owned.

## Employee Metrics

The average NPSOA member employee count is just over 10 employees. The chart to the right illustrates employee size by percentage.



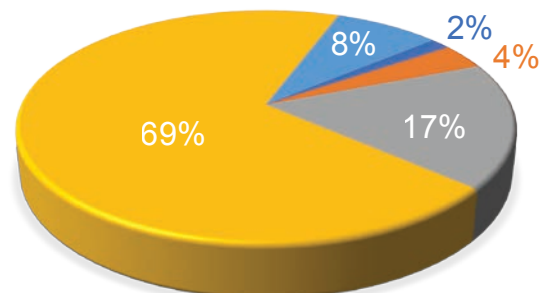
## Sales Volume



- \$1 to \$4.9 Million
- \$500,000 to \$999,999
- \$250,000 to \$499,999
- \$5 to \$9.9 Million
- More than \$10 Million
- Less than \$250,000

The average sales volume of NPSOA members is \$1.7 million.

## Sales Per Employee



- \$200,000 to \$299,999
- \$100,000 to \$199,999
- \$250,000 to \$499,999
- \$300,000 to \$399,999
- Less than \$100,000

The average sales per employee of NPSOA members is \$167,000.

# 2024 SPONSORSHIP OPPORTUNITIES

Benefits	Crown Jewel \$25,000	Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,500	Bronze \$3,500
Annual Vendor Membership in NPSOA (\$1,000 value)	✓	✓	✓	✓	✓	✓
Ads in monthly print and digital versions of The NPSOA Magazine (print versions mailed to all members). Digital versions archived on NPSOA website	12 full page ads including 9 Back Covers	12 full page ads including select Back Covers	12 half page ads	12 quarter page ads	12 eighth page ads	6 eighth page ads
Exclusive Conference Sponsor with Opening and Closing Remarks plus dedicated session	✓					
Placement on the NPSOA Website for 12 full months	✓	✓	✓	✓	✓	✓
Banner Ads on the Print Owners List Serve	15,000	10,000	7,500	5,000	2,500	1,000
Annual NPSOA Conference Sponsorship (see details)	Named Key Sponsor	✓	✓	✓	✓	✓
Targeted Member Mailings	4	3	2	1		
NPSOA Sponsored Webinar	4	3	2	1	1	
Bi-Monthly Member Happy Hour	✓	✓	✓	✓	✓	✓
Full Conference Attendee Registrations	4	3	2	1	1	
Supplier Showcase	2 Tables plus preferred location	2 Tables	1 Table	1 Table	1 Table	1 Table
Conference Materials	Up to 4 flyers plus 4 give aways	Up to 3 flyers plus 3 give aways	Up to 2 flyers plus 2 give aways	1 flyer and 1 give away	1 flyer and 1 give away	1 flyer
Placement in printed and digital Vendor Directory	✓ Back Cover of printed edition	✓	✓	✓	✓	✓
Member Moment Interview with Michael Makin published on Linked In and NPSOA Website	Two interviews	One interview				

\*see full sponsorship level details

To find out more about partnering with NPSOA, please contact [chairman@npsoa.org](mailto:chairman@npsoa.org). An investment in our industry's fastest growing trade organization is an investment in your business. National Print & Sign Owners Association is a trade association that serves the printing industry, including offset, digital and large format. Established in 2012, NPSOA has print and sign shop owners, and most importantly, decision makers. By partnering with National Print & Sign Owners Association, your company is given a unique opportunity to have your brand presented regularly and consistently to our members who have the potential to become your customer. Our sponsors receive mention in our mailed monthly magazine and advertising space on our website.



1.888.316.2040  
[www.npsoa.org](http://www.npsoa.org)  
[chairman@npsoa.org](mailto:chairman@npsoa.org)





# CROWN JEWEL SPONSOR

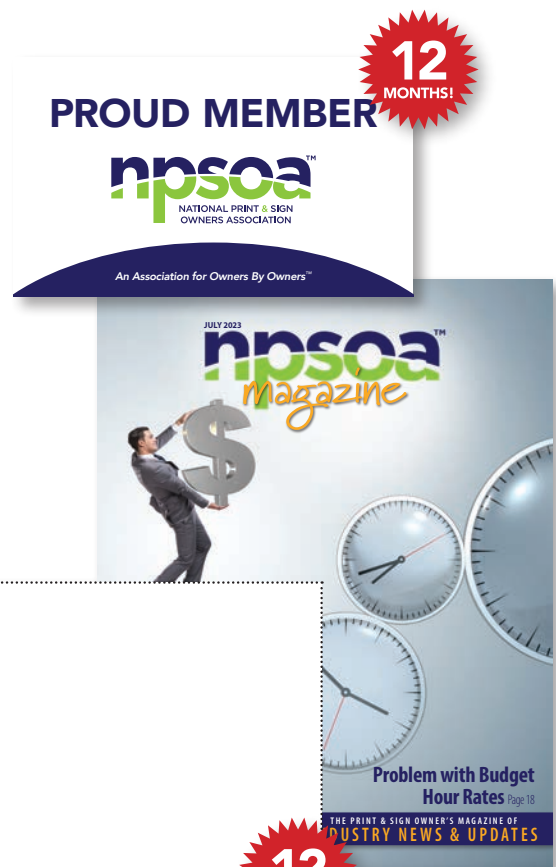
\$25,000

- **NPSOA Vendor Membership**
- **Full-Page Ad** in the **NPSOA Monthly Magazine** for 12 full months including 9 Back Covers
- **Placement** on the **NPSOA Website** for 12 full months
- **Exclusive Conference Sponsor with Opening and Closing Remarks plus dedicated session**
- **15,000 Banner Ads** on the **NPSOA PrintOwner's Listserv**
- **Annual NPSOA Conference Sponsorship Includes:**
  - Named Key Sponsor
  - 4 Full-Conference Attendee Registrations
  - Up to 4 Flyer Inserts plus 4 Giveaway Items
  - 2 Preferred Location Tables at Supplier Showcase
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - 4 Targeted Member Mailings
  - Back Cover Placement in Printed and Digital Vendor Directory
- **4 Sponsored Webinars**
- **2 Member Moment** Interviews with Michael Makin published on Linked In and NPSOA Website

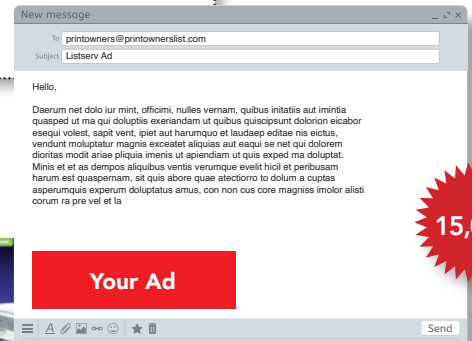
ANNUAL  
**npsoa**<sup>TM</sup>  
**CONFERENCE**  
SPONSOR



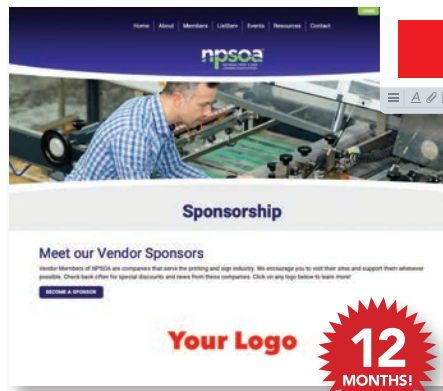
**Website**



**Full Page Ad**



**Listserv**



# DIAMOND SPONSOR

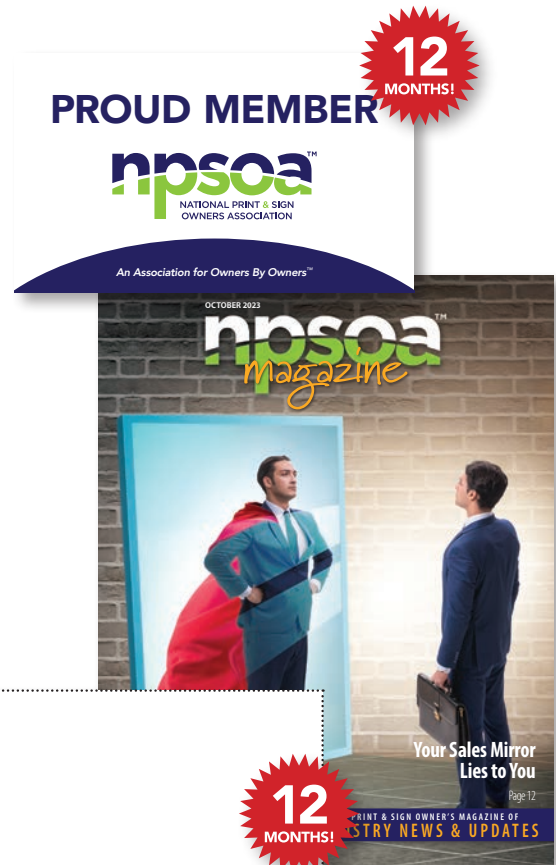
\$15,000

- **NPSOA Vendor Membership**
- **Full-Page Ad** in the **NPSOA Monthly Magazine** for 12 full months including Select Back Covers
- **Placement** on the **NPSOA Website** for 12 full months
- **10,000 Banner Ads** on the **NPSOA PrintOwner's Listserv**
- **Annual NPSOA Conference Sponsorship Includes:**
  - 3 Full-Conference Attendee Registrations
  - Up to 3 Flyer Inserts plus 3 Giveaway Items
  - 2 Tables at Supplier Showcase
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - 3 Targeted Member Mailings
  - Placement in Printed and Digital Vendor Directory
- **3 Sponsored Webinars**
- **1 Member Moment** Interview with Michael Makin published on Linked In and NPSOA Website

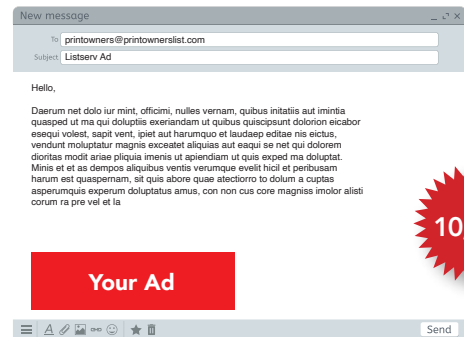
ANNUAL  
**npsoa**<sup>TM</sup>  
**CONFERENCE**  
SPONSOR



**Website**



**Full Page Ad**

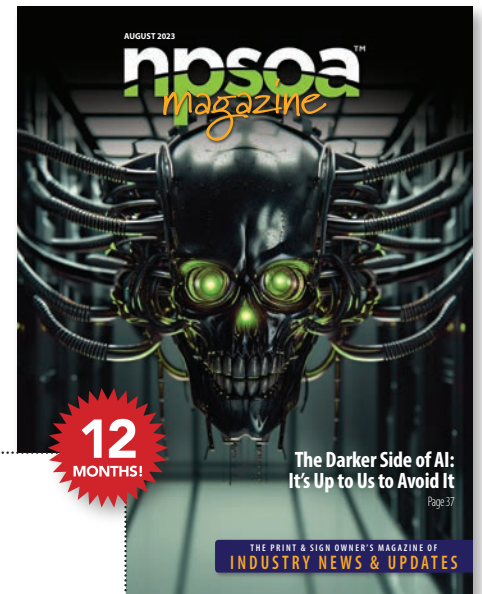


**Listserv**

# PLATINUM SPONSOR

\$10,000

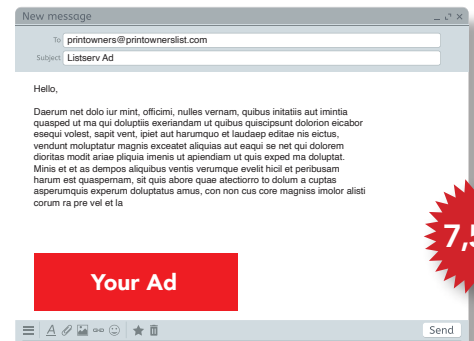
- NPSOA Vendor Membership
- Half-Page Ad in the NPSOA Monthly Magazine for 12 full months
- Placement on the NPSOA Website for 12 full months
- 7,500 Banner Ads on the NPSOA PrintOwner's Listserv
- Annual NPSOA Conference Sponsorship Includes:
  - 2 Full-Conference Attendee Registrations
  - Up to 2 Flyer Inserts plus 2 Giveaway Items
  - 1 Table at Supplier Showcase
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - 2 Targeted Member Mailings
  - Placement in Printed and Digital Vendor Directory
- 2 Sponsored Webinars



Half Page Ad



Website



Listserv



# GOLD SPONSOR

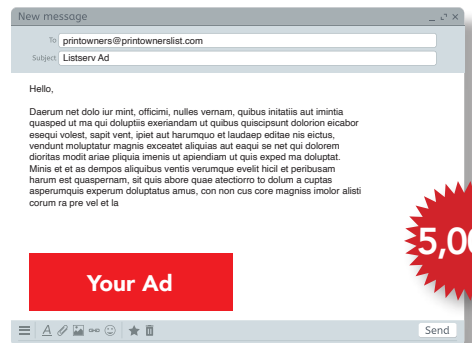
\$7,500

- NPSOA Vendor Membership
- Quarter-Page Ad in the NPSOA Monthly Magazine for 12 full months
- Placement on the NPSOA Website for 12 full months
- 5,000 Banner Ads on the NPSOA PrintOwner's Listserv
- Annual NPSOA Conference Sponsorship Includes:
  - 1 Full-Conference Attendee Registration
  - 1 Flyer Insert plus 1 Giveaway Item
  - 1 Table at Supplier Showcase
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - 1 Targeted Member Mailing
  - Placement in Printed and Digital Vendor Directory
- 1 Sponsored Webinar

## ANNUAL npsoa™ CONFERENCE SPONSOR



Website



Listserv

# SILVER SPONSOR

\$5,500

- NPSOA Vendor Membership
- Eighth-Page Ad in the NPSOA Monthly Magazine for 12 full months
- Placement on the NPSOA Website for 12 full months
- 2,500 Banner Ads on the NPSOA PrintOwner's Listserv
- Annual NPSOA Conference Sponsorship Includes:
  - 1 Full-Conference Attendee Registration
  - 1 Flyer Insert plus 1 Giveaway Item
  - 1 Table at Supplier Showcase
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - Placement in Printed and Digital Vendor Directory
- 1 Sponsored Webinar

## ANNUAL npsoa™ CONFERENCE SPONSOR



Website



PROUD MEMBER

npsoa™  
NATIONAL PRINT & SIGN  
OWNERS ASSOCIATION

An Association for Owners By Owners™

12  
MONTHS!

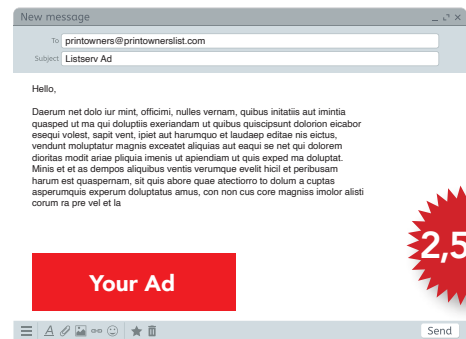
MAY 2023

npsoa™  
magazine

12  
MONTHS!

Eighth  
Page Ad

THE PRINT & SIGN OWNER'S MAGAZINE OF  
INDUSTRY NEWS & UPDATES



2,500

Your Ad

Listserv

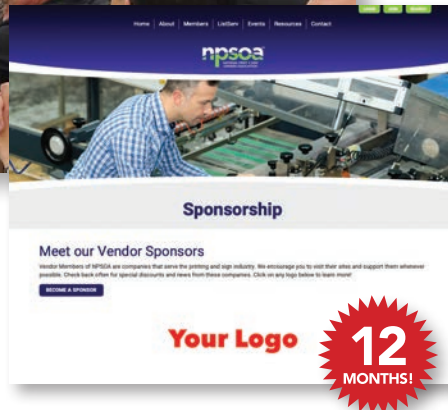
# BRONZE SPONSOR

\$3,500

- NPSOA Vendor Membership
- Eighth-Page Ad in the NPSOA Monthly Magazine for 6 full months
- Placement on the NPSOA Website for 12 full months
- 1,000 Banner Ads on the NPSOA PrintOwner's Listserv
- Annual NPSOA Conference Sponsorship Includes:
  - 1 Flyer Insert
  - 1 Table at Supplier Showcase
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - Placement in Printed and Digital Vendor Directory



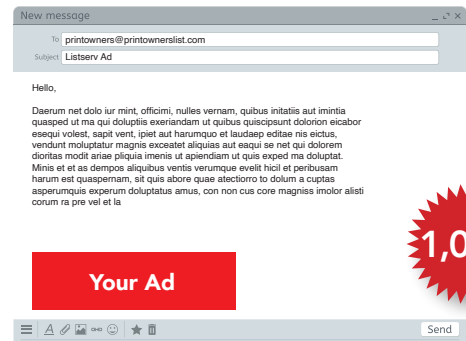
## ANNUAL npsoa™ CONFERENCE SPONSOR



Website



Eighth  
Page Ad



Listserv





# 2024 Sponsored Webinar Schedule Dates

## MONDAY SPONSORED WEBINARS 5th Monday of each month at 2pm Eastern

**Monday, April 29, 2024**

**Profiting from Fast, Full Color Envelopes and Direct Mail**

*Presented by Bill Frederick & Tim Murphy*

**Monday, July 29 2024**

**Monday, September 30, 2024**

**Automate and Manage Your Sales Pipeline**

*Presented by Lemay Sanchez*

**Monday, December 30, 2024**

## TUESDAY SPONSORED WEBINARS 2nd Tuesday of each month at 2PM Eastern

**Tuesday, April 9, 2024**

**The Power of Feedback and Reviews for Printers**

*Presented by AJ Gardiner*

**Tuesday, May 14, 2024**

**The Power of Feedback and Reviews for Printers**

*Presented by*

**Tuesday, June 11, 2024**

**XMPie: The Ultimate Solution for Future-Ready Print Businesses**

*Presented by Katie Fisher*

**Tuesday, July 9, 2024**

**Tuesday, August 13, 2024 TBD**

**Tuesday, September 10, 2024**

**Profiting from Fast, Full Color Envelopes and Direct Mail**

*Presented by Bill Frederick & Tim Murphy*

**Tuesday, October 8, 2024**

**Tuesday, November 12, 2024**

**Unveiling the Future: A Deep Dive into PlanProphet's New Features**

*Presented by Lemay Sanchez*

**Tuesday, December 10, 2024**

**The Power of Feedback and Reviews for Printers**

*Presented by AJ Gardiner*

## THURSDAY SPONSORED WEBINARS 4th Thursday of each month for Webinar Starting 2pm Eastern

**Thursday, April 25, 2024**

**Benefits of InfoFlo Print for Sign Shops**

*Presented by Eran Berliner & Joey Weitz*

**Thursday, May 23, 2024**

**Thursday, June 27, 2024**

**Hiring an Inside Sales Rep - What You Need to Know**

*Presented by Kate Dunn*

**Thursday, July 25, 2024**

**Thursday, August 22, 2024**

**Thursday, September 26, 2024**

**Get Pre-Press Artwork Approved 50% Faster**

*Presented by Deborah Martin & Cody Miles*

**Thursday, October 24, 2024**

**Demonstration of new Canon iX1700 inkjet production press**

*Presented by Robert Barbera*

**Thursday, November 28, 2024**

CANCELLED  
FOR HOLIDAY

**Thursday, December 26, 2024**

CANCELLED  
FOR HOLIDAY



### UPCOMING EVENTS

Click or scan the QR code to login to the site to see and register for monthly events that are being hosted.

[Check for Availability](#)





## FRIDAY SPONSORED WEBINARS

1st Friday of each month at 2pm Eastern

**Friday, April 5, 2024**

**Virtual of Canon Tour of Large Format Customer Experience Center**

*Presented by John Ingraham, Clare Winstead, Patrick Donigain*

**Friday, May 3, 2024**

**Friday, June 7, 2024**

**Marketing Ideas for Printers ( MI4P)**

**Friday, July 5, 2024**

**Friday, August 2, 2024**

**Friday, September 6, 2024**

**Friday, October 4, 2024**

**Finishing Strong: Achieve Your 2024 Sales Goals and Start off Strong in 2025**

*Presented by Kate Dunn*

**Friday, November 1, 2024**

**Friday, December 6, 2024**

**Marketing Ideas for Printers ( MI4P)**



### UPCOMING EVENTS

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[Check for Availability](#)

# npsoa magazine

THE PRINT & SIGN OWNER'S MAGAZINE OF  
INDUSTRY NEWS & UPDATES



Mailed monthly to  
NPSOA members!



# Ad Specs

We mail to owners of print & sign shops who are NPSOA members, and those who may be interested in a membership.

### For Readers:

- WE INFORM readers with news of interest to the printing industry from experts in the field.
- WE CREATE AWARENESS of printing vendors and techniques not reported in other media.
- WE SHOWCASE print & sign shop owners with articles readers find interesting and informative.
- WE PROVIDE A MARKETPLACE where readers can find solutions to their unique needs.

### For Advertisers:

- WE REACH over 400 print & sign shop owners monthly.
- OUR LOYAL BASE is more likely to use the services of advertisers.
- WE SERVE a customer base beyond magazine subscribers.
- OUR READERS represent printing companies and sign shops of all sizes likely to benefit from the services advertised.

### Advertising Deadline

All art files must be received in proper format no later than the **11th of the month** preceding the month's issue. (subject to change without notice)

### For Full Page Advertisements Only

**1/8" Bleed Requirement** beyond trim for BLEED ads (will be cut off when book trims)

■ **Bleed Size** 8.75" x 11.25"

■ **Page Trim** 8.5" x 11"

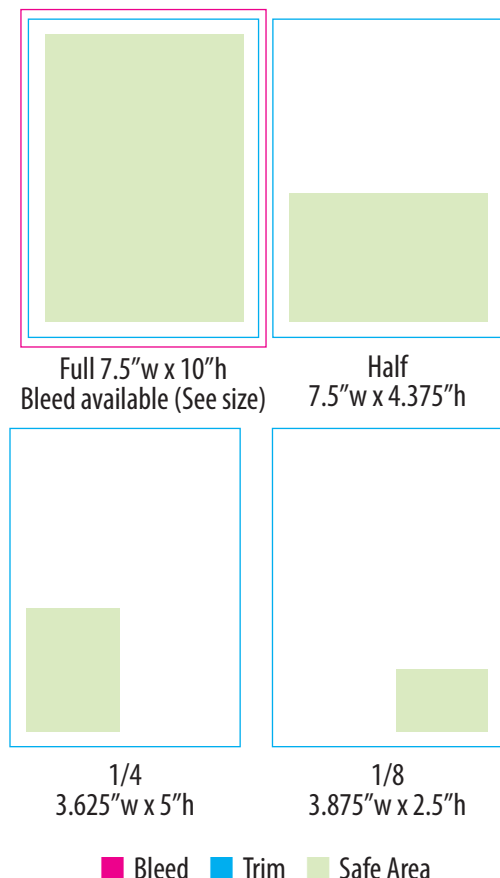
■ **Safety Area** for all text, logos, etc. 7.5"w x 10"h

### To Provide Art Files:

- Accepted File Types: PDF
- All files must be 300 dpi at printed size and be converted to CMYK. Each image within the file must be 300 dpi.

**Need more information on advertising in NPSOA Magazine?**

Please email [chairman@npsoa.org](mailto:chairman@npsoa.org)





# Join the other sponsors of NPSOA



KONICA MINOLTA



one to one in one™

