

NPA Newsletter Advertising Opportunities



With a subscriber base of more than 2,500 consumers, each issue of the Share the Pasta newsletter reaches pasta consumers all over the US. Connect directly with your customers! Open rate averages are 15% and growing. 12 issues per year are available.



With a subscriber base of 300 members, each issue of the Pasta Journal reaches a business-to-business audience of pasta manufacturers, milling companies and firms that serve the industry. The recipient list includes CEOs, VPs of Purchasing and other decision-makers. Open rate averages for the Pasta Journal are 32%-36%. 12 issues per year are available to get your information in front of NPA members.



Ad Unit #1
Leaderboard - 612 x 70

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MORE

April 2022 Issue of Pasta Journal



Interactive Membership Directory Now Available in NPA Portal

Update Your Contact Information Today
An interactive membership directory has been made available in the NPA portal under the Membership tab. Users may search for member contacts based on organization, contact name, job title, membership type, product/service type, and location. NPA encourages all members to update their company and individual contact information so that it may be accurately presented in the membership directory. Company and contact information may be updated under the My Profile tab through the following pages:

Manage My Profile: Update your personal contact information and/or select the option to opt out of the directory.

My Organization: Update your company's contact information and provide Product/Service Type information to appear in the directory's Product/Service Type search.

My Organization's Contacts: Manage the contact information of your colleagues.

Ad Unit #2
Skyscraper
140 x 600

Ad Unit #3
Spotlight - 410 x 125

Ad Unit #4
Banner - 410 x 70

Pricing for Pasta Journal or Share the Pasta Newsletter Advertising

NPA Members:

\$250 per Ad Unit
(minimum 3 issue purchase)

Non-NPA Members:

\$500 per Ad Unit
(minimum 3 issue purchase)

20% volume discount given for 6, 9 and 12 issue packages

For advertising and sponsorship inquiries, contact us at (202) 591-2459 or info@ilovepasta.org

