WHO WE ARE

NAFA Fleet Management Association is the world’s premier not-for-profit association for professionals who manage mobility and fleets of sedans, law enforcement, and public safety vehicles, trucks, and buses of all types and sizes, and a wide range of military and off-road equipment for organizations across the globe. NAFA represents the entire spectrum of the mobility and vehicle fleet management profession.

Our members are the fleet industry’s leading decision-makers, including corporate and government fleet executives who manage specification, acquisition, and maintenance of millions of vehicles, such as:

- Sedans
- Light-, medium- and heavy-duty trucks
- SUVs
- Vans
- Specialized highway and non-highway equipments

NAFA MEMBER FAST FACTS:

- Includes approximately 3,000 Fleet Managers, Presidents, Vice Presidents, Supervisors, Asset and Facility Managers, Procurement Specialists, Mobility Directors, Corporate Travel Professionals, International Fleet Executives, Fleet Supervisors, and Fleet Administrators
- Are responsible for the specification, acquisition, maintenance and repair, fueling, risk management, and remarketing of more than 4.6 million vehicles – including in excess of 1.6 million trucks
- Manage “traditional” fleet vehicles of cars, vans, and SUVs totaling 3 million vehicles and accounting for $55 billion in assets
- Account for a 180,000 police sedans, 43,000-plus emergency vehicles, and 460,000 pieces of specialty equipment used by both public service and commercial fleets
- Have more than 600,000 medium- and heavy-duty trucks in their fleets, totaling more than $30 billion in assets for medium- and heavy-duty trucks alone
NAFA PRINT & ONLINE MARKETING TOOLS

**FLEETsolutions Magazine**  
Published bi-monthly, *FLEETsolutions* serves as an industry resource for all fleet professionals – informing our readers through timely and relevant articles.

**NAFA Mobility & Innovations e-Newsletter**  
NAFA Mobility & Innovations e-Newsletter is emailed bi-weekly to NAFA members and affiliates. It provides timely coverage on the issues mattering most to the industry.

**Online Buyer’s Guide**  
Our Online Buyer’s Guide makes it easy to locate products and services that are geared to the fleet management industry.

**NAFA Website**  
The NAFA website is the gateway for members and affiliates to access online information about NAFA and the fleet industry.

**NAFA Membership Directory & Resource Guide**  
This go-to networking tool puts recipients in touch with fellow members, as well as the NAFA affiliates that provide the product and service solutions they need.  
(Visit [www.officialmediaguide.com/nafa](http://www.officialmediaguide.com/nafa) to reserve space in the NAFA Membership Directory.)

NAFA INSTITUTE & EXPO MEDIA

**NAFA I&E Website**  
NAFA members, attendees, and exhibiting companies visit the official event website as they register for the show and finalize their plans.

Visit [www.officialmediaguide.com/nafa](http://www.officialmediaguide.com/nafa) to reserve space in the NAFA I&E Media Products.
Published bi-monthly, FLEETsolutions is a leading industry resource with everything fleet managers need to achieve excellence in their jobs.

TARGET AN ENGAGED PURCHASING AUDIENCE

More than 4 out of 5 readers surveyed are involved in their organization’s buying process and are responsible for specifying, recommending, and approving purchases.

4 out of 5 readers surveyed said they contacted an advertiser, purchased a product or service, or visited an advertiser’s website after seeing an ad in a NAFA publication.

HERE’S WHAT READERS SAY ABOUT NAFA PUBLICATIONS AND WEBSITE:

- NAFA has expanded my fleet knowledge and provided me with the expertise and training opportunities to excel in my role and make me an invaluable asset to my employer.
  
  AL CURTIS, SR.  
  Fleet Director  
  Cobb County Government  
  Marietta, GA

- NAFA is an invaluable resource for information that is both easy to understand and easy to implement. It is my go-to resource in seeking the information that I need to get my job done.
  
  ARTHUR KAPPEL, CAFM  
  Director, Fleet Operations  
  Altice USA  
  Bethpage, NY

- I am very impressed with NAFA and the commitment to providing relevant and industry appropriate information to its members. The website is very useful and informative, full of valuable training and educational information.
  
  BILL STERNER, CAFM®/CEM  
  Equipment Services Supervisor  
  City of Fort Worth, Texas
## 2021 CONTENT PLAN

<table>
<thead>
<tr>
<th>Issue</th>
<th>Features &amp; Editorial</th>
<th>Space Deadline</th>
<th>Artwork Deadline</th>
<th>Mails</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY/</td>
<td><strong>2021 FUTURE OUTLOOK</strong></td>
<td>December 16</td>
<td>December 20</td>
<td>January 10</td>
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<tr>
<td>FEBRUARY</td>
<td>■ New Year, New Challenges</td>
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<td>■ Developing Your Leadership</td>
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<td>■ Professional Development &amp; Training</td>
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<tr>
<td>MARCH/APRIL</td>
<td><strong>TECHNOLOGY</strong></td>
<td>February 5</td>
<td>February 12</td>
<td>March 5</td>
</tr>
<tr>
<td></td>
<td>■ Software Showcase</td>
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<td>■ Evolution of Telematics</td>
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<td>■ Safety Tools to Fight COVID-19</td>
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<tr>
<td>MAY/JUNE</td>
<td><strong>FUELS AND EQUIPMENT</strong></td>
<td>April 6</td>
<td>April 13</td>
<td>April 30</td>
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<td></td>
<td>■ New Fleet Vehicles</td>
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<td></td>
<td>■ New Accessories</td>
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<td>■ Asset Managing Trends</td>
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<tr>
<td>JULY/AUGUST</td>
<td><strong>SAFETY</strong></td>
<td>June 3</td>
<td>June 11</td>
<td>June 25</td>
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<tr>
<td></td>
<td>■ Maintenance</td>
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<td>■ Right-Sizing</td>
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<td>■ Operations Trends</td>
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<td>■ I&amp;E 2021 Preview</td>
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<tr>
<td>SEPTEMBER/OCT</td>
<td><strong>SUSTAINABILITY &amp; MOBILITY OUTLOOK</strong></td>
<td>August 6</td>
<td>August 13</td>
<td>September 17</td>
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<tr>
<td>OCTOBER</td>
<td>■ I&amp;E 2021 Recap</td>
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<td>■ California Zero Emissions: Prepare Now</td>
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<tr>
<td></td>
<td>■ Planning &amp; Budgeting for 2022</td>
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<tr>
<td>NOVEMBER/</td>
<td><strong>RISK MANAGEMENT &amp; SECURITY</strong></td>
<td>October 6</td>
<td>October 13</td>
<td>October 22</td>
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<td>DECEMBER</td>
<td>■ Predictive Maintenance</td>
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<td>■ Reducing Cost of Ownership</td>
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<td>■ Reliability Trends, Technologies, and Products</td>
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</tbody>
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*The editorial calendar is subject to change without notice.*
NET ADVERTISING RATES

All rates include a direct link from your company's ad to your website in the ALL NEW! digital version of FLEETSolutions.

<table>
<thead>
<tr>
<th>Size</th>
<th>1x-2x</th>
<th>3x-5x</th>
<th>6x</th>
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<tbody>
<tr>
<td>Double Page Spread</td>
<td>$4,179</td>
<td>$3,969</td>
<td>$3,759</td>
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<tr>
<td>Outside Back Cover</td>
<td>$3,609</td>
<td>$3,469</td>
<td>$3,329</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$3,279</td>
<td>$3,139</td>
<td>$2,999</td>
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<tr>
<td>Full Page</td>
<td>$2,839</td>
<td>$2,699</td>
<td>$2,559</td>
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<tr>
<td>½ Page</td>
<td>$2,449</td>
<td>$2,329</td>
<td>$2,199</td>
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<tr>
<td>½-Page Island</td>
<td>$2,389</td>
<td>$2,269</td>
<td>$2,149</td>
</tr>
<tr>
<td>½ Page (horizontal or vertical)</td>
<td>$2,109</td>
<td>$1,999</td>
<td>$1,899</td>
</tr>
<tr>
<td>½ Page (square or vertical)</td>
<td>$1,359</td>
<td>$1,289</td>
<td>$1,219</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$1,049</td>
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<td>$939</td>
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<tr>
<td>⅛ Page Marketplace</td>
<td>$809</td>
<td>$769</td>
<td>$729</td>
</tr>
</tbody>
</table>

DIRECT MAIL OPPORTUNITIES*

Advertise your products and services by inserting your direct mail piece in the clear plastic bag in which FLEETSolutions is mailed. Whether you are promoting an event, a new product, or your entire product line, placing a direct mail piece with the magazine will ensure tremendous exposure for your company.

<table>
<thead>
<tr>
<th>Print Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page (2-sides)</td>
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<tr>
<td>2 Pages (4 sides)</td>
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<tr>
<td>Postcard (double-sided)</td>
</tr>
</tbody>
</table>

*All direct mail pieces are furnished by advertiser. If your insert is larger than 2 pages/4 sides, please contact your sales rep for a custom quote.
PRINT SPECIFICATIONS

Trim Size: 8.375" x 10.875"

NOTE: Text placed outside the live area within any full-page or DPS ad may be cut off. Please keep text within the live area at all times. DPS Live Area: 15.417" x 9.5" • Full-Page Live Area: 7" x 9.5"

ARTWORK REQUIREMENTS
All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. Embed all screen and printer fonts as well as linked images.

AD MATERIAL SUBMISSIONS
Send all advertising materials to the attention of:
Jean Varn — jean@kalomedia.com
POSITION YOURSELF AS A LEADER IN THE INDUSTRY!

Include your informational or instructional piece in FleetSolutions magazine and educate members, draw attention to a recent study, highlight your white paper, or publish an infographic. Build on your years of experience in the industry and provide knowledgeable and informed content to members.

GUIDELINES FOR YOUR SPONSORED CONTENT ARTICLE:

- Content should be educational in nature and solution-based, geared to solving a common problem or need within the fleet industry.
- The educational or thought leadership content should not promote your product or service but rather communicate best practices that would allow readers to be more effective and efficient in their roles.
- NAFA reserves the right to edit or alter content to meet the above requirements and provide maximum value for its members. If content is edited, it will be returned to the advertiser for approval.
- Content will be identified as sponsored content and will include your company name/logo and a contact person (if desired).

Notes: Limited to two sponsored content articles per issue. All content must be approved by NAFA.
FLEETSolutions

DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

*Fleet Solutions* is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices.

**Beautifully Responsive Content Delivery**
- **User friendly** — Quickly and easily accessed on mobile phones and tablet devices, as well as desktop and laptop devices.
- **Platform independent** — Access the publication on both Apple and Android devices.
- **Artificial Intelligence** — Content based on a reader’s viewing behavior. Over time, readers will have articles served up to them based on their previous reading behavior.
- **SEO Optimized and AMP Infused** — Search Engine Optimized by default. The digital edition can also leverage Accelerated Mobile Pages, which makes pages load on mobile devices at much faster speeds.

**Broad Range of Advertising Options**
- **Interstitial ads** — Interstitial pages slide up in front of the reader, requiring the reader to click through ad to access content. Available on any page within an issue. Can include video, images, link to a survey, join an email list, or engage with external website content.
- **In-Line Advertising** — Increase reader’s click rates by inserting ad tiles in-line with the article content tiles.
- **Ad management integration** — Google Ad Manager/AdButler/AdvertServe integrations. Over 8 individual ad spaces supported in replica and responsive page views.
DIGITAL TAKEOVER SPONSOR

<table>
<thead>
<tr>
<th></th>
<th>1 EDITION</th>
<th>3 EDITION BUNDLE</th>
<th>6 EDITION BUNDLE</th>
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<tbody>
<tr>
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<tr>
<td>Price</td>
<td>$450</td>
<td>$1,200</td>
<td>$2,150</td>
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</tbody>
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INCLUDES THE FOLLOWING PREMIUM AD UNITS:

**Menu Ad**
Your choice of text linked to your URL of choice in our digital edition menu.
- Linked text: 16 characters or fewer

**Pavilion Premium Partner**
Premium placement in this unique reader resource (see Recommended Assets below).

**Digital Ticker Ad**
Persistent slim banner ad located at the bottom of our digital edition. Can contain clickable text or small image directed to your URL of choice.
- Ticker text: 5-7 words
- Ticker image: 40 x 20 px

**Desktop Presentation Page**
Full page ad located to the left of the cover on the desktop edition.
- Presentation page (same dimensions as issue cover)

**Priority Digital Ad Package**
Your placement of choice for your Digital Ad Package containing a full page interstitial desktop ad and native mobile ad (see Recommended Assets below).
- Interstitial desktop ad (same dimensions as issue cover)

**Recommended Assets**
- Tile image: 500 x 240 px (accepted formats include JPG, PNG and Animated GIF. Files size should be less than 1 megabyte)
- Tile title: 3-4 words
- Article header: 1024 x 360 px image and/or YouTube video link
- Article body: 50-500 words, call to action link, and/or phone number

*These ad units will appear only while the edition is the most current.*

ADDITIONAL ADVERTISING OPPORTUNITIES

**Pavilion Partner:**
**$500 per year:** Our Partner Pavilion is a unique resource available from our digital edition menu that features 10 of our advertising partners, allowing you to promote your product or service with information, pictures, videos, and special offers to our readers.
- Tile image: 500 x 240 px (accepted formats include JPG, PNG and Animated GIF. Files size should be less than 1 megabyte.)
- Tile title: 3-4 words
- Article header: 1024 x 360 px image or YouTube video link
- Article body: 50-500 words, call to action link, and/or phone number

**Pavilion Premium Partner**
**$750 per year:** As a Pavilion Premium Partner, your content will receive premium placement in one of the top four spots of our Partner Pavilion to ensure maximum readership exposure.

**Digital Ad Package**
**$500 (limited to 4 per issue):** Our Digital Ad Package includes a full page interstitial ad in our desktop edition and a robust native ad in our mobile version of any single issue. Your native ad will appear inline with our mobile content and can contain information, pictures, videos, and special offers.
- Tile image: 500 x 240 px (accepted formats include JPG, PNG and Animated GIF. Files size should be less than 1 megabyte)
- Tile title: 3-4 words
- Article header: 1024 x 360 px image or YouTube video link
- Article body: 50-500 words, call to action link, and/or phone number
Ad Units

**MENU AD**
- Product or Company Name

**DIGITAL TICKER AD (DESKTOP AND MOBILE)**
- 5-7 Word Description
- 40 x 20 px

**DESKTOP PRESENTATION PAGE**
- Full Page Ad
- Full Page Ad Cover

**Pavilion Partner**

**AVAILABLE IN MENU**
- Product or Company Name

**PAVILION AD PREVIEW**
- 500 x 240 px (240 x 240 Safe Area)
- 3-4 Word Title

**FULL AD**
- 1024 x 360 px Image or YouTube Video Link
- 50-500 Word Body
- Call to Action Link

**Digital Ad Package**

**INTERSTITIAL PAGE**
- Full Page Ad
- Same Dimensions as Issue Cover

**MOBILE AD PREVIEW**
- 500 x 240 px (240 x 240 Safe Area)
- 3-4 Word Title

**FULL AD**
- 1024 x 360 px Image or YouTube Video Link
- 50-500 Word Body
- Call to Action Link
Designed to bring providers and the fleet community together, our interactive NAFA Online Buyer’s Guide makes it easy to locate products and services geared to the fleet management industry.

THE NAFA ONLINE BUYER’S GUIDE IS A REFERENCE AT THE FINGERTIPS OF FLEET PROFESSIONALS:

■ Cross-promoted in other NAFA publications and communication pieces.
■ Optimized to drive traffic from search engines and the NAFA home page.
■ Directs visitors to the landing page of your choice to learn more about your business.
■ Brings fleet managers to you when they are ready to buy.

IN 2020, THE ONLINE BUYER’S GUIDE RECEIVED:

■ Nearly 4,000 unique visitors
■ More than 31,900 page views
■ An average of seven pages viewed per visit

* Traffic from July 2019 - July 2020
1. **Curtain Ad (Run-of-Site)**
   - EXCLUSIVE – only one advertiser in position
   - Showcase your company at the top of every page
   - Viewers click and expand the ad to view your full message
   - 12 Months | $3,150

2. **Banner Package (2 Run-of-Site Positions)**
   - 8 Advertisers rotate through leaderboard and rectangle positions.
   - 12 Months | $4,500

3. **Category Banner (Home Page and Category Pages)**
   - 5 advertisers rotate through two positions.
   - 12 Months | $2,700

4. **Featured Companies (2 Run-of-Site Positions)**
   - Features your company logo and short description
   - 8 advertisers rotate through two positions
   - 12 Months | $1,800

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**All Display Advertisers Receive a Complimentary Premier Listing.**
**Category Sponsorship**
For companies that want to ensure top visibility within their category. No scrolling required – when visitors click on a product/service category on the home page of the Online Buyer’s Guide, your Premier Listing is first to be noticed. Rate includes Premier Listing with video upgrade.
- Category Sponsor #1 | $1,250
- Category Sponsor #2 | $1,125
- Category Sponsor #3 | $1,000

**Premier Listing Package**
Premier Listings appear on a first-come, first-listed basis on top of all basic listings, ensuring they are seen first. In addition to basic contact information, your Premier Listing features:
- Full-color company logo
- Active website, Facebook, Twitter, and LinkedIn links; email address; and up to five detailed contacts
- Extended company profile and products & services listing
- Full-color product image and description – can be hyperlinked to any webpage
- Google™ Map It! – displays a Google™ map of your business location
- Google™ site search – allows users to search your company website directly from your Premier Listing
- Request for information – generates a form through which users can contact a designated representative from your business directly

12 Months | $350
Includes five (5) product/service category listings of your choice. Additional category listings are $50 each.

**Video Upgrade**
Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.
Premier Listing with Video Upgrade | $500

*NAFA may charge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not correctly sized and ready for publication.*
The NAFA website is the gateway for members and fleet professionals to access online information about NAFA and the fleet industry.

Visitors log on to nafa.org to learn about upcoming events, discover ways to maximize their NAFA membership, access the Resource Center, and read FLEETSolutions magazine and other NAFA publications.

ON AVERAGE, NAFA.ORG RECEIVES:
- Nearly 33,300 page views per month
- Over 7,300 unique visitors per month
- Average session lasting more than 2 minutes

* Traffic from November 2019 - October 2020

HOME PAGE

1. **Leaderboard (550 x 60 pixels)**
   - Two positions with 3 rotations each.
   - 12 Months | $4,800 ($400 per month)
   - 6 Months | $2,700 ($450 per month)
   - 3 Months | $1,500 ($500 per month)

RUN-OF-INTERIOR PAGES

No matter which interior page visitors view, your ad will appear alongside frequently viewed content.

2. **Vertical Banner (140 x 240 pixels)**
   - Two positions with 3 rotations each.
   - 12 Months | $3,300 ($275 per month)
   - 6 Months | $1,950 ($325 per month)
   - 3 Months | $1,125 ($375 per month)
NAFA Mobility + Insights, NAFA’s official e-newsletter, is emailed weekly to NAFA members. NAFA’s e-newsletter provides timely coverage on the issues mattering most to the industry and ensures maximum visibility of your advertising message.

Enjoy the benefits of a targeted e-newsletter:
- Frequently forwarded to others for additional exposure.
- Cross-promoted in NAFA publications and communication pieces.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- Archives are accessible for unlimited online viewing.

1. **Large Banner (600 x 100 pixels)**
   - Only 2 spots available
   - 24x | $9,960 ($415 per insertion)
   - 12x | $6,000 ($500 per insertion)
   - 6x | $3,150 ($525 per insertion)
   - 3x | $1,650 ($550 per insertion)

2. **Medium Banner (300 x 100 pixels)**
   - Only 2 spots available
   - 24x | $7,560 ($315 per insertion)
   - 12x | $4,800 ($400 per insertion)
   - 6x | $2,550 ($425 per insertion)
   - 3x | $1,350 ($450 per insertion)

3. **Sponsored Content (logo/product image: 600 x 100 pixels)**
   - Only 1 sponsored content spot available per weekly issue
   - Ad includes hyperlinked logo or image (100 x 100) plus up to 50 words text
   - 24x | $12,000 ($500 per insertion)
   - 12x | $6,900 ($575 per insertion)
   - 6x | $3,750 ($600 per insertion)
   - 3x | $1,875 ($625 per insertion)

**REGULAR FEATURES INCLUDE:**
- Original e-newsletter exclusive feature
- Industry News
- Weekly Survey Question and Survey Results
- NAFA Association News
- Community Conversations
Send your message straight to NAFA member inboxes!

NAFA’s e-Broadcast Service allows NAFA members to reach the membership while providing the safety of knowing their email addresses are secure. This service is available exclusively to NAFA members. The NAFA e-Broadcast Service helps you:

- Notify membership of your latest products
- Alert NAFA membership about company's services
- Promote your company to NAFA members

**Pricing**

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<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Entire Membership Database</td>
<td>$800.00</td>
</tr>
<tr>
<td>Fleet Managers Only</td>
<td>$550.00</td>
</tr>
</tbody>
</table>

**Double Blast Option:** Earn a 15% discount when booking 2 e-Broadcasts are the same time!

**How It Works**

- Supply your complete message in HTML code with inline styling
- OR
- Send text, a photo, and your company logo and url for NAFA to design the message (Design and set up fee: $200)
- A test message will be sent for your approval
- Once approved, the message is emailed out in your reserved time slot

**Additional Information**

e-Broadcast messages are intended to help our members reach their target market for promotional purposes. All messages will be reviewed and approved by NAFA before sending. This service is not available for asking NAFA members to participate in surveys, benchmarking activity, etc. The NAFA logo and name may not be used in your messaging without prior approval. This service is available exclusively for NAFA members. Must be paid in full before the e-broadcast is sent.

**We have been using NAFA's e-broadcast service throughout the year to successfully maintain engagement with fleet professionals, while delivering results for our sales team.**

**SHARON SUTTON**  
Director of Marketing & Communications  
Agile Fleet

**QUESTIONS?**

Contact your NAFA Ad Sales Rep:  
Weston Kalogeridis  
(313) 610-8092 | wkalogeridis@nafa.org