



THE NATIONAL
ASSOCIATION OF
**PROFESSIONAL
EMPLOYER
ORGANIZATIONS**

MEDIA KIT

Associate
Memberships

Medallion
Partnerships

PEO Insider
Advertising

Marketplace
Exhibits

QUESTIONS? **NANCY BENOUDIZ**

NAPEO's Director of Service Partner Accounts | Direct: (703) 739-8169 | nbenoudiz@napeo.org

Associate Memberships

The Association Advantage | The PEO industry is a thriving, dynamic growth opportunity, representing billions of dollars in revenue, millions of employees, and businesses in every state. The client retention rate in the industry is more than 90%, and over the last ten years, the PEO industry has more than doubled in size, with \$254 billion in revenue. Roughly 15% of all private sector employers with 10-99 employees' partner with a PEO. PEOs provide services to 173,000 businesses, employing more than four million people. Of the 480 PEOs in the US, some 250 are members of NAPEO.

Referrals through NAPEO's Online Directory

Your NAPEO online membership listing includes complete contact information, a description of your company's services, as well as inclusion in up to three service categories and hyperlinks to your corporate website and email address.

Valuable Discounts on Advertising and Exhibits

NAPEO Associate Members receive significant advertising, exhibit, and sponsorship discounts.

Use NAPEO as Your PEO Industry Networking Forum

Associate members enjoy access to speaking opportunities and committee participation, as well as authorship opportunities in PEO Insider. Share your expertise while gaining valuable exposure within the industry.

NAPEO's Distinctive Associate Member Logo

Use NAPEO's Associate Member logo to tout your company's membership status in advertising and marketing materials, including websites, brochures, and stationery.

Online Member Resources

This access includes NAPEO Legal Review and NAPEO Legal Insights publications in an extensive online library, and a searchable five-year archive of PEO Insider articles.

Education Vital to Your Success

The Source for PEO Education,[®] NAPEO offers educational programming throughout the year on all aspects of the PEO industry. Associate members enjoy significant discounts on registration fees at conferences and specialty seminars. Your membership dues include PEO Insider for those in your company.

Online Access to NAPEO's Regulatory Database

A comprehensive tool that provides detailed information about PEO licensing and registration, workers' comp, unemployment insurance, health benefits, and more in all 50 states and at the federal level.

Electronic Membership Directory

This valuable resource is provided twice a year and includes comprehensive contact information for senior managers within our PEO member companies (for privacy protection, this list does not include email addresses). Use it to update your prospect list or to facilitate direct marketing campaigns.

NAPEO's Financial Ratio & Operating Statistics Survey

This comprehensive report provides valuable insight into PEO industry trends.

These services are available through **membership in NAPEO** for an annual fee of \$3,000. All memberships expire 12/31/2023.



Medallion Partnership

NAPEO’s unique advertising, sponsorship, exhibit, and extensive Medallion partnership opportunities can help you engage and build brand awareness to NAPEO’s 250+ PEO member audience. NAPEO’s Medallion packages offer companies an array of opportunities to maximize their presence at NAPEO industry events. Each Medallion level provides set core benefits, plus additional and discretionary benefits. Medallion partners may also add on from our list of sponsor and advertising event options to maximize branding and exposure to NAPEO’s members at a discounted rate. Shown below are sample Medallion programs in various investment levels. Our advertising director will collaborate with you to design an event that fits your budget and meets your marketing goals.

MARKETING ELEMENTS <i>(Based on à la carte pricing)</i>	INDUSTRY CHAMPION	BLACK DIAMOND	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Medallion Package Baseline Investment	\$150,000+	\$75,000 - \$149,999	\$50,000 - \$74,999	\$35,000 - \$49,999	\$30,000 - \$34,999	\$25,000 - \$29,999	\$20,000 - \$24,999

Build your own Medallion plan: Total annual investments from member dues, advertising, sponsorship, & booth space combined determine Medallion level.

Event Sponsorship Suggested Package Options	Premier Sponsor Package for all 4 core events	Partner for all 4 Core Events	Supporter for PCS & ACM & Benefactor for RMW & CFO	Friend for all 4 core Events	Friend for ACM only	Friend for PCS & ACM	Friend for PCS & ACM
PEO Insider Advertising	10 Full-Page Ads	10 Full-Page Ads	10 Full-Page Ads	6 Full-Page Ads	10 Half-Page Ads	6 Half-Page Ads	6 Third-Page Ads

Covers, premium placement, and additional ad size and/or frequency upgrades may be available; refer to rate card or ask for custom quote. All medallion partners must invest a minimum of \$5,000 in PEO Insider.

Host a Virtual First Friday	✓	✓					
Marketplace Exhibit Booth	20' Peninsula Booth	10x20' Booth	10x10' Booth	10'x10' Booth	10'x10' Booth	10'x10' Booth	10'x10' Booth
Full Page Ad in the Financial Ratio & Operating Statistics Survey	✓	✓	✓				
Bonus Exhibitor Points	600	500	400	300	200	150	100
Discounts on Additional NAPEO Event Sponsorships	15%	15%	12%	10%	8%	7%	5%
TOTAL GROSS PACKAGE PRICE	\$160,000	\$100,000	\$76,500	\$46,000	\$36,000	\$30,000	\$24,500

INCLUDED IN ALL PROGRAMS:

- NAPEO Associate Membership dues: \$3,000/year
- Discretionary Investments Based on Your Marketing Objectives and Budget: Additional meetings, on-site event sponsorships, and advertising
- Prominent Logo Placement : Onstage backdrops, on-site signage, etc., where available
- Verbal Recognition of Sponsors: During opening and closing remarks by NAPEO’s President & CEO

TOTAL VALUE-ADDED BENEFITS FOR ALL PROGRAMS: \$2,500

- Sponsor recognition in PEO Insider: \$1,500 value
- Use of Medallion Logo in all Ads & Marketing Collateral: \$250 value
- Ribbon Recognition at all NAPEO Events: \$250 value
- Medallion Sign for Exhibit Booth: \$250 value
- Glass Medallion Award: \$250 value

PLEASE NOTE:

- Payment Terms: 5% discount available for pre-payment (to receive 5% pre-payment discount on non-dues elements, full payment must be received by 1/15/2023). All others payable in three installments (50%/25%/25%).
- Prior year Medallion account status will not carry over without a signed Medallion agreement
- Maximum amount allowable charged on credit card is \$10,000/ member company per year.

PEO INSIDER Editorial Calendar

Reflecting A Vibrant Industry | With a sleek, modern look and an engaging new format that reflects a vibrant and growing industry, PEO Insider is the place to be for advertisers looking to reach PEO leaders and decision-makers. Readability, relevance, refreshing insight, and technical expertise are the hallmarks of PEO Insider, and there is no more effective and impactful way to get your message to the right people in the industry.

Issue Focus | Each issue of PEO Insider focuses on an overarching issue of importance to the PEO industry. Each article examines one aspect of the issue, with varying perspectives and approaches provided from peers in the industry.

Tracks | Each track examines subject matter in the PEO context in a variety of ways: Commentary/perspective, questions and answers, case histories, success stories, best practices, infographics and statistical reports, point/counterpoint, discussion and debate, and interviews and profiles.

Letter from the NAPEO Chair

NAPEO Board news, global industry issues, NAPEO initiatives, and reflection and perspective from the NAPEO Chair

Quick Hits

The latest nuggets of relevant information pertinent to PEOs: who/what/where, breaking news, industry stats

PEO Voices

Point/counterpoint on important issues, discussion of industry trends, compelling and controversial industry issues, industry threats and challenges, C-level strategies, up-and-comers and rising stars, and PEO impact on the community

Legal, Legislative, & Regulatory

Legal hot topics, federal and state regulatory and legislative updates, healthcare from the regulatory perspective, and laws and regulations that affect the various areas of the PEO: HR, operations, benefits, insurance, payroll, tax

HR, Employment, & Benefits

Human resources and benefits developments, workforce and employment issues, strategic and transactional HR, benefits administration, workers' compensation, and risk management and insurance

Operations & Technology

Payroll policies and procedures, budgeting/finance/accounting, cybersecurity, the PEO operating platform and infrastructure, innovative ideas, new technologies

PEO Growth

Traditional marketing and sales strategies and tactics, digital marketing and social media strategies and tactics, market research and trends, the PEO value proposition, solutions to common sales and marketing problems, PEO industry statistics, economic updates, and leveraging IRS certification

Letter from the NAPEO President

Events, issues, and insight from the NAPEO President and CEO

2023 Deadlines and Advertising Rates



Calendar and Advertising Deadlines

ISSUE	EDITORIAL THEME	AD CLOSE DATE	MATERIAL DUE DATE
February	Employee Engagement	12/15/2022	1/5/2023
March	Cybersecurity	1/15/2023	2/1/2023
April	PEO Risk	2/15/2023	3/1/2023
May	Legal & Regulatory	3/15/2023	4/1/2023
June/July	Finance & Profitability	4/15/2023	5/1/2023
August	Workforce	6/15/2023	7/1/2023
September	Operations	7/15/2023	8/1/2023
October	Sales & Marketing	8/15/2023	9/1/2023
November	PEO Operating Environment	9/15/2023	10/1/2023
December/January	Technology & Automation	10/15/2023	11/1/2023

Advertising Rates (Member Rates*—Save 40%)

AD SIZE	*PER AD RATE		
	1 ad/Year	6 ads/Year	10 ads/Year
Full Page	\$4,300	\$3,975	\$3,650
Half Page	\$2,700	\$2,450	\$2,225
Third Page	\$1,750	\$1,500	\$1,350
Special Placement Full Page ads (must run in all 10 issues to request specific positioning and includes a 15% surcharge)			\$4,175
**Inside Front Cover (2C). Page 2, runs as a 2-page spread			\$6,450
**Inside Back Cover (3C)			\$3,975
**Outside Back Cover (4C)			\$4,200
Belly Wrap (A minimum of a 1/2-page ad must run in issue when reserving a belly wrap)	\$7,075		
Special Placement Full Page ads			\$4,150

*Non-members pay \$3,500 more per ad.

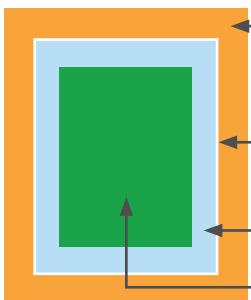
**Cover ads must be reserved in all ten issues.

Advertising Specifications

AD SIZE	DIMENSIONS INCHES	DIMENSIONS DECIMAL
Full Page Full Bleed	8-5/8" x 11-1/8"	8.625" x 11.125"
Full Page Non-Bleed	7-3/8" x 9-7/8"	7.375" x 9.875"
1/2 Page Horizontal	7-3/8" x 4-7/8"	7.375" x 4.875"
1/2 Page Island	4-7/8" x 7-3/8"	4.875" x 7.375"
1/3 Page Square	4-7/8" x 4-7/8"	4.875" x 4.875"
2-Page Spread Full Bleed	17-1/16" x 11-1/8"	17.0.25" x 11.125"
2-Page Spread Non-Bleed	15-3/4" x 9-7/8"	15.750" x 9.875"
Publication Trim Size	8-3/8" x 10-7/8"	8.375" x 10.875"

Call for specifications: Bellywrap, Tip-On, and other specialty products

Full-Page Bleed Ads Require Bleeds & Crop Marks



BLEED AREA: SAFETY MARGIN FOR BLEED ADS. Extend any background art 3/16" beyond the edge of the page (black border) on any bleed edges. If not extended, ad will not bleed properly. Crop marks inside of red bleed area may show on printed ad.

PAGE TRIM: FINISHED SIZE OF MAGAZINE. Keep all type and images at least a 1/2 inch inside page edges, shown by the black border. Type and logos outside the black border will be cut off during trimming.

AVOID TYPE & LOGOS IN THIS AREA: Type and logos in the yellow area may be cut off during trimming.

SAFE AREA: Keep all type and logos within the green area. Any type or logos outside the green area could be too close to the edge of the page or be cut off during trimming.

Guidelines for Preparing Ad PDFs

Convert all RGB and spot colors to 4/C process.

When Exporting PDF File

- Select "Adobe PDF Preset: High Quality Print"
- Select "Compatibility: Acrobat 5 (PDF 1.4)"

Marks and Bleeds Menu

(full-page and 2-page spread bleed ads only)

- Select "All Printer's Marks"
- Weight: 0.25 pt
- Offset: 1p0 (0.1667")
- Bleed: 0p9 (0.125")

All photos, logos, and images in ad must be 300 dpi.

Email pdf files to nbenoudiz@napeo.org.



Exhibit and Sponsorship Opportunities

Marketplace Trade Show – NAPEO’s Flagship Event | Imagine the business opportunities available when a thousand decision-makers from the PEO and HR outsourcing industry gather under one roof. Join NAPEO as an exhibitor at NAPEO’s Marketplace 2023 and capitalize on the opportunity to meet face-to-face with PEO professionals eager to expand their service offerings.

Exhibit at NAPEO’s 2023 Marketplace Trade Show

BOOTH SIZE	MEMBER RATE	Non-Member Rate
10’ x 10’ Booth	\$3,100	\$6,600
10’ x 20’ Booth	\$6,200	Not Available
10’x 30’ Booth	\$9,300	Not Available
20’ x 20’ Islands	\$12,400	Not Available

Exhibit booth space reservations will begin in February 2023. If you are new to exhibiting with NAPEO, and would like information on how to reserve booth space, please contact **Nancy Benoudiz** at nbenoudiz@napeo.org.

Core Event Sponsorship Guide

Title Sponsor Package | Tier 1 | Includes a High-end branded item of your choice included in the Conference bags, a Full-Page ad (black/white) in the Conference Notebook, rotating logo included on the Conference Mobile App, Pre- and post-conference registration lists, and program event support and recognition selection includes one (1) element from the program offerings from the Title sponsor list. Actual program element assignment will be designated by NAPEO closer to the event as options change based on venue and may include one General Session, Capitol Hill Events, Wi-Fi, etc.

Annual Conference & Marketplace	PEO Capitol Summit	Risk Management Workshop	CFO & Payroll Seminar
\$38,585	\$27,575	\$16,350	\$16,350
Includes 3 Complimentary Full Conference Registrations, and 25% off all additional	Includes 2 Complimentary Full Conference Registration, and 25% off all additional	Includes 1 Complimentary Full Conference Registration, and 25% off all additional	Includes 1 Complimentary Full Conference Registration, and 25% off all additional

Partner Sponsor Package | Tier 2 | Includes a Small branded item of your choice included in the Conference bags, a Half-Page ad (black/white) in the Conference Notebook, rotating logo included on the Conference Mobile App, Pre- and post-conference registration lists, and program event support and recognition selection includes one (1) element from the program list from the Partner list of offerings. Actual program element assignment will be designated by NAPEO closer to the event as options change based on venue and may include either the evening event, breakfast & keynote, etc.

Annual Conference & Marketplace	PEO Capitol Summit	Risk Management Workshop	CFO & Payroll Seminar
\$16,550	\$13,250	\$11,050	\$11,050
Includes 2 Complimentary Full Conference Registrations, and 20% off all additional	Includes 1 Complimentary Full Conference Registration, and 20% off all additional	Includes 20% off all event registrations	Includes 20% off all event registrations

Supporter Sponsor Package | Tier 3 | Includes a Quarter-Page ad (black/white) in the Conference Notebook, 20% off all registrations, rotating logo included on the Conference Mobile App, Pre- and post-conference registration lists, and program event support and recognition selection includes one (1) element from the program list from the Supporter list of offerings. Actual program element assignment will be designated by NAPEO closer to the event as options change based on venue and may include either small group meet-ups, Opening Marketplace Reception, Exhibit Aisle Signs, Breakfast & Roundtable Discussions etc.

Annual Conference & Marketplace	PEO Capitol Summit	Risk Management Workshop	CFO & Payroll Seminar
\$11,025	\$8,275	\$7,175	\$7,175
Includes 1 Complimentary Full Conference Registration, and 20% off all additional	1 Complimentary Full Registration, and 20% off all additional	Includes 20% off all event registrations	Includes 20% off all event registrations

Benefactor Sponsor Package | Tier 4 | Includes 20% off all registrations, rotating logo included on the Conference Mobile App, Pre- and post-conference registration lists, and program event support and recognition selection includes one (1) element from the program list from the Benefactor list of offerings. Actual program element assignment will be designated by NAPEO closer to the event as options change based on venue and may include either Service Partner Reception or Marketplace Lunch or State Reception or Networking Breakfast & Roundtable Discussions or Closing Lunch & General Session, Closing Lunch, or Networking Lunch.

Annual Conference & Marketplace	PEO Capitol Summit	Risk Management Workshop	CFO & Payroll Seminar
\$8,275	\$6,075	\$4,975	\$4,975
Includes 20% off all event registrations	Includes 20% off all event registrations	Includes 20% off all event registrations	Includes 20% off all event registrations

Friend Sponsor Package | Tier 5 | Includes 20% off all registrations, rotating logo included on the Conference Mobile App, Pre- and post-conference registration lists, and program event support and recognition selection includes one (1) element from the program list from the Friend list of offerings. Actual program element assignment will be designated by NAPEO closer to the event as options change based on venue and may include either Networking Break or Continental Breakfast.

Annual Conference & Marketplace	PEO Capitol Summit	Risk Management Workshop	CFO & Payroll Seminar
\$5,525	\$3,875	\$3,325	\$3,325
Includes 20% off all event registrations	Includes 20% off all event registrations	Includes 20% off all event registrations	Includes 20% off all event registrations

Exclusive Events Sponsor Guide

2022 returning sponsors have first right of renewal for 2023, if contracted by 12/16/2022. After that time all unrenewed sponsorships will be offered in turn to those on the wait list. Investing in the opportunities below includes sponsor name and/or company logo recognition in all conference marketing collateral, advertisements, email promotions and website where promoted, and first right to sponsor the event the following year, in addition to attendee lists and other benefits. Membership is required for the following opportunities.

NAPEO'S LEADERSHIP COUNCIL FORUM SPONSORSHIP (In-Person & Virtual) | NAPEO's Leadership Councils host Leadership Council Forums (LCFs), which are local meetings that offer members an opportunity to discuss close-to-home topics that affect their business, exchange with local government representatives, and access the latest information on IRS Certification for PEOs and other critical PEO-industry issues. NAPEO's in-person and virtual meet-up events are bundled into one exclusive sponsorship. A minimum of 15 events are expected in 2023. Sponsors will have a two-minute sponsor introduction that will rotate between companies per event date, (one introduction per event date). Sponsors may provide a pre-approved branded item to be handed out at in-person events, if desired. Also included is one complimentary registration for each event date. Sponsor receives logo recognition for all NAPEO event promotions, (website and email promotions), and the full attendee registration list for your marketing purposes.

Limited to 6 companies | \$14,950

NAPEO'S CEO FORUM SERIES SPONSORSHIPS | NAPEO's CEO Forum combines practical and hard-hitting executive education and PEO related content along with informal in-person peer networking. Sponsorships are offered either as a bundled series option or as individual events. Sponsorships are limited and offered to non-competing companies. Sponsors may provide a pre-approved item to be included in the gift bags for attendees, if desired. Also included is one complimentary registration for the March and May event dates, and two for the October date. Sponsor receives logo recognition for all NAPEO event promotions, (website and email promotions), verbal recognition and on-site signage during the events, and the full attendee registration list for your marketing purposes.

Full CEO Forum Series Bundle

Includes all 3 event dates below | \$15,250

Palo Alto/Stanford Event in March 2023

Limited to 4, from non-competing companies | \$6,775

Dinner in conjunction with NAPEO's PEO Capitol Summit in May 2023

Limited to 6, from non-competing companies | \$4,250

Dinner in conjunction with NAPEO's 2023 Annual Conference & Marketplace in October 2023

Limited to 6, from non-competing companies | \$7,000

NAPEO'S BRANDED WEBINAR SERIES | Throughout the year, NAPEO offers a wide variety of relevant and highly valuable webinars that focus on critical issues and expert insights on various topics. These webinars are available exclusively to NAPEO members, as a member benefit from their dues investment. NAPEO's Branded Webinar series includes NAPEO's traditional Webinars, interactive/moderated Q&A discussions, and Community Conversations. Sponsorship consists of a two-minute sponsor introduction, which rotates between companies per event date (1 introduction per date). NAPEO offers five (5) segmented specialty area tracks including: Sales/Marketing, Risk Management/Cybersecurity, Legal/HR/Government Affairs, Finance/Accounting, and (new as a standalone series), Payroll. Sponsor receives logo recognition for all NAPEO event promotions, (website and email promotions), and the complete attendee registration list for your marketing purposes.

Maximum of 2 sponsors/track

Sales/Marketing Series | \$8,500

Risk Management/Cybersecurity Series | \$8,500

Legal/HR/Government Affairs Series | \$8,500

Finance/Accounting Series | \$8,500

Payroll Series | \$8,500

NAPEO'S BOARD OF DIRECTORS EVENT SPONSORSHIPS

Board of Directors Spring Retreat in March 2023

Up to 5 companies, competing categories allowed | \$8,750

Leadership Dinners & Social Activity Sponsorship at Board of Directors Event in 4Q/December 2023

Up to 5 companies, competing categories allowed | \$8,750

Board of Directors Lunch Sponsor during NAPEO's PEO Capitol Summit

Up to 4 companies, competing categories allowed | \$3,150

Board of Directors Lunch Sponsor during NAPEO's Annual Conference & Marketplace

Up to 4 companies, competing categories allowed | \$3,675

NAPEO'S WOMEN IN NAPEO SPONSORSHIP SERIES | The focus of Women in NAPEO (WIN) is to empower women within NAPEO's membership both professionally and personally. Engage as a community to share experiences, insights, best practices, and career advice. And encourage women in our industry to be future leaders of NAPEO. A minimum of 4 total events are expected in 2023, with two in-person (during PEO Capitol Summit, and NAPEO's Annual Conference & Marketplace, and two virtual events). Sponsors may provide an item to be included in the gift bags for attendees, if desired. Also included is one complimentary registration for each event date. Sponsor receives logo recognition for all NAPEO event promotions, (website and email promotions), verbal recognition and on-site signage during the events, and the full attendee registration list for your marketing purposes.

Up to 4 companies, from non-competing categories | \$10,500

NAPEO'S FIRST FRIDAYS (Virtual) | NAPEO's First Fridays are virtual events held on the first Friday of each month, (possibly later in the month, based on calendar and event schedule). Each month, a NAPEO service partner will provide sponsored education on hot topics of interest to the PEO industry. NAPEO will host and promote the event to members. Sponsors receive the full attendee registration list for your marketing purposes. *12 in total, limit of one event per sponsor | \$4,000*

NAPEO'S PEO UNIVERSITY SERIES (In-Person and Virtual) | Sponsor NAPEO's PEO University Series, geared towards new entrants into the PEO industry and new employees of NAPEO PEO member companies. NAPEO's PEO University Virtual Series in the fall is a multi-part series that features PEO industry experts, leaders, and innovators who cover a new issue each week, such as co-employment, PEO sales, PEO licensing, tax, benefits, workers' compensation, cybersecurity, CPEO program, and much more. Sponsorship includes a two-minute sponsor introduction that rotates between sponsoring companies, per event date (1 introduction per date). Sponsorship also includes the ability to provide a giveaway during the three in-person events. Sponsorship in 2023 includes three in-person events in conjunction with the Risk Management Workshop, the CFO & Payroll Seminar, and the Annual Conference & Marketplace and the virtual series in the Fall.

Limit of 5 sponsors, non-competing categories | \$3,500

NAPEO'S NEXTGEN SERIES SPONSORSHIP (In-Person and Virtual) | Sponsor NAPEO's NextGen Series designed to facilitate education and social networking for NAPEO members under the age of 40. A minimum of 4 events are expected in 2023, with three (3) virtual and one in-person event during NAPEO's Annual Conference & Marketplace will be offered. Virtual events will include both personal/professional development and social/networking get-togethers. Additional organic meetups during in-person events may be added informally. Sponsors receive the full attendee registration list for your marketing purposes.

Limit of 5 sponsors, competing categories allowed | \$3,500

NAPEO'S FEDERAL GOVERNMENT AFFAIRS COMMITTEE EVENT SPONSORSHIP | The Federal Government Affairs Committee meets in late Jan./early Feb. in Washington, D.C. to determine NAPEO's federal legislative direction. Attendees include 50-60 PEO executives, job titles include CEOs, government relations, and legal personnel from PEO member companies. The event continues with an upscale dinner in Washington, designed to facilitate great conversations and networking opportunities for the attendees and event sponsors.

Limited to 4, competing categories allowed | \$5,250

NAPEO'S PAC APPRECIATION EVENT AT ANNUAL CONFERENCE | NAPEO's PAC Appreciation event during the Annual Conference & Marketplace is a unique event to thank individuals who have contributed to the PAC during the current calendar year. Demographics of the attendees include 70-80 individuals, mostly CEOs and other C-Level executives. The event includes a reception, and the vibe is fun, casual, laid back, and a perfect way for sponsors to network with the PEOs in attendance. Sponsoring companies must have a PAC Solicitation form on file to sponsor.

An unlimited number of sponsors, competing categories allowed | \$6,100

NAPEO'S FITNESS EVENT SPONSORSHIP | In partnership with NAPEO Gives Back, sponsor NAPEO's Fitness Event, offered as a stand-alone sponsorship during NAPEO's 2023 Annual Conference & Marketplace. Participants will enjoy the opportunity to get some exercise while networking in a relaxed environment. Activity varies by venue, but examples include yoga class or run/walk. Sponsors will receive logo branding on a fitness-related item (we'll suggest based on the activity), and verbal recognition at the start and finish of the event. Sponsors will have the opportunity to provide a branded fitness giveaway, at the sponsor's expense, if desired. Sponsor receives logo recognition for the NAPEO event promotions, (website and email promotions), verbal recognition and on-site signage during the events, and the full attendee registration list for your marketing purposes.

Offered to three (3) non-competing sponsors | \$1,575

Advertising and Electronic Opportunities

NAPEO NEWS STUDIO | Sponsor NAPEO's video series featuring the latest news from NAPEO, updates on key issues and developments impacting PEOs, and essential information for NAPEO members. Will be sent to more than 6,000 contacts in NAPEO's database. Sponsor recognition to include logo recognition on emails promoting the event, also logo recognition placed on the archives page on the website. Sponsor's logo (provided by the sponsor) will appear in the lower right-hand corner of the video.

Limited to one sponsor | **\$5,775**

COMMUNICATIONS & MARKETING UPDATE NEWSLETTER | Quarterly email updating members on key industry marketing programs, highlighting member marketing resources and outlining tips for utilizing NAPEO marketing assets. Will be sent to all main contacts and anyone in our database with responsibility for marketing, communications, or sales. Sponsor recognition to include logo recognition on emails promoting the event, also logo recognition placed on the archives page on the website. The sponsor's logo (provided by the sponsor) will appear in the lower right-hand corner of the video.

Limited to one sponsor | **\$5,775**

NAPEO'S PULSE SURVEY | The PEO Pulse Survey provides a quarterly snapshot of the PEO industry in areas such as overall revenue, gross profits, number of worksite employees and more. The online survey is sent each quarter to a cross-section of NAPEO members of all sizes.

Limited to 1 company | **\$5,500**

NAPEO FINANCIAL RATIO & OPERATING STATISTICS (FROS)

SURVEY ADVERTISEMENT | Advertise with a full-page ad in NAPEO's Financial Ratio & Operating Statistics Survey, which has evolved as one of NAPEO's most valuable member services for PEOs. The results are broken out into multiple company size categories to make the data even more relevant as a benchmarking tool. This invaluable benchmarking tool includes an executive summary, financial ratios covering volume, profitability, liquidity, and coverage, as well as operating statistics on benefits, pension plans, sales, client service, HR, payroll, and technology. Data is presented for a variety of company size categories and spans 8+ years of data. Note: This report is free to all PEO member companies who complete the survey, new PEO members, and associate members.

NAPEO eNews | 120 x 240 pixels | *Limited to four advertisers* | **\$7,500**

NAPEO eSource | 120 x 240 pixels | *Limited to four advertisers* | **\$7,500**

NAPEO Forum | 125 x 1000 pixels | *Limited to one advertiser* | **\$7,500**

New in 2023

NAPEO'S RECEPTION AT SHRM ANNUAL CONFERENCE & EXPO IN JUNE 11-14, 2023, LAS VEGAS) \$3,500

Sponsor NAPEO's reception during the SHRM Annual Conference & Expo, designed to gather individuals from NAPEO member companies who attend the event. (PEO and Associate Member representatives). Offering a fantastic way to network with your NAPEO friends and colleagues, while attending SHRM. Sponsors may provide a pre-approved item to be included in the gift bags for attendees if desired. receives logo recognition for all NAPEO event promotions, (website and email promotions), verbal recognition and on-site signage during the events, and the full attendee registration list for your marketing purposes.

The reception will be held Monday, June 12th from 4:30pm – 6:30pm.

NAPEO Sponsor Reservation Form

COMPANY NAME

CONTACT

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

ONSITE CONTACT NAME

CELL PHONE NUMBER

EVENT SPONSORING

DESCRIPTION

AMOUNT

PLEASE NOTE NAPEO'S SPONSORSHIP AND PROMOTION TERMS & CONDITIONS

1. NAPEO Event Promotions are non-transferable and may not be shared, sublet, sold, or reassigned in whole or any part without the written consent of NAPEO.
2. Due to the value and expense of pre-show promotion of all sponsorships, no refunds are provided for cancellations. All reservations must be pre-paid.
3. NAPEO promotions are only considered reserved once a contract is signed and payment is received.
4. Payment is expected within 5 days from date of invoice.
5. Credit card payments are accepted for amounts of \$10,000 or less, with a maximum credit card payment of \$10,000 per company per year.
6. Current year investors are given first right to renew promotional positions, if renewed prior to published deadline and when/where available based on options offered for each event.
7. Except as otherwise already agreed to by the Parties, if an in-person event is reorganized as a virtual event, in full or in part, the Parties shall work together in good faith to modify the sponsorship opportunity as conditions warrant.
8. NAPEO reserves the right to modify sponsored events and related benefits to adapt to changing conditions.
9. NAPEO in its sole discretion makes decisions related to promotional items.
10. Sponsorships are offered at members-only prices; non-members pay \$3,500 more per sponsored event.

By signing, I accept NAPEO's Terms and Conditions and that all sales herein are final; refunds not provided for cancellations.

SIGNATURE

DATE

PRINT NAME

TITLE

Billing Contact (if different from above) *NAPEO will email invoice to billing contact. Payment must be received within 5 days to be confirmed.*

CONTACT

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

Please return completed form to Nancy Benoudiz via email at nbenoudiz@napeo.org

Advertising Insertion Order

ADVERTISER INFORMATION

COMPANY ADVERTISING

ADDRESS

CITY

STATE

ZIP

CONTACT PERSON

TITLE

EMAIL

PHONE

- NAPEO Member
 Non-Member (non-members are required to pay for first insertion before ad close date of initial insertion)
 Bill Agency – or – Bill Company

AGENCY

AGENCY OR BILLING ADDRESS

CITY

STATE

ZIP

CONTACT PERSON

TITLE

EMAIL

PHONE

INSERTIONS

- February 2023
 March 2023
 April 2023
 May 2023
 June/July 2023
 August 2023
 September 2023
 October 2023
 November 2023
 Dec. 2023/Jan. 2024

SIZE

- 2-Page Spread
 Full Page
 1/2 Page Island
 1/2 Page Horizontal
 1/3 Page Square
 Belly Wrap*
 Tip On*
 Gate Fold

All ads run in 4/C process. B/W is not available.

Frequency 1x – or – 6x – or – 10x

RATE/AD

SPECIAL INSTRUCTIONS

GROSS RATE

NET RATE

* When reserving a belly wrap or a tip on, advertisers are required to run a full page ad at prevailing rate in the magazine.

Please reserve advertising space for my company in *PEO Insider*® according to the above schedule. any changes to the above must be made in writing. I have read and agree to comply with the terms established in the advertising copy and contract regulations for *PEO Insider*® on the reverse side. First-time advertisers must prepay for first ad by ad close date.

SIGNATURE

DATE

Send advertising agreements/insertion orders and ad materials to: nbenoudiz@napeo.org.

PEO Insider,® NAPEO–Attn: Nancy Benoudiz
707 North Saint Asaph Street
Alexandria, VA 22314

Advertising Copy & Contract Regulations

1. First-time Advertisers and non-NAPEO members are required to prepay their ads scheduled by ad closing date.
2. All advertising orders are accepted subject to the terms and provisions of the current rate card.
3. Space orders, whenever possible, should specify a definite schedule of insertions, issues, and sizes of space. Ad materials must be confirmed or received by materials due date. Publisher reserves the right to pick up a prior ad at publisher's discretion when materials are not specified by materials deadline.
4. Insertion instructions must be supplied for every advertisement and must clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, and identification of advertisement. Proof of ad must be furnished, plus any special instructions, such as bleed, color, etc.
5. No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with NAPEO's stated policies will be binding on NAPEO.
6. Orders are accepted no earlier than one year in advance.
7. A contract year, or 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted toward determining the rate for subsequent or past periods.
8. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is sold by NAPEO at that time.
9. Contracts may be discontinued by either party on 30 days' written notice as long as a previously contracted issue is not in production.
10. Verbal agreements are not recognized until confirmed to NAPEO in writing and a confirmation is issued by NAPEO.
11. If more or fewer insertions are used within one year than specified in the orders, charges will be adjusted in accordance with established rates.
12. NAPEO reserves the right to give better position than specified in the order, at no increase in rate.
13. The advertiser and advertising agency agree to indemnify, defend, save and hold harmless NAPEO and its individual employees and members from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels, and other copyrighted matter) of advertisements printed as well as from the unauthorized use of any person's name or photograph arising from NAPEO's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.
14. NAPEO reserves the right in its sole discretion to reject, discontinue, or omit any advertising or any part thereof. This right shall not be deemed to have been waived by the acceptance or actual use of any advertising matter.
15. Acceptance of advertising for any product or service is subject to investigation of the product or service and of the claims made for it in the advertisement submitted for publication. Such investigation is at the sole discretion of NAPEO whose determination shall be final.
16. NAPEO's liability for any error will not exceed the charge for the advertisement in question. Make-good ad will be offered for future run.
17. NAPEO assumes no liability in excess of the charge for the specific advertisement in question for the omission of any advertisement.
18. NAPEO is not liable for delays in delivery and/or nondelivery in the event of an act of God, action by any government or quasigovernment entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of NAPEO affecting production or delivery in any manner.
19. Failure to make an order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication is made and charged for upon the terms of the schedule in force without further notice.
20. Association advertising ordinarily takes the rate earned for space used by the association advertising alone. Individual members of associations cannot bulk their individual company space with the association space to earn bulk rates for themselves.
21. If advertising copy is not sent to NAPEO by advertiser on or by Materials Deadline, NAPEO, at its discretion, may re-run a previous ad of similar or smaller size in place. If no previous ad is available, ad will not run and advertiser will be responsible for space reserved and ad payment.
22. Advertisements offering prizes or contests of any nature are accepted provided prior approval has been obtained from the Post Office at the place of publication entry.
23. Any attempt to simulate NAPEO's publication format, trademarks or logo without the written permission of NAPEO is strictly prohibited. NAPEO reserves the right to place the word "advertisement" with copy that, in NAPEO's opinion, resembles editorial material or may otherwise be deemed by NAPEO to be misleading or confusing to the reader without such clarification.
24. Requests for specified position at rate of press rate are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.
25. NAPEO reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to NAPEO.
26. If invoiced, monthly accounts are due and payable upon receipt of invoice and considered past due if payment is not received within 30 days of invoice date. If an account is 60 days past due, all future advertising will be discontinued until the account is brought current. All accounts 120 days past due will be sent to collections. If the Publisher is not paid in full for advertisement as due, Advertiser and Agency agree to pay an additional 1.5 percent per month as a service charge on the unpaid balance, until paid, and all costs of collection incurred by the Publisher, including attorney's fees and costs. Publisher will not accept terms of sequential liability.
27. Advertisers in arrears 60 days will not be allowed to run future advertising until payment(s) received and account is brought current.
28. Agency discount applies only when agency is direct billed for insertions.