

DIGITAL MEDIA



Reach your target audience and elevate your customer base through NCBA's website and digital media outlets. NCBA's membership is interested in the information you have to share, so your media buy/package can be leveraged by including our social media marketing. Improve your brand presence and marketing message through our website as well as Facebook, Twitter posts and more.

NCBA.org

- 127,611 page views per month
- 42,153 unique visitors per month
- 59,548 banner ad impressions/month

Social Media

- Facebook (NCBA): 112,917 followers
- Facebook (C2C): 17,439 followers
- Twitter: 25,057 followers



Ad Rates/Format

NCBA.org

Home Page – Tile Ads

- Three-month Placement \$1,500
- Six-month Placement \$2,500
- Twelve-month Placement \$4,800

Internal Page – Banner Ads

- Three-month Placement \$1,200
- Six-month Placement \$2,000
- Twelve-month Placement \$3,800

Social Media

Standard Package

- Four Facebook & Four Twitter Posts \$3,000

Customized Package

Contact us to build a package that contains additional opportunities such as Twitter Chat, Instagram Story, or a Snapchat takeover to highlight your products/services.

Tile Ads: 300 x 250 pixels* • Banner Ads: 320 x 50 pixels*

*Accepted files: JPG, GIF, Flash/SWF

Digital Media Demographics



NCBA has 3 times more followers when compared to other industry associations and publications, which means your message will have more impressions, engagement and reach.

NCBA.org averages 42,000 sessions per month.



Instagram posts have an average user engagement of 680.



Posts reach an average of 45,000 Twitter accounts.

