

# 2019 · NACHA

## Operating Rules Online Resource

### DIGITAL ADVERTISING

**Reach** Payments Professionals.

**Target** an Audience Involved in ACH.

### About the *NACHA Operating Rules Online Resource*

**The ACH Network** is the driving force behind the way consumers and businesses access and transfer funds. The *NACHA Operating Rules & Guidelines* is the foundation needed for every ACH transaction. Understanding the *Rules & Guidelines* is essential for organizations, ensuring efficient ACH payments, strengthening risk management practices and minimizing returns and exceptions. Available in Basic and Premium versions, the interactive website provides ACH Network user participants with enhanced keyword search, navigation, bookmarking capabilities and print and copy options.

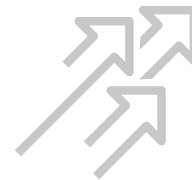
Advertising on the 2019 *NACHA Operating Rules Online Resource* provides exposure to more than 29,000 payment professionals.

### **Analytics**

Total *NACHA Operating Rules Online Sales*

**18%**

Increase over previous year



Over **40,000**  
new visitors year-to-date  
(Oct. 2018)

5.8 average minutes spent  
on site per session

**42%**

increase over 2017



422,378 page views

**51%**

increase over 2017

6.7 average page  
views per session

**91%**

increase over 2017



Contact Darryl Gole at [dgole@nacha.org](mailto:dgole@nacha.org) or 703-561-3907 to reserve your position today!

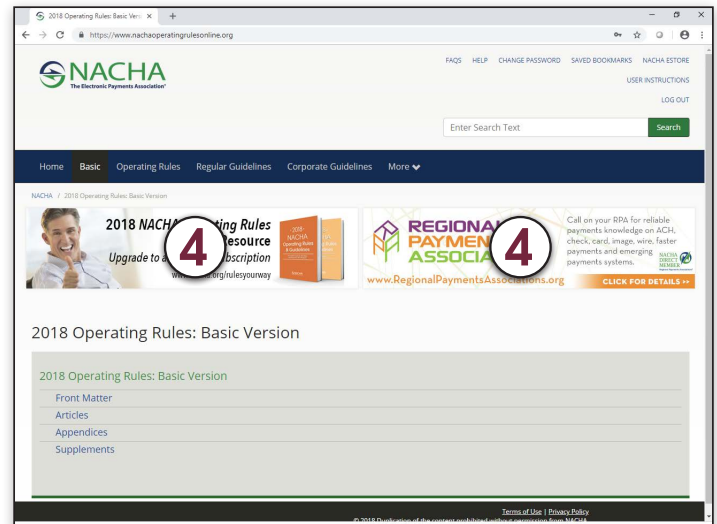
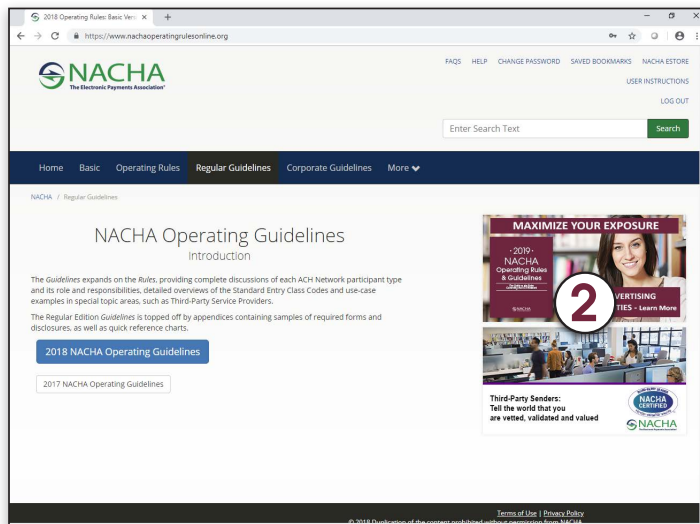
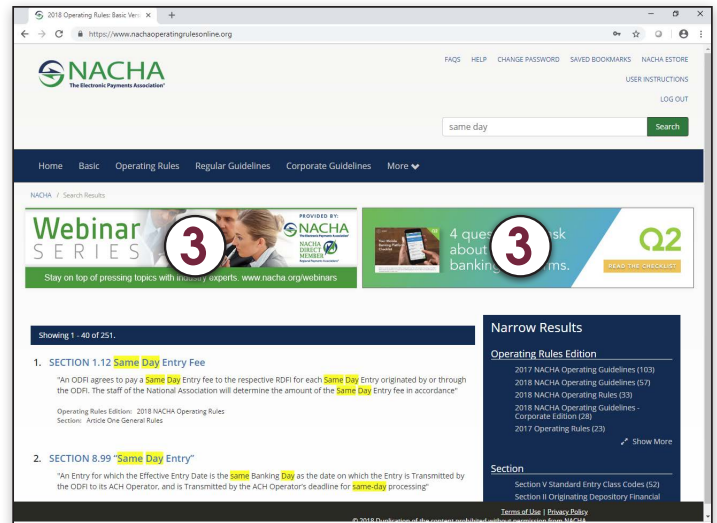
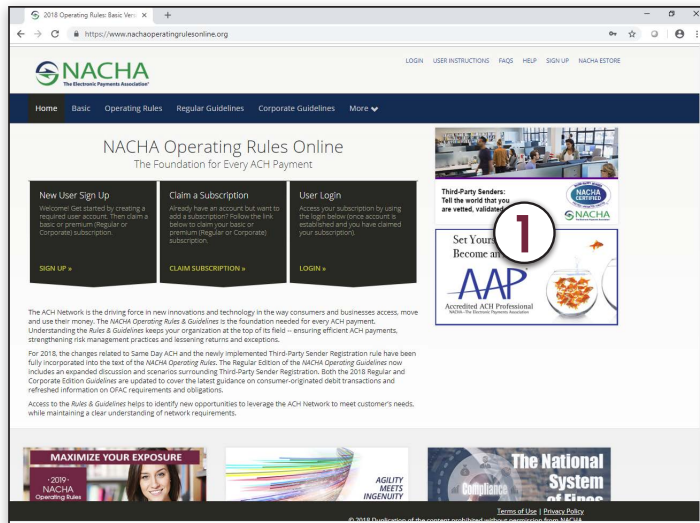
# DIGITAL ADVERTISING

## Pricing / Home and Basic Universal Pages

		3 months	6 months	<b>BEST VALUE</b> 1 year
<b>1</b>	Home Page (380x200 pixels)	\$5,000	\$7,000	\$9,500
<b>2</b>	Home Page Lower Tier (380x200 pixels)	\$4,500	\$6,500	\$8,500
<b>3</b>	Basic & Search Edition Page (620x150 pixels)	\$2,000	\$3,500	\$6,500
<b>4</b>	Content Pages (620x150 pixels)	\$5,500	\$7,500	\$10,500

## Specifications

Digital ads submitted must be in (.jpg, .png, or .gif) format. 72 dpi. Please submit digital file and URL to Darryl Gole. A tracking code is recommended. If you are interested in securing ad space or for additional questions, please contact Darryl Gole at dgole@nacha.org or 703-561-3907.



Ask about availability for a bonus ad on the NEW 2018 Rules Digital Access.

Contact Darryl Gole at dgole@nacha.org or 703-561-3907 to reserve your position today!