



National Pawnbrokers Association®

NATIONAL PAWNBROKERS ASSOCIATION MEDIA GUIDE

WWW.NATIONALPAWNBROKERS.ORG

**Market your brand to decision makers
in the national pawn industry.**

THIS WEEK IN PAWN | WEEKLY eNEWSLETTER

FOR MORE INFORMATION, PLEASE CONTACT:

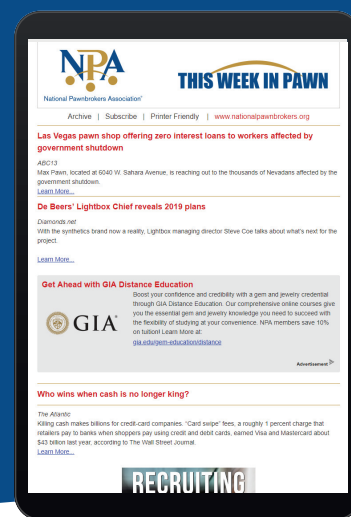
Kira Krewson
Project Manager
Naylor Association Solutions
(770) 810-6982
krewson@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



THE NPA ADVANTAGE

- We are the **only national trade association** for the pawn industry.
- There are approximately **10,000 pawn establishments** throughout the United States of America.
- *This Week in Pawn* is read by **decision makers** looking for **products and services** like yours throughout the year.



This Week in Pawn

Weekly eNewsletter

naylornetwork.com/npb-nwl

Why Advertise?

Advertising in *This Week in Pawn* allows you direct access to nearly **3,000 readers each week**, with one simple ad buy. Our members are **pawn store owners and managers** responsible for making **purchasing decisions**, ensuring you're reaching the right people.

Maximize your exposure to pawn store owners.
Partner with America's only association for pawn industry professionals.
Contact your Naylor account executive today!

Source: www.prweb.com/releases/2012/5/prweb9529413.htm and 2017 NPA Marketing Questionnaire

NAYLOR 
ASSOCIATION SOLUTIONS

NPA

National Pawnbrokers Association®

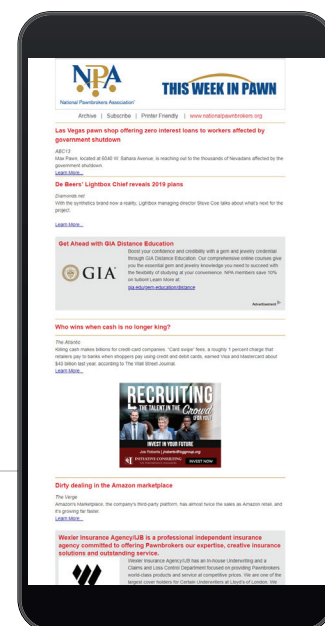
This Week in Pawn eNEWSLETTER



WWW.NAYLORNETWORK.COM/NPB-NWL

Now more than ever, professionals consume information on the go. Our *This Week in Pawn* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 3,000 decision-makers on a regular basis
- In addition to NPA members, opt-in subscription means that professionals in the market for your products and services see your message
- Be part of a limited opportunity in *This Week in Pawn*: We limit advertisers to ensure your message stands out.
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing



[Archive](#) | [Subscribe](#) | [Printer Friendly](#) | www.nationalpawnbrokers.org

Las Vegas pawn shop offering zero interest loans to workers affected by government shutdown

ABC13
Max Pawn, located at 6040 W. Sahara Avenue, is reaching out to the thousands of Nevadans affected by the government shutdown.

[Learn More...](#)

De Beers' Lightbox Chief reveals 2019 plans

Diamonds.net
With the synthetics brand now a reality, Lightbox managing director Steve Coe talks about what's next for the project.

[Learn More...](#)

Get Ahead with GIA Distance Education

Boost your confidence and credibility with a gem and jewelry credential through GIA Distance Education. Our comprehensive online courses give you the essential gem and jewelry knowledge you need to succeed with the flexibility of studying at your convenience. NPA members save 10% on tuition! [Learn More at: gia.education-educationdistance](#)

Advertisement 70


Who wins when cash is no longer king?

The Atlantic
Killing cash makes billions for credit-card companies. "Card swipe" fees, a roughly 1 percent charge that retailers pay to banks when shoppers pay using credit and debit cards, earned Visa and Mastercard about \$43 billion last year, according to The Wall Street Journal.

[Learn More...](#)

Wexler Insurance Agency, LLC

COMMITTED TO offering pawnbrokers creative insurance solutions and outstanding service nationwide!



Wexler Insurance Agency, Inc.
INSURING PAWN BROKERS SINCE 1988
THE BEST OF PAWN BROKERS COVERAGE SERVICES
info@wexlerinsurance.com

Wexler Insurance Agency, Inc.

INSURING PAWN BROKERS SINCE 1988
THE BEST OF PAWN BROKERS COVERAGE SERVICES

- All-in-One Pawnbroker Package Available
- Coverage Offered Worldwide

(800) 432-1883

Police raid pawn shops in Muhlenberg, West Pottsgrove, PA

NFMH-TV

1 Sponsored Content - 12 months

First Sponsored Content Position | \$5,575
Second Sponsored Content Position | \$5,035
Third Sponsored Content Position | \$4,510

- Only three spaces available
- Includes logo, headline and 50 words of text

2 Recantangles - 12 months

First Set of Rectangles | \$4,775
Second Set of Rectangles | \$4,245
Third Set of Rectangles | \$3,715

- Only six spaces available – NO ROTATION

Distributed on Tuesday each week.

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.