



npsoaTM
NATIONAL PRINT & SIGN
OWNERS ASSOCIATION

Benefits *of* Annual Sponsorship 2025

National Print & Sign Owners Association

An Association for Owners By Owners

1.888.316.2040 • www.npsoa.org • chairman@npsoa.org

Effective January 2025



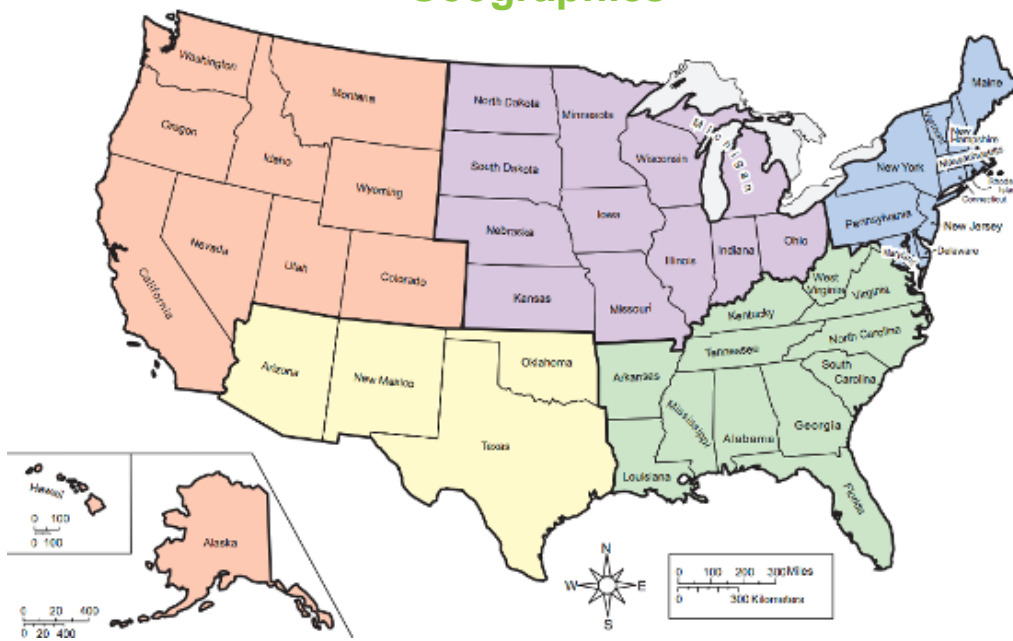
NPSOA KEY DATA POINTS

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.

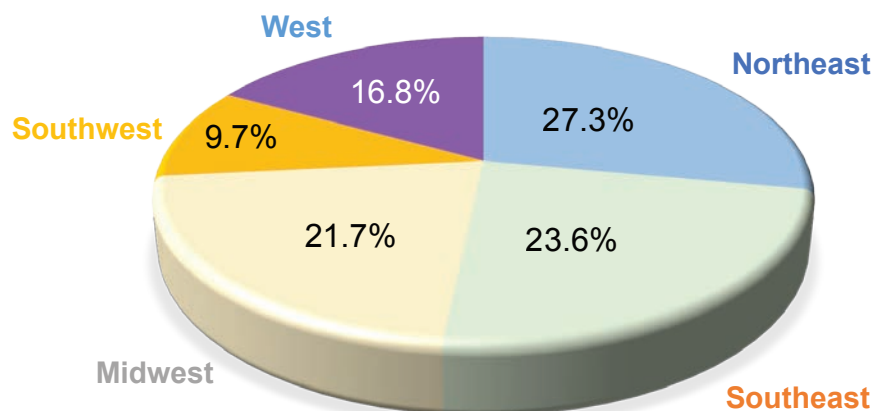
The unique value proposition of partnering with NPSOA as a sponsor is the ability to directly reach decision-making owners in the industry, whose collective sales exceeded \$500,000 million last year.

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.

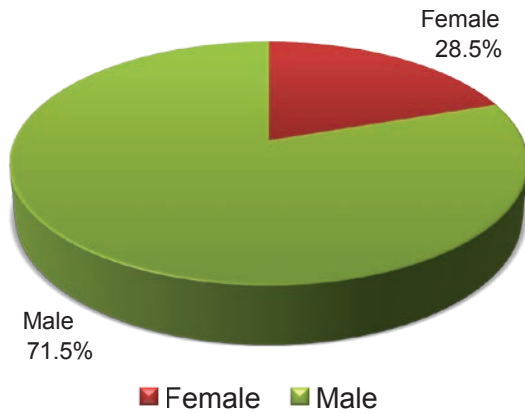
Geographics



Membership by Region



NPSOA KEY DATA POINTS

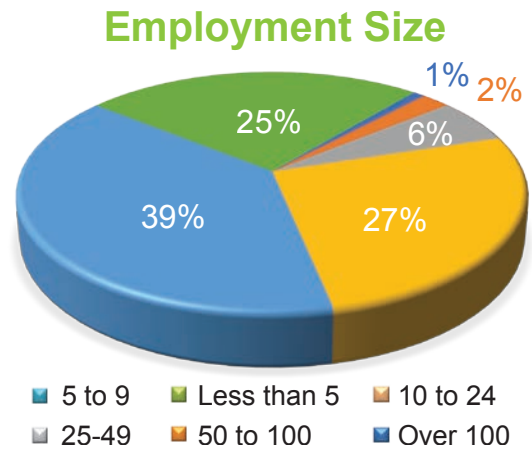


Female Ownership

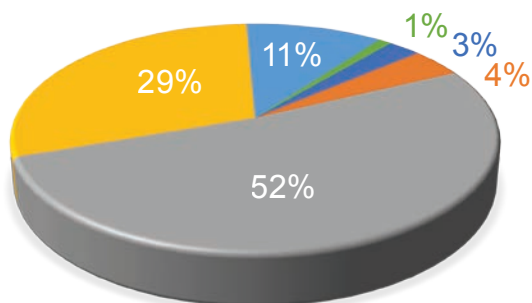
The National Print and Sign Owners Association is the quintessential association for small business owners within the print space in the United States. It is commonplace for NPSOA members to be run by husband-and-wife teams and 28.5 percent of the companies within the association are female-owned.

Employee Metrics

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



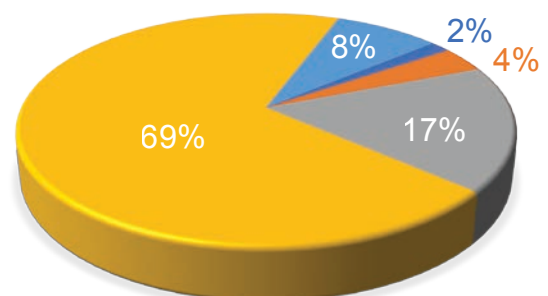
Sales Volume



- \$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.

2025 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 select Back Covers	12 full page ads	12 half page ads	12 quarter page ads	12 eighth page ads	6 eighth page ads
Exclusive Conference Sponsor with Opening or 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 a Key Sponsor	✓	✓	✓	✓	✓
Targeted Member Mailings	4	3	2	1		
NPSOA Sponsored Webinar	4	3	2	1	1	
Quarterly Vendor/Member ThINK Tank	✓	✓	✓	✓	✓	✓
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 Member Directory	✓	✓	✓	✓	✓	✓
Member Moment Interview with Michael Makin published on Linked In and NPSOA Website	Two interviews	One interview				

SOLD

To find out more about partnering with NPSOA, please contact 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.



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CROWN JEWEL SPONSOR

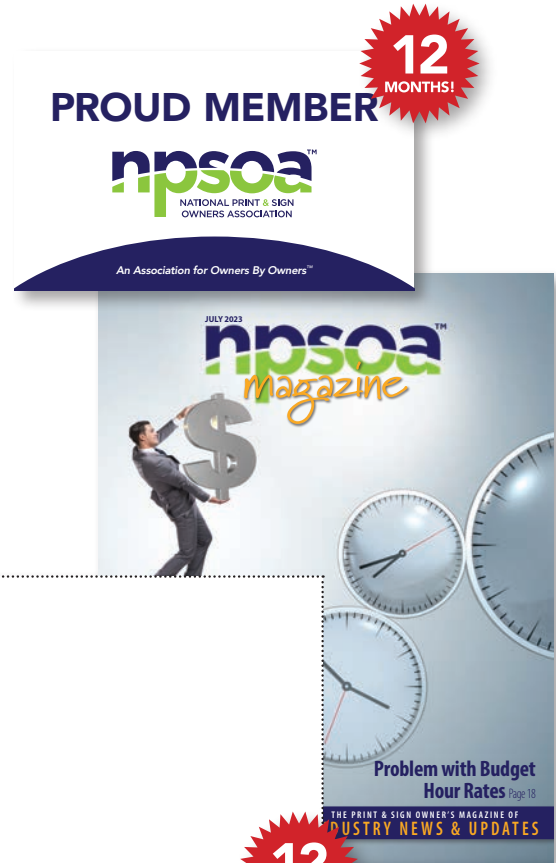
\$25,000

- **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
- **Exclusive Conference Sponsor with Opening or Closing Remarks plus dedicated session**
- **15,000 Banner Ads** on the **NPSOA PrintOwner's Listserv**
- **Annual NPSOA Conference Sponsorship Includes:**
 - Named a 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
 - Placement in Printed and Digital Member Directory
- **4 Sponsored Webinars**
- **2 Member Moment** Interviews with Michael Makin published on Linked In and NPSOA Website

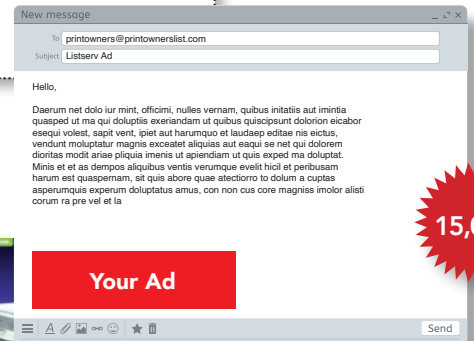
ANNUAL
npsoaTM
CONFERENCE
SPONSOR



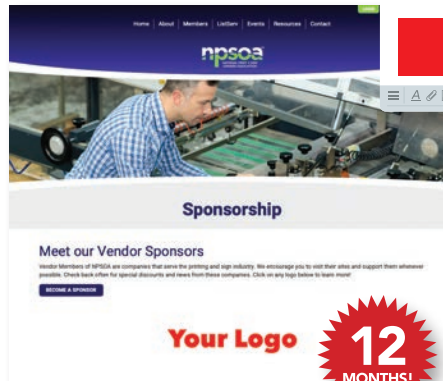
Website



Full Page Ad



Listserv



DIAMOND SPONSOR

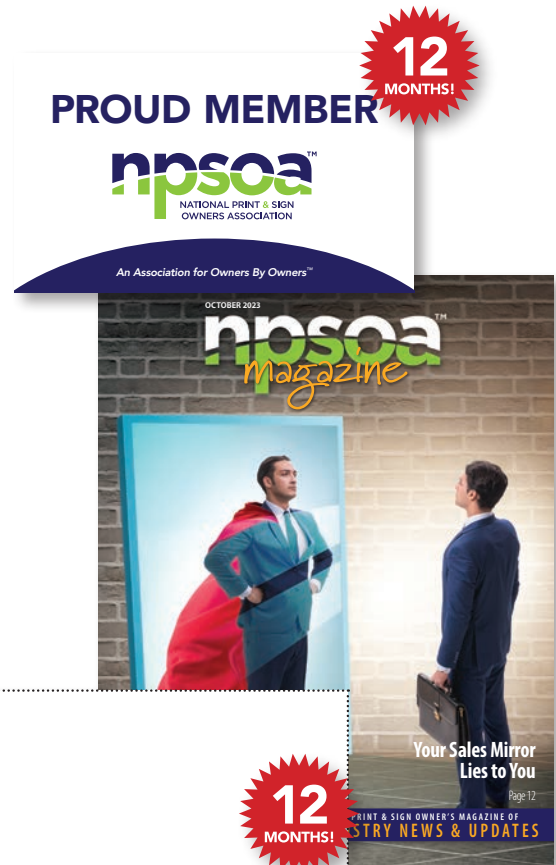
\$15,000

- **NPSOA Vendor Membership**
- **Full-Page Ad** in the NPSOA Monthly Magazine for 12 full months
- **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 Member Directory
- **3 Sponsored Webinars**
- **1 Member Moment** Interview with Michael Makin published on Linked In and NPSOA Website

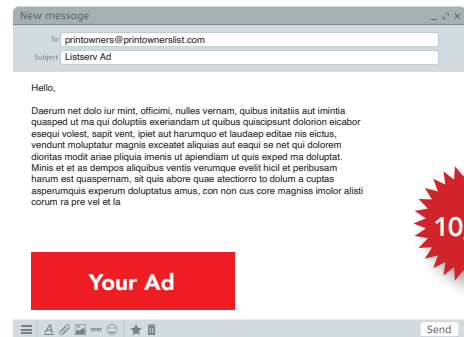
ANNUAL
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SPONSOR



Website



Full Page Ad

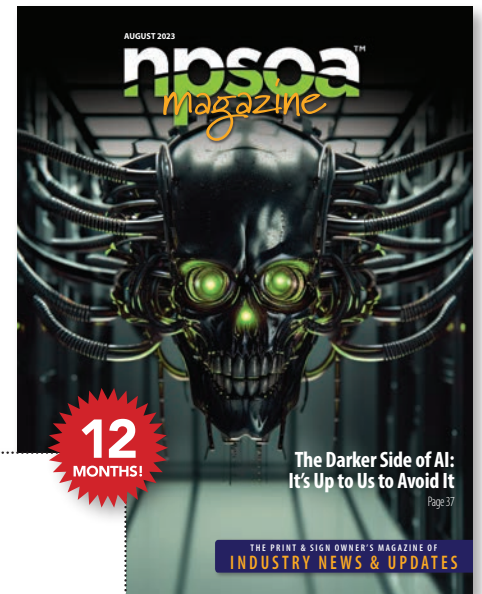


Listserv

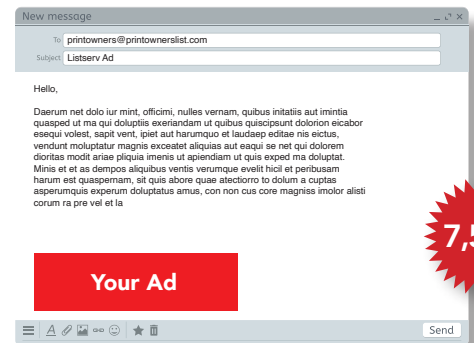
PLATINUM SPONSOR

\$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 Member Directory
- 2 Sponsored Webinars



Website



Listserv

GOLD SPONSOR

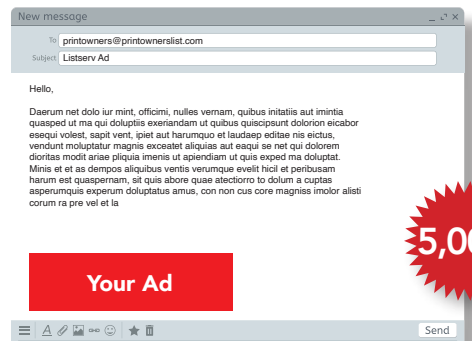
\$7,500

- 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 Member Directory
- 1 Sponsored Webinar

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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 Member Directory
- 1 Sponsored Webinar

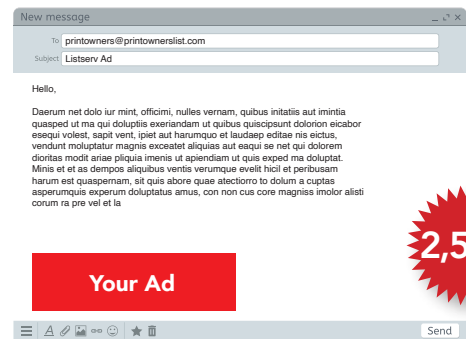
ANNUAL npsoa™ CONFERENCE SPONSOR



Website



Eighth
Page Ad



2,500

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 Member Directory



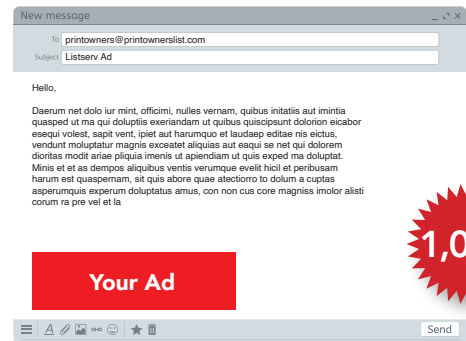
ANNUAL npsoa™ CONFERENCE SPONSOR



Website



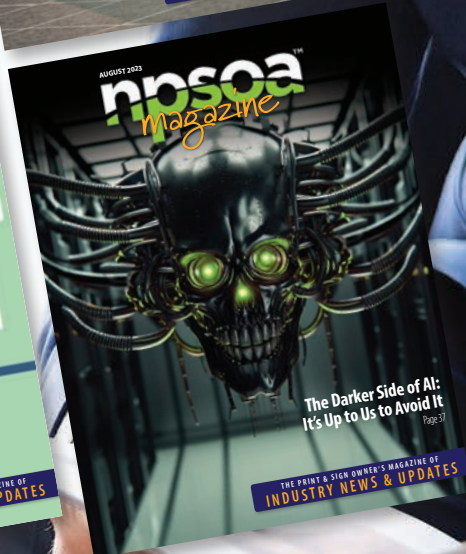
Eighth
Page Ad



Listserv

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"

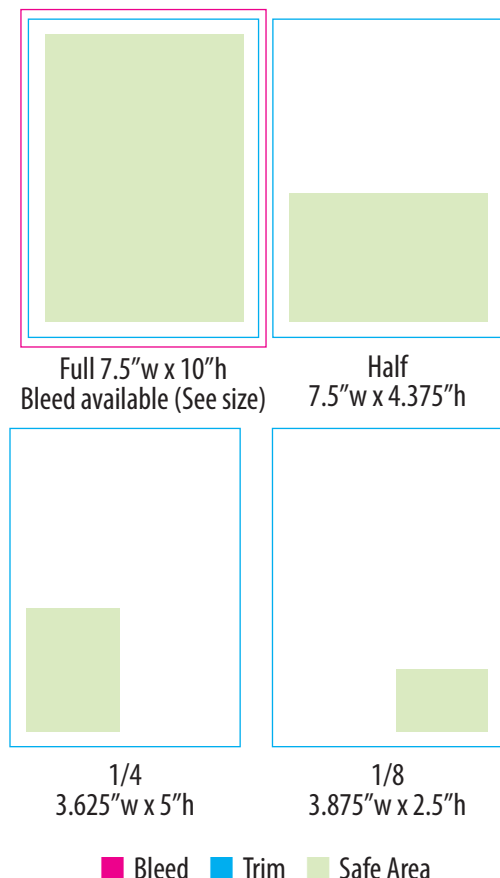
■ **Safety Area** for all text, logos, etc. 7.5"w x 10"h

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



SPONSOR TESTIMONIALS

"This year's event in New Orleans was well planned and a great experience for iJetColor - Printware. As a 10 year+ vendor partner, the number and quality of the attendees continues to escalate. It is a great testament to NPSOA's leadership and focus. We're convinced that the very best run print and sign operations are active NPSOA members and we're proud to call many customers!

We look forward to next year in Arkansas!"

Tim Murphy

iJetColor by Printware

"This was our first NPSOA conference, I have been to many other conferences & print shows, this was top notch. The organization and content were wonderful. As a vendor looking to meet and speak with the decision makers and owners of their businesses, they were there. I have been to some of the largest print shows looking for the right people to speak to, a needle in a haystack, and this conference was the pin cushion!

We found the overall comradery amongst everyone to also be open, upbeat, and genuinely helpful.

Well worth our efforts, great return value!"

Mike Kaufman & Rob Finnie

Nettl

"Being a sponsor at the NPSOA conference is consistently an exceptional experience for our team. The numerous social events and the tight-knit nature of the community open up unmatched networking possibilities with participants. We take great pride in supporting this event and year after year, we continue to discover valuable benefits from our attendance."

Lemay Sanchez

PlanProphet

"The NPSOA conference is an invaluable time to connect with current and prospective clients face to face. It's large enough to be worth it, yet small enough to make it priceless"

Rachel Nies

Marketing Ideas For Printers

SPONSOR TESTIMONIALS

"NPSOA really knows how to hold an event! The choice of New Orleans, the hotel venue, and overall execution in 2025 were excellent. The best part of the event for us is having the opportunity to spend a little quality time with our existing customers and friends to catch up, and start new relationships with other Members. There is no substitute for in person get-togethers like this, and we look forward to growing within the membership and attending many more NPSOA events in the years to come."

John DiPippo
LoyaltyLoop LLC

"The NPSOA conference gives Konica Minolta the ability to engage with the principles of leading printing organizations across the country, learning about their operations, their needs and their growth strategies.

With a series of well attended educational seminars and the vendor showcase, the conference provides and promotes insightful business dialogue between the members and Konica Minolta and enables us to establish and strengthen both new and existing business relationships. "

Brian L Steck
Konica Minolta Business Solutions U.S.A., Inc.

"NPSOA has delivered another great informative and interactive national conference. As a Diamond Sponsor of NPSOA we are impressed with the conference and the open sharing of ideas among the attendees and the vendor sponsors. What was also great to see this year was push to bring the next generation of business leaders of the print organizations to conference."

Robert Barbera
Canon U.S.A., Inc.

Join the other sponsors of NPSOA



KONICA MINOLTA



one to one in one™

