

## Exclusive NTBA Member-Only Marketing Opportunities

### Stand-Alone Email Broadcast to NTBA Databases (member and “general” databases)

- Single email sent to member list \$70
- Single email sent to general list \$80
- \*\* Package of 3 emails sent to member list, \$180 (\$60/email)
- \*\* Package of 3 emails sent to general list, \$225 (\$75/email)  
*\*\* Must be reserved within 12 months and paid upfront*

### “Stand-Alone” Emails

Send a marketing message about your event, promotion or news to NTBA members (200+) or NTBA’s “General” database (~4,400 including members, residents and visitors).

Average Open Rate: 31.5% (industry average 21%)

#### How to Reserve:

1. Notify NTBA by phone or email at least 5 days prior to your requested email launch date; space is limited and on a first-come, first served basis and requires NTBA staff approval.
2. Notify NTBA which database you want to send your message to – **NTBA Member List** or **General List**
3. Upon NTBA approval and scheduling of email date, payment is due to NTBA.  
Emails will not be sent without receipt of payment at least 3 business days prior to email launch date.

**How to Submit:** (provide the following at least 3 business days prior to email launch date)

1. The subject line for your email – maximum 50 characters
2. Preferably submit a JPEG file with all information and graphics included
3. If above isn’t possible, submit maximum 300 words description
4. Make sure to include the five W’s – who, what, when, where, why including the call to action – what do you want people to do when they see the email such as visit a website, email, cut out a coupon or call.
5. Provide basic contact information (URL, email, phone number, physical and/or mailing address)
6. If you are promoting a special offer or sale, provide expiration (if there is one), and how to redeem the offer.

### Advertise on NTBA Website Homepage \$50/month, \$120/3 months -or- \$250/12 months

- 4,680 average views/month
- 80% Visitors are new visitors per month
- Google AdWords & Social Media campaigns to send to website
- Two sizes available: 468x60 (banner size to run in the middle of the page) or 300x250 (box size to run on the right side of the page)

#### How to Reserve and Submit:

1. Select the month(s) that you want to advertise and the size that you want to run and notify NTBA by phone or email at least 5 days prior to the first date you want to advertise.  
*Space is limited to two ads per month - available on a first-come, first served basis.*
2. Upon NTBA approval and scheduling of online advertising, payment is due to NTBA.  
*Advertising will not run without receipt of payment at least 2 days prior to advertising month.*
3. Provide a JPEG or PNG file 468x60 for banner size or 300x250 for box size ads at least 3 days prior to the first day of your advertising month