



National Association for Business Economics



## NABE MEDIA KIT

The National Association for Business Economics (NABE) provides a vital link between business economists and those who provide the data, software, and other services that help them do their jobs.

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NABE has more than  
**24,000**  
members and friends

*including*  
Economists  
Statisticians  
Financial Advisers  
Corporate Strategists  
Forecasters  
Analysts  
Business Leaders  
Policymakers  
Scholars

They represent corporate America, financial institutions, investment firms, non-profit and trade organizations, consulting firms, state and local governments, universities, and the Federal government.

**“ ...the largest group of U.S. corporate economists.”**

— *Financial Times*

## Reach a highly-qualified audience

NABE is the only not-for-profit association of business professionals—from all industries—who use economics in their work.

NABE members are senior-level decision-makers, including:

CEOs	Presidents
Directors	Academic Deans
Chief Economists	Vice Presidents
Managers	Policymakers

## NABE marketing opportunities

NABE provides your organization with a variety of effective ways to reach this highly-qualified network of business economic professionals.

***Electronic advertising*** opportunities include:

The weekly *NABE NewsDigest* e-newsletter and NABE's website—[NABE.com](http://NABE.com)—provide electronic advertising opportunities.

*See pages 3-6 for more details.*

## ***Exhibit booth rental, sponsorships, and advertising***

opportunities are available at NABE's popular and well-attended meetings.

*See pages 6-7 for more details.*

# 1

## ADVERTISE IN... NABE NEWSDIGEST

NABE NewsDigest is NABE's e-newsletter, published every Wednesday, which reaches the desktops of NABE Members, a highly focused group of top economists. NABE Members rely on NABE NewsDigest for industry and association news, job announcements, calendar updates for chapter events, NABE courses, webinars, and much more.

### **Circulation**

More than 2,500 NABE Members

Advertisorials and banner ads are available in each issue of NABE NewsDigest; issues are available on a first-come, first-served basis. Advertisorials are embedded within the news bulletins section and preceded by a disclaimer, such as the following:

*[Content from IMF Academy]*

IMF Academy offers two high-level distance learning courses on major Transfer Pricing issues: Transfer Pricing and Transfer Pricing and Intellectual Property. These courses will focus on topics such as Business Restructuring and Valuation, Transfer Pricing Legislation, BEPS, Taxation and Valuation of Intellectual Property (IP) and Intangible Assets. The courses were designed to provide in-depth training for financial, tax and Transfer Pricing professionals who are interested in expanding their knowledge of the theory and practice of Transfer Pricing.

More information?

### **Advertisorial Rates**

\$330/issue

## Banner Ad Rates

AREA	1-2 TIMES		>2 TIMES (price per ad)	
	NABE Member Discount	Non-Member Rate	NABE Member Discount	Non-Member Rate
Upper Banner	\$244	\$349	\$219	\$314
Middle Banner (-10%)	\$219	\$314	\$197	\$282
Lower Banner (-15%)	\$208	\$297	\$187	\$269

## Banner ad specifications

Creative must be 487x60 pixels, in JPEG format, and no greater than 50kb in size. Banner ads also include a link to a webpage of your choice.

Creative and link information for NABE NewsDigest ads are due no later than the Friday prior to the publication date. Send copy and URL address to NABE via e-mail at [msoresi@nabe.com](mailto:msoresi@nabe.com).

See page 8 for terms and conditions.



# 2

## ADVERTISE ON... **www.NABE.com**

NABE's website, [www.NABE.com](http://www.NABE.com), receives between 150,000 and 200,000 (and growing) page views per month from a highly focused group that uses economics in the workplace.

Economic professionals rely on NABE.com for the latest economic survey releases, news, event calendars, career information, economic links, and much more.

### **SIDE BAR AD PLACEMENT**

We offer opportunities for banner advertisements on the right-hand sidebar of NABE website pages.

#### **Rates**

Sidebar Ad NABE Member Discount Rate	\$335 per month
Sidebar Ad Non-Member Rate	\$450 per month

#### **Ad specifications**

Creative must be 500x500 pixels, in JPEG format, and no greater than 75kb. E-mail advertising artwork to [msoresi@nabe.com](mailto:msoresi@nabe.com) and include name, phone number, and e-mail address for contact person and the URL address to which the banner should link.

## CONFERENCE WEBPAGE AD PLACEMENT

Get your firm or agency's name in front of thousands of viewers on NABE's conference webpages, such as the NABE Economic Policy Conference, NABE Annual Meeting, and NABE Tech Economics Conference pages.

### Rates

\$500/ad

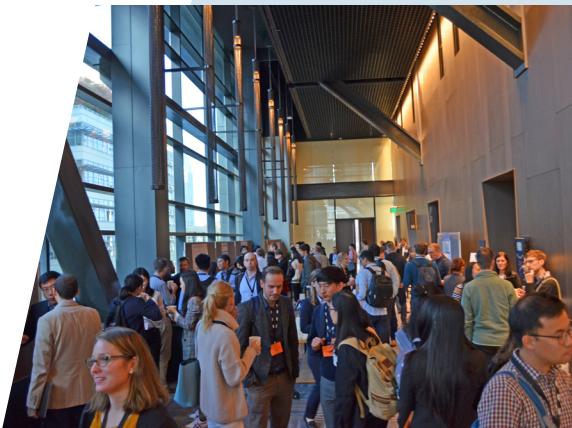


### Ad specifications:

Creative must be 250x250 pixels, in JPEG format, and no greater than 75kb. E-mail advertising artwork to [msoresi@nabe.com](mailto:msoresi@nabe.com) and include name, phone number, and e-mail address for contact person and the URL address to which the banner should link.

*See page 7 for more information on promotional opportunities at NABE meetings.*

*See page 8 for terms and conditions.*



# NABE MEETINGS

## ANNUAL MEETINGS

In the fall of each year, NABE holds an Annual Meeting. These meetings have gained widespread recognition, and past speakers have included such prominent figures as Federal Reserve Chairs Ben Bernanke, Jay Powell, and Janet Yellen.

*Expected attendance: 400*



## POLICY CONFERENCE

In late winter/early spring of each year, NABE holds a policy conference in Washington, DC, the premier annual event addressing key issues at the nexus of business, economics, and policy. Speakers include high-ranking government officials and other experts on selected economic policy matters.

*Expected attendance: 500*



## OTHER EVENTS

NABE conducts an annual Transfer Pricing Symposium, Tech Economics Conference, and numerous other live and virtual events, each of which afford opportunities for sponsors and advertisers. Consult the NABE calendar at [www.NABE.com/Events](http://www.NABE.com/Events) for upcoming offerings.

## Who the participants are

Economic and finance professionals from major corporations, small business, non-profit associations, universities, and government. Industries represented: energy, construction, manufacturing, transportation, tech, communication, utilities, wholesale and retail trade, financial services, and consulting. Areas of specialization include: corporate planning, microeconomic analysis, statistics, securities analysis, real estate, international economics, finance, labor markets, macroeconomic forecasting, market research, and regional economics.



# TERMS AND CONDITIONS

## for NABE NewsDigest and NABE Website

### Payment

- All rates are net to NABE—no agency discounts allowed.
- All payments must be made in U.S. dollars within 30 days and drawn on a U.S. Bank.
- New advertisers are required to pay prior to first publication date.

### Miscellaneous

- All advertisements are subject to NABE's approval of copy, text, display, and illustration.
- NABE reserves the right to cancel advertising agreements.
- All advertisements are accepted and published on the representation that the advertisers are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertisers will indemnify and save NABE harmless from and against any claims or suits from libel, violation of the right of privacy, plagiarism, copyright infringement, and any other claims or suits based on the contents or subject matter of such publication.

### **Address to send artwork and payment:**

#### ***NABE NewsDigest and NABE Website***

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FOR BUSINESS ECONOMICS**

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**What we purchase and recommend**

Conference attendees purchase or recommend books, training programs, software, data services, consulting services, professional advancement tools, online news services, and business publications, including books, newspapers, and magazines. NABE Members are highly educated and are looking for the latest and best ideas. They are active consumers of items that will help improve their work and their careers.

Opportunities are available to rent exhibit booths, to provide promotional materials for on-site packets, to advertise on conference webpages, and to sponsor events. To receive information about NABE meetings, contact NABE at 202-463-6223 or e-mail [nabe@nabe.com](mailto:nabe@nabe.com) with your contact information.

**There's more**

**Partner with NABE** on our Outlook Survey, Business Conditions Survey, or Economic Policy Survey

**Publish book reviews** in *Business Economics*

**Sponsor** webinars



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