

# NAPEO

*PEO INSIDER* ADVERTISING  
MEDALLION PARTNERSHIPS  
MARKETPLACE EXHIBITS  
ASSOCIATE MEMBERSHIP



PARTNER WITH NAPEO

# DYNAMIC INDUSTRY

## IMPRESSIVE REACH

*PEO Insider* is your best link to the dynamic PEO industry. *PEO Insider* is mailed to approximately 4,500 decision-makers in the PEO industry every month. Additionally, several issues feature bonus distribution opportunities that provide value-added exposure for advertisers. NAPEO's PEO members range in size from start-up PEOs to large, publicly held companies with years of success in the industry.

### BY THE NUMBERS:

Approximately  
**300** PEO members

Operating in all  
**50** states

Providing services to  
**175K** businesses

Employing  
**3.7M** people

Representing about  
**85%** of the industry's revenues

More than ever, American businesses are looking to professional employer organizations (PEOs) for integrated business services that more effectively manage critical human resources responsibilities and employer risks. Part of the growing HR outsourcing trend, the PEO industry is marked by robust growth, unlimited potential, and endless possibilities for profit.

PEOs operate in all 50 states and involve nearly every type of business. Penetrate the PEO market and you'll gain an efficient channel to small and mid-sized businesses that have outsourced their human resources responsibilities and benefits programs to PEOs, and the approximately 3.7 million employees who work for them.

### PARTNER WITH NAPEO TO REACH AMERICA'S MOST INNOVATIVE EMPLOYERS

The National Association of Professional Employer Organizations (NAPEO) is dedicated to growing, promoting, and supporting the PEO industry. NAPEO offers a multitude of marketing channels for companies seeking to promote their products and services to the lucrative PEO marketplace. This one-stop shop includes advertising opportunities in *PEO Insider*,<sup>®</sup> associate membership, exhibits at NAPEO's Annual Conference & Marketplace, sponsorships at NAPEO's events, and much more.



# 2021 MEDALLION PARTNERSHIP PROGRAM

## AN ARRAY OF OPPORTUNITIES

New and improved for 2021, NAPEO's Medallion packages—Industry Champion, Black, Diamond, Diamond, Platinum, Gold, Silver, & Bronze investment levels—offer sponsors 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. Please inquire for more information and the comprehensive list of additional marketing opportunities. Shown below are sample Medallion programs in various investment levels. Let NAPEO customize a program that best fits your company's marketing goals to ensure you meet your objectives. Medallion levels offer an unlimited number offered per category and do not include category exclusivity.

MARKETING ELEMENTS (Based on à la carte pricing)	INDUSTRY CHAMPION	BLACK DIAMOND	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>Medallion Package Baseline Investment</b>	\$150,000+	\$75,000 - \$149,000	\$50,000 - \$74,000	\$35,000 - \$49,000	\$30,000 - \$34,000	\$25,000 - \$29,000	\$20,000 - \$24,000
<i>Build your own Medallion plan: Total annual investments from member dues, advertising, sponsorship, &amp; booth space combined determine Medallion level.</i>							
<b>Event Sponsorship Package Options</b> <i>Suggested options.</i>	Industry Champion Package for all 4 core events (\$100,000)	Partner for all 4 core events (\$47,000)	Supporter for PCS & ACM & Benefactor for RMW & CFO (\$26,500)	Benefactor for all 4 core events (\$22,000)	Friend for PCS & ACM (\$7,500)	Friend for PCS & ACM (\$7,500)	Friend for PCS & ACM (\$7,500)
<b>PEO Insider Advertising</b>	10 Full-Page Ads (\$33,000)	10 Full-Page Ads (\$33,000)	10 Full-Page Ads (\$33,000)	6 Full-Page 10 Ads (\$21,600)	Half-Page Ads (\$20,000)	6 Half-Page Ads (\$13,200)	6 Third-Page Ads (\$8,100)
<i>Covers, premium placement, and &amp; 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.</i>							
<b>Host a Virtual First Friday</b>	✓	✓					
<i>Host your webinar with your content presented to attendees on one selected month in 2021. Value of \$3,500.</i>							
<b>Marketplace Exhibit Booth</b>	20' Peninsula Booth (\$10,350)	10x20' Booth (\$5,600)	10x10' Booth (\$2800)	10'x10' Booth (\$2,800)	10'x10' Booth (\$2,800)	10'x10' Booth (\$2,800)	10'x10' Booth (\$2,800)
<b>Full Page Ad in the Financial Ratio &amp; Operating Statistics Survey</b>	✓	✓	✓				
<i>Run of book, black/white ad, or covers where available.</i>							
<b>Bonus Exhibitor Points</b>	600	600	500	300	200	150	100
<b>Discounts on Additional NAPEO Event Sponsorships***</b>	15%	15%	12%	10%	8%	7%	5%
<i>Includes the à la carte onsite sponsorship opportunities: lanyards, conference bags, keycards, webinars, etc. Event Promotional Package option &amp; pricing is NET (not discounted). First-right of renewal will go to current 2020 sponsors if renewed by 12/31/2020.</i>							
<b>Discretionary Investments</b>	\$15,500	\$2,300	\$0	\$0	\$0	\$0	\$0
<i>Other sponsorships &amp; clings/branding, etc.</i>							
<b>Total Gross Package Price</b>	\$165,000	\$94,000	\$65,300	\$49,400	\$33,300	\$26,500	\$21,400
<i>Outlined exactly as shown if desired.</i>							

### INCLUDED IN ALL PROGRAMS:

- NAPEO Associate Membership dues: \$3,000/year
- Discretionary Investments Based on Your Marketing Objectives & Budget: Additional meetings, on-site event sponsorships, & 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

- Payment Terms: 5% discount available for pre-payment (to receive 5% pre-payment discount on non-dues elements, full payment must be received by 1/31/2021). 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.

# 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 the new 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 statistics 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

IMPROVING THE  
BUDGETING  
PROCESS

MAXIMIZING YOUR  
TECHNOLOGY  
INVESTMENT

PREPARING NOW TO  
DRIVE  
LONG-TERM  
PERFORMANCE

GETTING YOUR PEO  
BACK ON TRACK  
AFTER  
COVID-19

NOT YOUR  
MAMA'S  
MEWA

# 2021 PEO INSIDER EDITORIAL CALENDAR & ADVERTISING DEADLINES

## REFRESHING INSIGHT

### FEBRUARY:

Ads Close: January 8, 2021  
Materials Due: January 22, 2021

### 2021 OUTLOOK

- Regulatory & Tax Impacts of the Election
- Legislative Landscape
- Healthcare & Retirement Forecast

### MARCH:

Ads Close: January 25  
Materials Due: February 5

### WOMEN'S LEADERSHIP

- Experiences of Women in the PEO Industry
- Issues Important to Women
- Women's Leadership

### APRIL:

Ads Close: February 15  
Materials Due: March 1  
*Pre-NAPEO PEO Capital Summit Issue: 500 Bonus Copies Mailed*

### THE NEW BENEFITS LANDSCAPE

- Revisiting Open Enrollment Strategy
- The Increasing Importance of Wellness, EAPs, & Flex Plans
- New Insurance Demands

### MAY:

Ads Close: March 15  
Materials Due: March 29  
*NAPEO PEO Capital Summit Issue: 225 Bonus Copies Onsite*

### LEGAL & REGULATORY UPDATE

- Federal Legal & Regulatory Climate
- COVID Legal Fallout & Continuing Issues
- State Issues & Compliance

### JUNE/JULY:

Ads Close: April 15  
Materials Due: April 29

### BUDGETING & FINANCE

- Mid-Year Budget Check
- New Considerations & How They Are Playing Out
- How to Help Clients Rebuild & Recover

### AUGUST:

Ads Close: June 15  
Materials Due: June 29  
*Pre-NAPEO Annual Conference & Marketplace Issue: 500 Bonus Copies Mailed*

### OPERATIONS & TECHNOLOGY

- How Streamlined & Remote Process Are Evolving
- Security & Cyber Issues
- Supporting Clients In the Self-Service and Remote World

### SEPTEMBER:

Ads Close: July 15  
Materials Due: July 29  
*NAPEO Annual Conference & Marketplace Issue: 525 Bonus Copies Onsite*

### ECONOMY & SMALL BUSINESS UPDATE

- Economic Update
- Small Business Update
- What to Watch Going Forward

### OCTOBER:

Ads Close: August 13  
Materials Due: August 25  
500 Bonus Copies Mailed

### MARKETING & SALES

- NAPEO's Annual October Push
- Parleying PEOs' Proven Value into Marketing
- The New Sales Landscape

### NOVEMBER:

Ads Close: September 15  
Materials Due: September 29

### M&A UPDATE

- M&A Activity
- Interest in PEO Industry
- Strategies

### DECEMBER/JANUARY:

Ads Close: October 15  
Materials Due: October 29

### OPPORTUNITY, DIVERSITY, & INCLUSION

- Business Advantages of Diversity
- Updating HR & Developing Best Practices
- Success Stories

*Topics are subject to change*

# 2021 PEO INSIDER ADVERTISING RATES & SPECIFICATIONS

## NAPEO SERVICE PARTNER MEMBERS SAVE 40% ON ADVERTISING RATES!

Inside Ad Pages	MEMBER RATES			NON-MEMBER RATES		
	1x	6x	10x	1x	6x	10x
Full Page	\$3,905	\$3,600	\$3,300	\$8,050	\$7,600	\$7,100
1/2 Page	\$2,425	\$2,200	\$2,000	\$6,550	\$6,200	\$5,900
1/3 Page	\$1,550	\$1,350	\$1,200	\$5,900	\$5,500	\$5,050

Cover Ads MEMBERS ONLY	10X ONLY, PER AD
2nd Cover (Inside Front)/Page 2 (2-Page Spread)	\$5,825
3rd Cover (Inside Back)	\$3,550
4th Cover (Outside Back)	\$3,800

Specialty Ads MEMBERS ONLY	1X (PER AD)
2-Page Spread (Run of Book)	\$6,900
Belly Wrap*	\$6,400
Tip-On Cover or Gatefold	Call for pricing

\* Minimum of 1/2 page ad must run in issue with belly wrap.

Electronic Advertising	PER YEAR
NAPEO Enews (120 x 240 pixels)	\$6,750
NAPEO Forum (125 x 1000 pixels)	\$6,750

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"	17.025" x 11.125"
2-Page Spread Non-Bleed	15-3/4" x 9-7/8"	15.750" x 9.875"
<b>PUBLICATION TRIM SIZE:</b>	8-3/8" x 10-7/8"	8.375" x 10.875"

**CALL FOR SPECIFICATIONS:** Belly Wrap, Tip-On, Gatefold

**SPECIAL PLACEMENT:** Guaranteed position of advertising billed at current rates plus a 15% surcharge.

**PRINT ADVERTISING COMMISSION:** 15% of gross billing paid on space, color, bleed, and position when the client is billed for insertions (in-house agencies/marketing departments excluded from commission).

### Guidelines for Preparing Ad PDFs:

- Please convert all RGB and spot colors to 4/C process

#### WHEN EXPORTING PDF FILE:

##### General Menu:

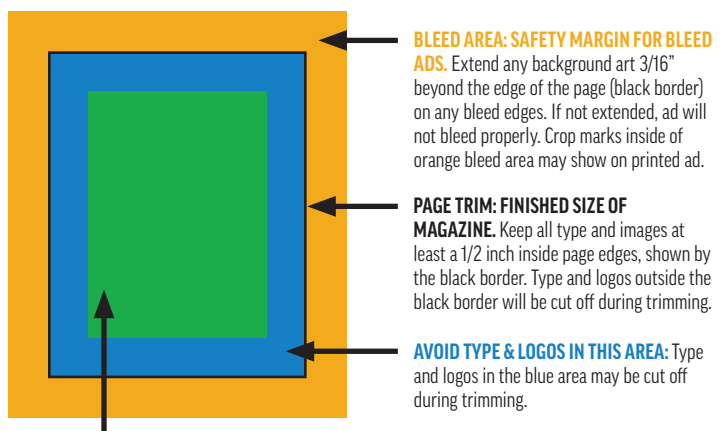
- Select "Adobe PDF Preset: High Quality Print"
- Select "Compatibility: Acrobat 5 (PDF 1.4)"

##### 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

Please email pdf files to [nbenoudiz@napeo.org](mailto:nbenoudiz@napeo.org).

### Full-Page Bleed Ads Require Bleeds & Crop Marks



**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.

## FOR AD RESERVATIONS

and questions about ad specifications, contact Nancy Benoudiz at 703/739-8169 or [nbenoudiz@napeo.org](mailto:nbenoudiz@napeo.org).



# NAPEO'S MARKETPLACE TRADE SHOW

## THE PEO INDUSTRY'S PREMIER EVENT

Imagine the business opportunities available when nearly 900 decision-makers from the PEO and HR outsourcing industry gather under one roof. Join NAPEO as an exhibitor at NAPEO's Marketplace 2021 and capitalize on the opportunity to meet face-to-face with PEO professionals eager to expand their service offerings.

### Exhibit at NAPEO's Marketplace Trade Show

Booth Size	MEMBER RATE**	NON-MEMBER
10' x 10' Booth	\$2,800	\$6,300
10' x 20' Booth	\$5,600	\$9,100
Peninsula 20' x 20'	\$10,350	n/a

\*\* For companies that initially signed up to exhibit in 2020 and "rolled over," booth pricing was grandfathered for 2021's Marketplace. For companies that initially signed with NAPEO for 2020 booth space and requested refunds, rates offered for booth space will be at the 2021 rates shown.

### Enhance Your Marketplace Presence with these Sponsorship, Marketing, & Advertising Opportunities

- Conference bags
- Lanyards
- Conference Mobile App—Top-Line Sponsor
- Conference Mobile App—Rotating logo
- Conference Proceedings Notebook Ad
- Hotel Keycards
- Hotel Room Drop/Turndown Service
- Hotel Room Drop
- Do-Not-Disturb-Door Hangers
- Wi-Fi
- And more!

\* Subject to availability

**See NAPEO's 2021 Sponsorship Menu for details.**

### Sponsorship Opportunities Throughout the Year

Investment varies by event, but sponsorships range in price from \$250 to more than \$10,000. If you're looking for a way to increase name recognition within the PEO industry or make a big splash with a new product line or service, consider a sponsorship at one of NAPEO's upcoming educational events. You'll have hundreds of potential clients gathered in one spot, focused on your marketing message. Our sales director will work with you to design an event that fits your budget and meets your marketing goals. See NAPEO's 2021 Sponsorship Menu for details.

Sponsorships are offered for the following 2021 events and programs:\*

- Risk Management Workshop
- PEO Capitol Summit
- CFO & Payroll Seminar
- NAPEO's Leadership Council Forum Series
- NAPEO's CEO Forum—Full Series or Individual Events
- PEO University
- Women's Leadership Group Sponsorship Series
- NAPEO's First Friday's (Virtual)
- NAPEO's Branded Webinar Series
- Community Conversations
- NAPEO's Board of Directors Dinners/Entertainment
- NAPEO PAC Appreciation Event at Annual Conference (Must have PAC Solicitation form on file)
- NAPEO Pulse Survey
- NAPEO's Financial Ratio & Operating Statistics Survey Advertising

\* Subject to availability

**Visit [www.napeo.org/events](http://www.napeo.org/events) for details and locations.**

# NAPEO ASSOCIATE MEMBERSHIP

# THE ASSOCIATION ADVANTAGE

Advertising in *PEO Insider* is just the beginning. NAPEO offers a host of marketing opportunities designed to heighten your success in generating business within the PEO and HR outsourcing industry. As a service provider to the PEO industry, we invite you to become a part of this exciting organization and put our associate member benefits to work for you and your company.

## 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

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

## Education Vital to Your Success

The Source for PEO Education,<sup>®</sup> 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 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.

## 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.

**All of these services are available through membership in NAPEO for an annual fee of \$3,000. All memberships expire 12/31/2021.**



## CONTACT

Nancy Benoudiz at 703/739-8169 or [nbenoudiz@napeo.org](mailto:nbenoudiz@napeo.org) to discuss your 2021 associate membership, sponsorships, exhibit booth, and advertising plans.

## NATIONAL ASSOCIATION OF PROFESSIONAL EMPLOYER ORGANIZATIONS

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