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The National Association of Workforce Development Professionals (NAWDP) is the largest and most established organization devoted to representing workforce development professionals. NAWDP’s primary mission is to provide professional development, resources, and certification credibility to individuals seeking to thrive in the workforce development industry as thought leaders and innovators.
WHO ARE OUR MEMBERS?

NAWDP members are comprised of more than 4,500 workforce development professionals ranging from entry-level workers to senior leaders and decision-makers. Our members are individual workforce development and human resources practitioners, who connect jobseekers, educators and companies to advance the American economy.

Members represent a variety of workforce programs, including:
- Adult
- Adult Education & Family Literacy
- Career & Technical Education
- Dislocated Workers
- Economic Development
- Job Corps
- Migrant & Seasonal Farmworkers
- Native American Programs
- Second Chance Act
- Senior Community Service Employment Program
- Temporary Assistance for Needy Families
- Trade Act
- Unemployment Insurance
- Union Representative
- Veterans
- Vocational Rehabilitation
- Wagner-Peyser Act
- Youth
- YouthBuild

Our members come from all 50 states, Puerto Rico, Guam, Virgin Islands, and Canada, and work in the following primary functions:
- Business Services
- Case Manager/Counselor
- Community College or University Representative
- Community/Faith-Based Organization
- Contractor
- Economic Development
- One-Stop Operator
- Private Sector Business
- Supervisor/Manager
- Workforce Development Board Staff Member or Board Member
The NAWDP Workforce Weekly is a weekly publication sent to more than 15,000 workforce professionals from across the nation. This newsletter includes timely updates about industry news, event information, and deadline reminders.

Average open rates are 58% and average click-through rates are 7.9%.
Ad Availability:
Limited to two banner ads and two square ads per edition

NAWDP Workforce Weekly Issue Dates and Deadlines:
- Publication Date: Every Monday
- Artwork Deadline: Wednesday Prior to the publication date

NAWDP Workforce Weekly ad rates, sizes, and specs:

Cost
- Banner $600
- Square $400

Specs
- Banner Ad – 550 px x 150 px
- Square Ad – 250 px x 250 px
- Format: PNG
- File size: no larger than 5 MB
- Include URL to link

NAWDP Workforce Weekly Sponsored Content Rate:

Cost:
- $750 per submission

Submission Requirements:
- Article URL, Title, Source, Written Excerpt
- Content to be approved by NAWDP
- Content will be marked “Sponsored Content”
- Content to be placed in 3rd position
NAWDP provides your company with the opportunity to share your insights, product and service updates, white papers, special offers, and much more. Resembling our publications’ editorial content, your sponsored content (marked as such) will exist among articles and stories on trends within the profession, best practices, government affairs updates, and more.
This publication is a monthly members-only newsletter sent to more than 4,500 workforce professionals from around the nation. This publication reports on NAWDP events, member news, funding opportunities, new resources, industry news, and resources. During the month of September, this newsletter is released to NAWDP members and non-members alike in recognition of Workforce Development Month.

Average open rates are 55% and average click-through rates are 5%.
Ad Availability:

Limited to two banner ads and two square ads per edition.

**NAWDP Advantage ad rates, sizes, and specs:**

**Cost:**
- Banner $500
- Square $300

**Specs:**
- Banner Ad – 550 px x 150 px
- Square Ad – 250 px x 250 px
- Format: PNG
- File size: no larger than 5 MB
- Include URL

**NAWDP Advantage Sponsored Content:**

**Cost:**
- $750 per submission

**Submission Requirements:**
- Article URL, Title, Source, Written Excerpt
- Content to be approved by NAWDP
- Content marked “Sponsored Content”
- Content to be placed in 3rd position of newsletter
NAWDP ADVANTAGE
ISSUE DATES AND DEADLINES

- **January**
  - Publication Date: January 9, 2024
  - Submission Deadline: December 26, 2023

- **February**
  - Publication Date: February 13, 2024
  - Submission Deadline: January 30, 2024

- **March**
  - Publication Date: March 12, 2024
  - Submission Deadline: February 27, 2024

- **April**
  - Publication Date: April 9, 2024
  - Submission Deadline: March 26, 2024

- **May**
  - Publication Date: May 14, 2024
  - Submission Deadline: April 30, 2024

- **June**
  - Publication Date: June 11, 2024
  - Submission Deadline: May 28, 2024

- **July**
  - Publication Date: July 9, 2024
  - Submission Deadline: June 25, 2024

- **August**
  - Publication Date: August 13, 2024
  - Submission Deadline: July 30, 2024

- **September**
  - Publication Date: September 10, 2024
  - Submission Deadline: August 27, 2024

- **October**
  - Publication Date: October 8, 2024
  - Submission Deadline: September 24, 2024

- **November**
  - Publication Date: November 12, 2024
  - Submission Deadline: October 29, 2024

- **December**
  - Publication Date: December 10, 2024
  - Submission Deadline: November 26, 2024
Additional Advertising Opportunities

NAWDP offers advertising opportunities during our events. Click here to find out more about these opportunities.

Advertising Terms & Conditions

NAWDP reserves the right to determine the acceptability of requested advertisements. The products or services to be advertised must be of professional or educational interest, or beneficial to the members, and are, in the opinion of NAWDP related to the field of workforce development. NAWDP reserves the right to reject or discontinue any advertising.

Payment is due at the submission deadline for the issue in which content or artwork is placed. Notice of cancellation must be made in writing and sent to amanda@nawdp.org seven (7) business days before the ad is published for a 50% refund minus a $25 processing fee. Any cancellation made after that time will not receive a refund.

Please note that no refund will be made for any advertisements that have already run.
Request Advertising with NAWDP

Want to advertise with NAWDP?
Click here to submit your advertising request.

If you have issues submitting your advertising request, please reach out to:

Amanda Grigsby, Communications Coordinator
amanda@nawdp.org

Julia Clark, Communications Specialist
julia@nawdp.org