

Chances are...
your best prospects
are our members.

BREAK THROUGH THE NOISE

WITH NAMA

You have exceptional vending, micro market, and coffee service, equipment, technology and product solutions, and when you connect with operators facing the challenges you address, you consistently deliver value.

However, it's frustrating when your outbound marketing efforts yield diminishing returns due to increased email traffic and stricter spam filters.

You need to rise above the clutter, generate more inbound interest, and engage with a larger pool of prospects to expand your business.



MEDIA KIT

2025

REACH & RESULT

Website Traffic
Social Reach
Email Reach
3rd Party Reach

OFFERINGS

REACH & RESULTS

WEBSITE TRAFFIC



25,000

Average monthly sessions

20,000

Average monthly unique visitors

48,300

Average monthly page views

EMAIL REACH

members



4,500

Average open rate: 33%

3RD PARTY REACH

industry



40,000

Average open rate: 29%

COMBINED SOCIAL REACH



13,675

OFFERINGS

Item	Description	Deliverables	Value
LEAD GEN			
KITN - Banner Ad or Product Highlight	Have your banner ad or product highlight featured in NAMA's Keeping in Touch electronic newsletter.	<ul style="list-style-type: none"> One (1) banner ad or product highlight in KITN newsletter. Sponsor to provide graphic(s) as defined in graphic specs. 	\$850
Paid Placement on blog (content must be editorial)	Gain visibility with a paid placement on NAMA's blog, featuring your editorial content that enhances industry knowledge and provides valuable insights, while also driving SEO linkbacks to your supplier website.	<ul style="list-style-type: none"> One (1) editorial blog post featured on NAMA's website with SEO linkback to the supplier's site. Sponsor to provide content (500-1500 words) relevant to the industry. Content must be approved by NAMA prior to publication. 	\$3,000
NAMA Social Post	Promote your brand with a NAMA-approved social media post on NAMA's official channels, reaching a targeted audience of industry professionals and engaging followers with your message.	<ul style="list-style-type: none"> One (1) social media post to be share on each NAMA channel: Instagram, Facebook, LinkedIn and X Sponsor to provide social copy and visuals for the social post Social post must be approved by NAMA 	\$4,500
Banner Ad on NAMANow.org (6 months)	Reach the convenience services community by advertising on the NAMA website for six months.	<ul style="list-style-type: none"> Banner Ad on NAMANow.org website, 6 months. Sponsor to provide graphic(s) as defined in graphic specs. Creative can be changed out two (2) times during campaign. 	\$5,000
Branded Email (1 per quarter)	Your branded and NAMA approved email will be sent by NAMA to all NAMA members. Metrics will be provided post-email, including open and click-through rate.	<ul style="list-style-type: none"> Sponsor to provide graphic(s) as defined in graphic specs. Sponsor or NAMA to provide email content. 	\$7,500
Banner Ad on NAMANow.org (1 year)	Reach the convenience services community by advertising on the NAMA website for the whole year.	<ul style="list-style-type: none"> Banner ad on NAMANow.org website, 12 months. Sponsor to provide graphic(s) as defined in graphic specs. Creative can be changed out four (4) times during campaign. 	\$9,600
Retargeting Campaign - Year-Round Package	<p>Your ads will be shown several times to the convenience services audience of industry buyers as they browse the web.</p> <p>Each package delivers a specific number of impressions in a special time frame.</p>	<ul style="list-style-type: none"> Lead times for this service require up to 2 weeks advance setup. Sponsor to provide graphic(s) and content as defined in graphic specs. 	\$11,000

OFFERINGS

Item	Description	Deliverables	Value
BRANDING			
Government Affairs weekly e-newsletter recognition (1 per quarter)	Sponsor NAMA's Government Affairs Weekly Wrap-Up email to showcase your commitment to industry advocacy and engagement.	<ul style="list-style-type: none"> Company logo placement in weekly email on a rotating schedule. Sponsor responsible for providing company logo. 	\$5,000
EXPERIENTIAL			
Focus Group	Host a small group session to dig in and find out more about what your clients needs are and how they think and feel about your products and services.	<ul style="list-style-type: none"> Sponsor responsible for ancillary meeting requirements and costs (AV, food and beverage, etc.) 	\$10,000
THOUGHT LEADERSHIP			
KITN - Advertorial / Article	Publish an article as a thought leader in NAMA's Keeping in Touch electronic newsletter.	<ul style="list-style-type: none"> One (1) article in KITN newsletter. Sponsor to provide article. Article must be approved by NAMA. 	\$1,500
Webcast Advertiser	Align your brand with a NAMA webcast.	<ul style="list-style-type: none"> Your logo will be displayed on signage. Opportunity to introduce session - exact webcase to be determined/coordinated by the NAMA Education Team. 	\$1,500
Webcast Sponsor	Share your knowledge and establish your company as a subject matter expert while building brand confidence as being a presenter or panelist on a NAMA webcast.	<ul style="list-style-type: none"> NAMA Education Team will work with sponsor to determine timing/topic. Your logo will be displayed on screen during the webcast. 	\$2,500

Invest more for greater impact: 2025 ANNUAL MARKETING PROGRAM

NAMA's annual marketing program offers suppliers a unique opportunity to connect with key players in the convenience services industry. Sponsors including many of the world's most recognized brands in vending, micro markets, office coffee service and foodservice management sectors.

