

# Benefits *of* Annual Sponsorship 2026

**National Print & Sign Owners Association**

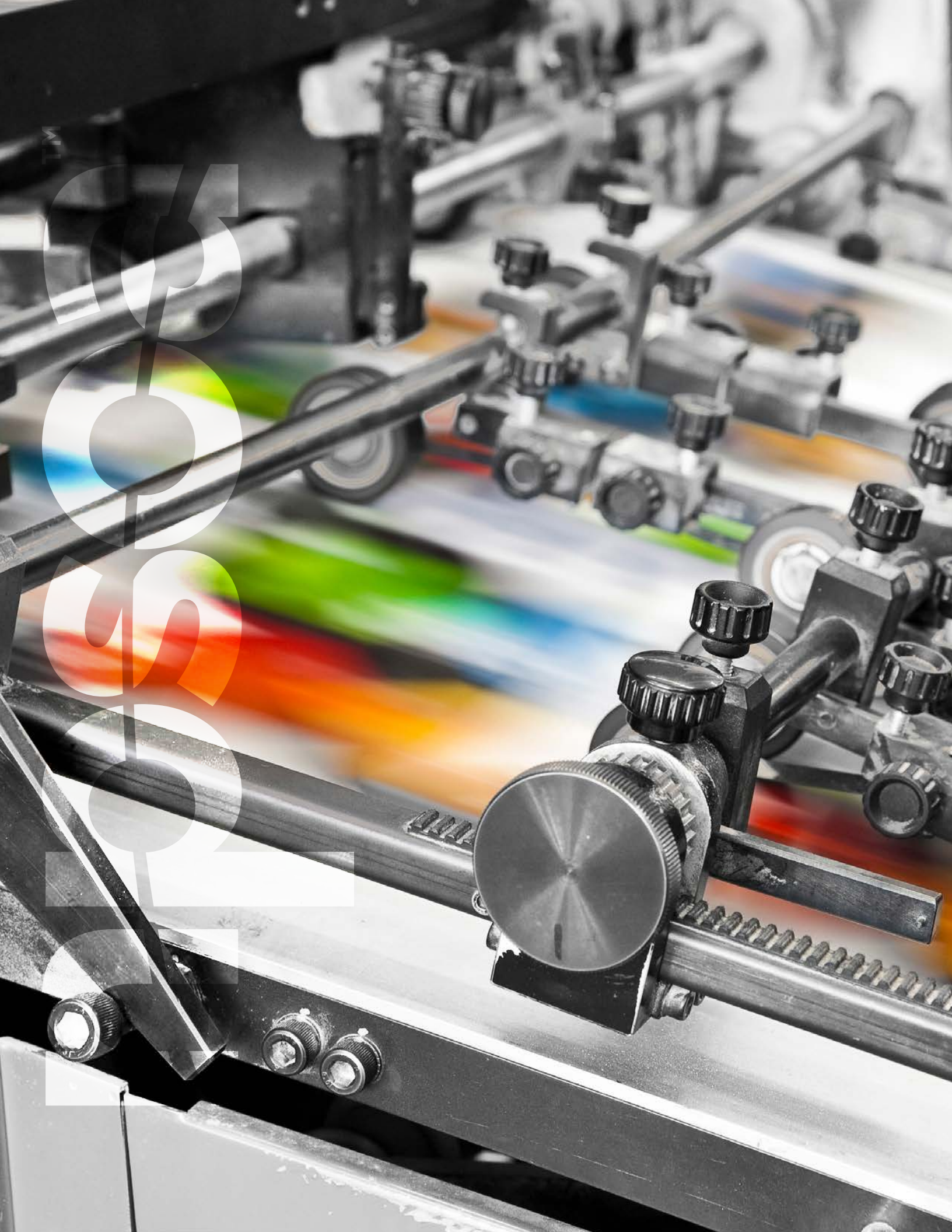
**An Association for Owners By Owners**

1.888.316.2040 • [www.npsoa.org](http://www.npsoa.org) • [chairman@npsoa.org](mailto:chairman@npsoa.org)

Effective January 2026







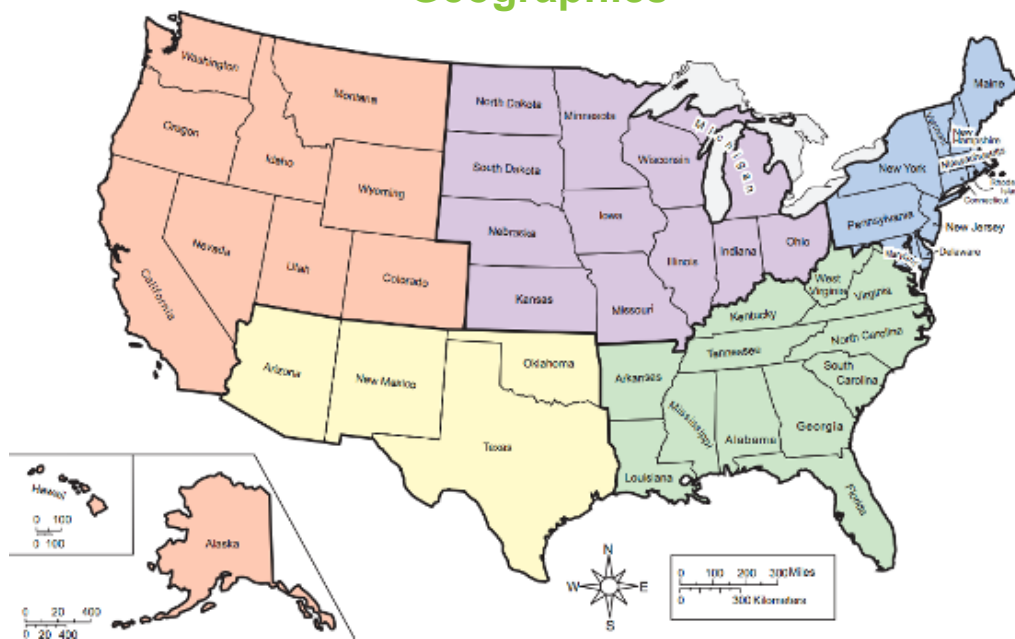
# NPSOA KEY DATA POINTS

The National Print and Sign Owners Association (NPSOA) is the fastest growing trade association in the graphic communications industry in the United States, serving close to 400 members across the country.

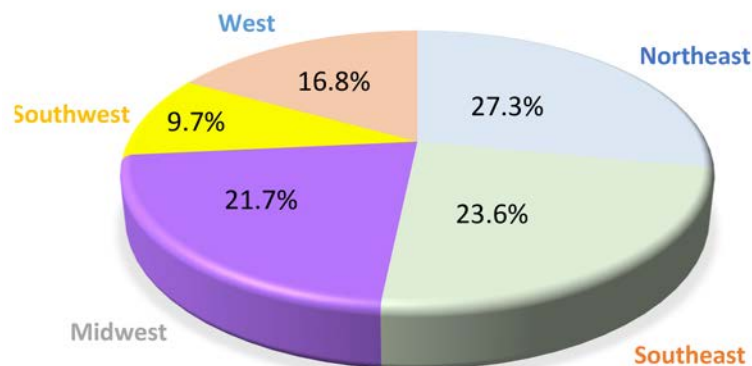
The unique value proposition of partnering with NPSOA as a sponsor is the ability to directly reach decision-making owners in the industry, whose collective sales exceeded \$550 million last year.

NPSOA has members in all five geographic regions of the United States (Northeast, Southwest, Southeast, Midwest, and West) and also has print owners in Canada, the Caribbean and United Kingdom.

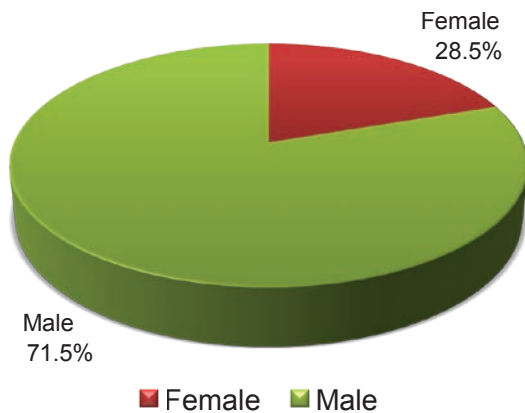
## Geographics



## Membership by Region



# NPSOA KEY DATA POINTS

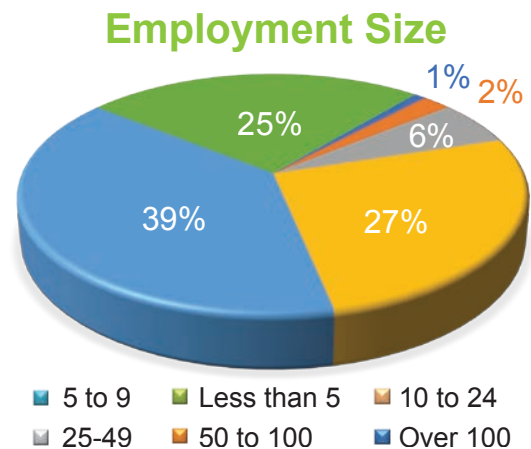


## Female Ownership

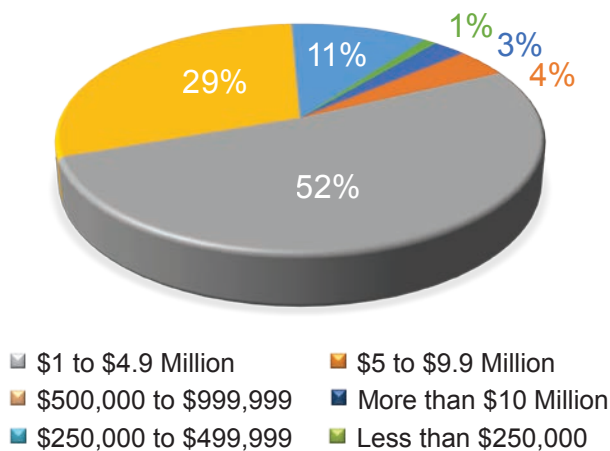
The National Print and Sign Owners Association is the quintessential association for small business owners within the print space in the United States. It is commonplace for NPSOA members to be run by husband-and-wife teams and 28.5 percent of the companies within the association are female-owned.

## Employee Metrics

The average NPSOA member employee count is just over 10 employees. The chart to the right illustrates employee size by percentage.

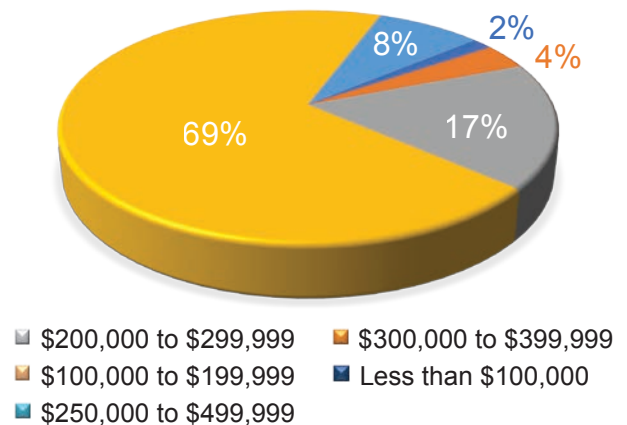


## Sales Volume



The average sales volume of NPSOA members is \$1.7 million.

## Sales Per Employee



The average sales per employee of NPSOA members is \$167,000.



# 2026 SPONSORSHIP OPPORTUNITIES

	MAX 2	MAX 4	MAX 6			
Benefits	Crown Jewel \$25,000	Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,500	Bronze \$3,500
Annual Vendor Membership in NPSOA (\$1,000 value)	✓	✓	✓	✓	✓	✓
One Ad in monthly print and digital versions of The NPSOA Magazine (print versions mailed to all members). Digital versions archived on NPSOA website	12 full page Special Placement ads*	12 full page ads	12 half page ads	12 quarter page ads	12 quarter page ads	12 business card ads
Placement on the NPSOA Website for 12 full months	✓	✓	✓	✓	✓	✓
Banner Ads on the Print Owners List Serve	48,000	24,000	12,000	9,000	6,000	3,000
Annual NPSOA Conference Sponsorship (see details)	Named a Key Sponsor	✓	✓	✓	✓	✓
Insert Mailing with Monthly Magazine	4	3	2	1		
NPSOA Sponsored Webinar ★	4	3	2	1	1	
Quarterly Vendor/Member ThINK Tank	✓	✓	✓	✓	✓	✓
Thursday Session at Conference	3†	2✱	2✓	1		
Full Conference Attendee Registrations	4	3	2	2	1	1
Vendor Showcase	Table plus preferred location	1 Table	1 Table	1 Table	1 Table	1 Table
Conference Materials	Up to 4 flyers plus 4 give aways	Up to 3 flyers plus 3 give aways	Up to 2 flyers plus 2 give aways	1 flyer and 1 give away	1 flyer and 1 give away	1 flyer
Placement in printed and digital Member Directory	✓	✓	✓	✓	✓	✓
Sponsor Zoom Interview with Michael Makin published on LinkedIn and NPSOA Website	Two interviews	One interview				

\*Alternates each month between Back Cover & Inside Front Cover, ★First offer 30 days before other members

†Must choose 14 days after offer, ✱Must choose 7 days after offer, ✓Must choose 5 days after offer

To learn more about partnering with NPSOA, please contact Chairman of the Board **Nathaniel Grant** at [chairman@npsoa.org](mailto:chairman@npsoa.org). An investment in the industry's fastest growing trade association is an investment in your business. NPSOA serves a broad spectrum of the print and sign industry, including digital, offset, and wide/large format. NPSOA serves decision-making print and sign company owners. Partnering with NPSOA gives your brand consistent exposure to a vast network of potential customers.



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# CROWN JEWEL SPONSOR

\$25,000

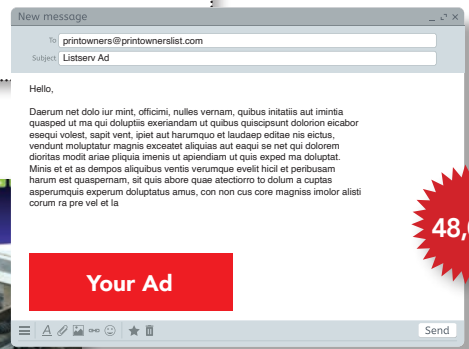
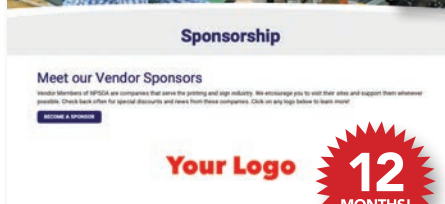
- NPSOA Vendor Membership
- Full-Page Ad in the NPSOA Monthly Magazine for 12 full months including 6 Back Covers & 6 Inside Front Covers
- Prominent placement on the NPSOA Website for 12 full months
- 3 Thursday Sessions at Conference
- 48,000 Banner Ads on the NPSOA PrintOwners' Listserv
- Annual NPSOA Conference Benefits
  - Named Exclusive Sponsor
  - 4 Full-Conference Attendee Registrations
  - Up to 4 Flyer Inserts plus 4 Giveaway Items
  - 1 Preferred Location at Vendor Showcase
  - Up to 3 Workshops at the Conference
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - 4 Insert Mailings with Monthly Magazine
  - Placement in Printed and Digital Member Directories
- 4 Free Sponsored Webinars
- 2 Sponsor Zoom Interviews with Michael Makin, published on LinkedIn and NPSOA Website.

ANNUAL  
**npsoa**<sup>TM</sup>  
CONFERENCE  
SPONSOR



**Full Page  
Back Cover &  
Inside Front  
Cover  
Ad**

## Website



**Listserv**



# DIAMOND SPONSOR

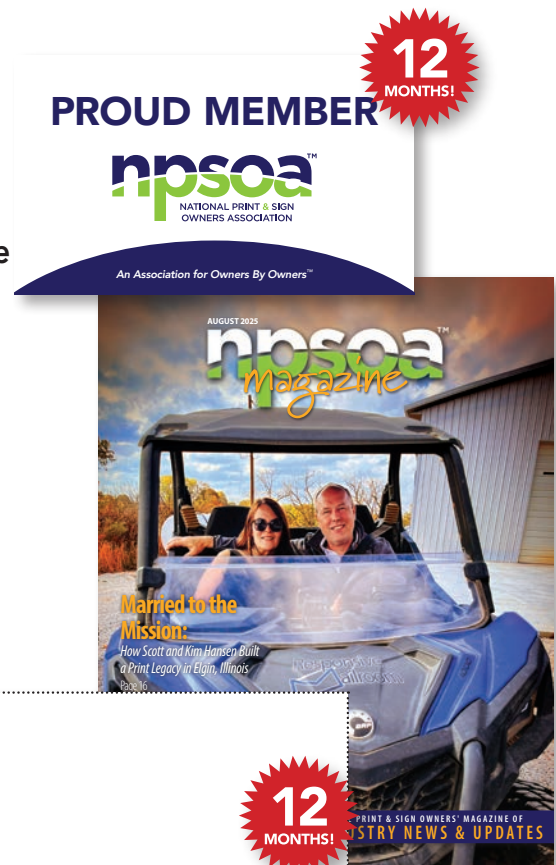
\$15,000

- NPSOA Vendor Membership
- Full-Page Ad in the NPSOA Monthly Magazine for 12 full months
- Placement on the NPSOA Website for 12 full months
- 2 Thursday Sessions at Conference
- 24,000 Banner Ads on the NPSOA PrintOwners' Listserve
- Annual NPSOA Conference Benefits
  - 3 Full-Conference Attendee Registrations
  - Up to 3 Flyer Inserts plus 4 Giveaway Items
  - 1 Table at Vendor Showcase
  - Up to 2 Workshops at the Conference
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - 3 Insert Mailings with Monthly Magazine
  - Placement in Printed and Digital Member Directories
- 3 Free Sponsored Webinars
- 1 Sponsor Zoom Interview with Michael Makin, published on LinkedIn and NPSOA Website.

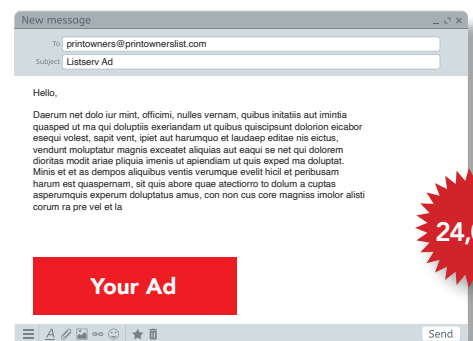
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**npsoa**<sup>TM</sup>  
CONFERENCE  
SPONSOR



Website



Full Page  
Ad



Listserv

# PLATINUM SPONSOR

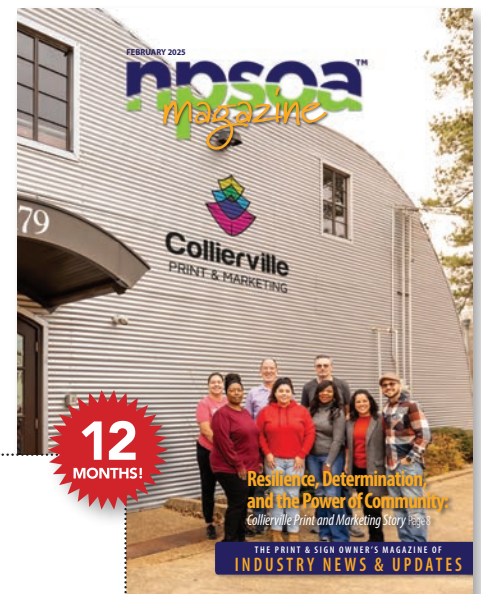
\$10,000

- NPSOA Vendor Membership
- Half-Page Ad in the NPSOA Monthly Magazine for 12 full months
- Placement on the NPSOA Website for 12 full months
- 2 Thursday Sessions at Conference
- 12,000 Banner Ads on the NPSOA PrintOwners' Listserve
- Annual NPSOA Conference Benefits
  - 2 Full-Conference Attendee Registrations
  - Up to 2 Flyer Inserts plus 4 Giveaway Items
  - 1 Table at Vendor Showcase
  - Up to 2 Workshops at the Conference
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - 2 Insert Mailings with Monthly Magazine
  - Placement in Printed and Digital Member Directories
- 2 Free Sponsored Webinars

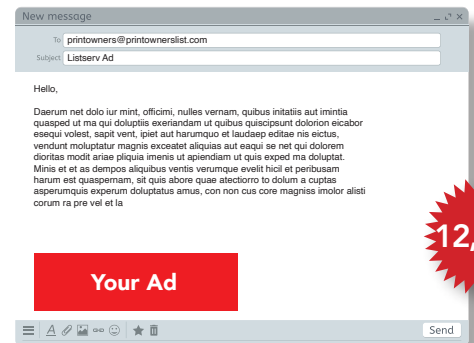
## ANNUAL npsoa<sup>TM</sup> CONFERENCE SPONSOR



Website



Half Page  
Ad



Listserv



# GOLD SPONSOR

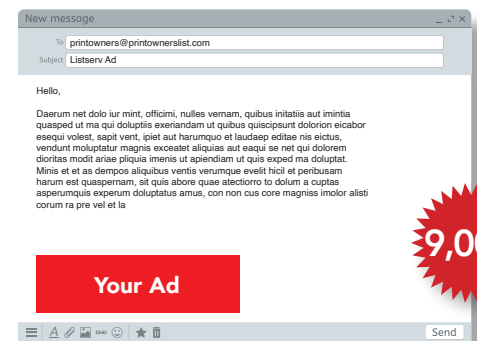
\$7,500

- NPSOA Vendor Membership
- QuarterPage Ad in the NPSOA Monthly Magazine for 12 full months
- Placement on the NPSOA Website for 12 full months
- 1 Thursday Session at Conference
- 9,000 Banner Ads on the NPSOA PrintOwners' Listserve
- Annual NPSOA Conference Benefits
  - 2 Full-Conference Attendee Registrations
  - 1 Flyer Insert plus 1 Giveaway Item
  - 1 Table at Vendor Showcase
  - 1 Workshop at the Conference
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - 1 Insert Mailing with Monthly Magazine
  - Placement in Printed and Digital Member Directories
- 1 Free Sponsored Webinar

## ANNUAL npsoa<sup>TM</sup> CONFERENCE SPONSOR



Website



Listserv

# SILVER SPONSOR

\$5,500

- NPSOA Vendor Membership
- Quarter Page Ad in the NPSOA Monthly Magazine for 12 full months
- Placement on the NPSOA Website for 12 full months
- 6,000 Banner Ads on the NPSOA PrintOwners' Listserve
- Annual NPSOA Conference Benefits
  - 1 Full-Conference Attendee Registration
  - 1 Flyer Insert plus 1 Giveaway Item
  - 1 Table at Vendor Showcase
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - Placement in Printed and Digital Member Directories
- 1 Free Sponsored Webinar

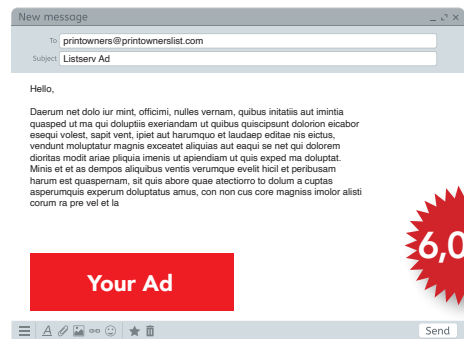
## ANNUAL npsoa<sup>TM</sup> CONFERENCE SPONSOR



Website



Quarter  
Page Ad



Listserv



# BRONZE SPONSOR

\$3,500

- NPSOA Vendor Membership
- Business Card Ad in the NPSOA Monthly Magazine for 12 full months
- Placement on the NPSOA Website for 12 full months
- 3,000 Banner Ads on the NPSOA PrintOwners' Listserv
- Annual NPSOA Conference Benefits
  - 1 Full-Conference Attendee Registration at 30 percent discount
  - 1 Flyer
  - 1 Table at Vendor Showcase
  - Logo on: Conference Programs, All NPSOA Supplied Printed Conference Items and Conference Bag
  - Placement in Printed and Digital Member Directories

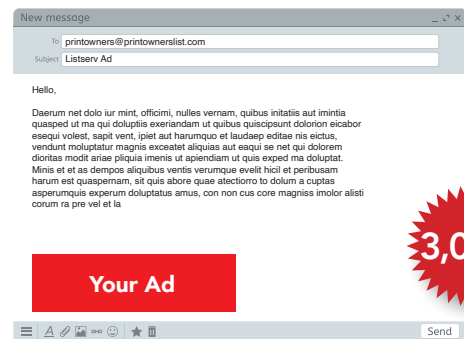
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Website



Business  
Card Ad



Listserv

# npsoa magazine

THE PRINT & SIGN OWNER'S MAGAZINE OF  
INDUSTRY NEWS & UPDATES



Mailed monthly to  
NPSOA members!





# Ad Specs

We mail to owners of print & sign shops who are NPSOA members, and those who may be interested in a membership.

## For Readers:

- WE INFORM readers with news of interest to the printing industry from experts in the field.
- WE CREATE AWARENESS of printing vendors and techniques not reported in other media.
- WE SHOWCASE print & sign shop owners with articles readers find interesting and informative.
- WE PROVIDE A MARKETPLACE where readers can find solutions to their unique needs.

## For Advertisers:

- WE REACH over 400 print & sign shop owners monthly.
- OUR LOYAL BASE is more likely to use the services of advertisers.
- WE SERVE a customer base beyond magazine subscribers.
- OUR READERS represent printing companies and sign shops of all sizes likely to benefit from the services advertised.

## Advertising Deadline

All art files must be received in proper format no later than the **11th of the month** preceding the month's issue. (subject to change without notice)

## For Full Page Advertisements Only

**1/8" Bleed Requirement** beyond trim for BLEED ads (will be cut off when book trims)

■ **Bleed Size** 8.75" x 11.25"

■ **Page Trim** 8.5" x 11"

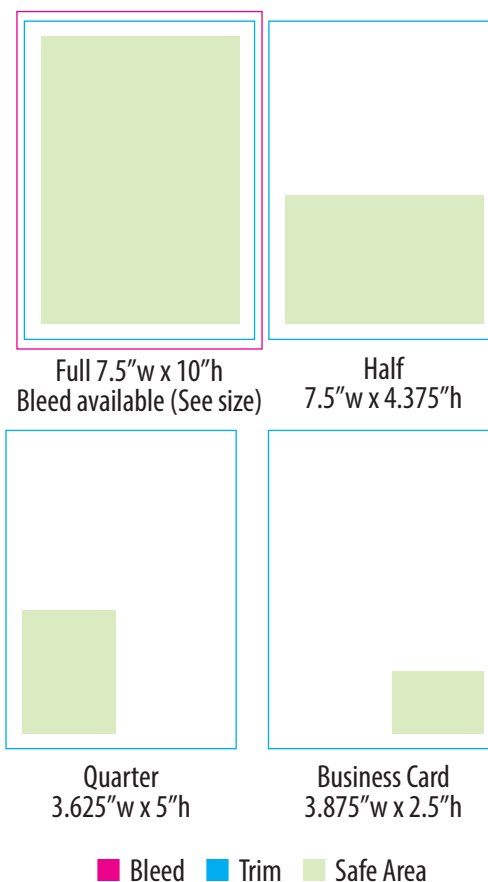
■ **Safety Area** for all text, logos, etc. 7.5"w x 10"h

## To Provide Art Files:

- Accepted File Types: PDF
- All files must be 300 dpi at printed size and be converted to CMYK. Each image within the file must be 300 dpi.

Need more information on advertising in NPSOA Magazine?

Please email [chairman@npsoa.org](mailto:chairman@npsoa.org)



# CONFERENCE TESTIMONIALS

Nate,

First let me tell you that you and the team did an AMAZING job on putting together this conference. While I have not finished the daily surveys yet (I'll do those tonight), I needed to let you know this. I don't have a clue as to the amount of time something like this requires to put it all together, but I imagine it is huge. I learned so very, very much from this conference I cannot even begin to tell you. If I had to select one person, I couldn't do it. I was SUPER impressed with Jesse. I spoke with him in the hallway for about forty minutes. That young man has his stuff together and seems to me to be absolutely brilliant. Thank you again for an amazing conference my friend!

**– Thom Gulyas (Ace Printing & Mailing, Berlin, MD)**

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The printing industry's premier conference. We are extremely grateful to all of the presenters and organizers for making this such an impactful and insightful educational opportunity.

**– Ryan Kuehn, Kuehn Printing, LLC, Green Bay, WI**

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I just returned! What a conference! It was filled with so many opportunities to learn, exchange ideas, and reconnect with fellow print business owners. I always come back invigorated. We learned from great speakers, vendors, and other fellow print owners.

**– Caitlin Sullivan, Furbish-Roberts Printing, Bangor, ME**

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I am so proud to be a member of the National Print and Sign Owners Association. The benefits are enormous, especially the ability to interact with other print owners who are willing to share their individual secrets to success. But the pride swelled at this year's conference when the board voted to fund one tiny house in Providence Park in Little Rock. This home will house a chronically homeless individual in the near future. The concept is not just to provide a home, but also, wraparound services like medical care, a community space, public produce gardens and so much more.

**– David Gardner, Boyds Direct, Woburn, MA**

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I can't stop thinking about the conference, it was such a great success, thank you for all you do all year to make that happen.


**– Paula Fargo, Paula Fargo Consulting, Baltimore, MD**

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Jeff Greene and I want to thank you and the entire board and staff for your leadership and warm welcome at our first conference. It's a rare thing to see such an engaged and supportive organization at work and we congratulate you on a great conference. Thank you again!

**– Thor Barraclough, Announcement Converters, Opa Locka, FL**

# CONFERENCE TESTIMONIALS



Over time, it's easy to lose track of your motivation, your why. People get so caught up in the tasks we complete we miss the big picture of WHY it matters. Find an association of people that GET what you do, people that remind you WHY it matters. People that make you laugh, inspire you to grow, and help you find your motivation. We LOVE our National Print and Sign Owners Association Annual Conference. This year was in Little Rock and even included a service project that our kids got to help with.

**– Janel Thomas, Print 'N Copy Center, Elko, NV**

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Last week, IntegriPrint attended the annual NPSOA conference where we gained insights on the latest print industry trends, collaborated with other print owners and caught up with some of our colleagues from around the country. The group behind the scenes of this organization and event continue to build a great conference filled with education, cooperation and fun. We enjoy seeing familiar faces every year and get excited seeing new ones. Moving forward from our experience, we strive to implement many of the topics of discussion that took place by offering better products and services to our clients and will continue to make our print business a competitor in the industry while enhancing support to our local communities.

**– Chelsea Schmid, IntegriPrint, Buffalo, MN**

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It was a great event and I look forward to many more in the coming years.

**– William Longua, Quadient, Inc., King of Prussia, PA**

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Thank you so much Nathaniel! You, Chris, and the board put on another great event!

**– Jim Jehl Alliance Franchise Brands LLC, Plymouth, MI**





# 2025 Sponsors of NPSOA

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