



NORTH CAROLINA  
**RGEA**  
RETIRED GOVERNMENT EMPLOYEES ASSOCIATION

## MEDIA KIT



RGEA (Retired Government Employees Association) works to advance, promote, and defend the rights, interests, and welfare of retired state and local government employees of North Carolina and their families. Today, RGEA is one of the largest lobbying associations in the nation for retired state and local government retirees, with over 56,000 members

The screenshot shows the RGEA website homepage. At the top is a navigation bar with links: About, Membership, Benefits, Districts, Advocacy, News, Events, Resources. Below the navigation bar is a large banner image of a group of people, with the text "You've Earned This. Retired Government Employees Association (RGEA) stands for those who want more in retirement. If you're a member, get involved here. If you're not a member, what are you waiting for? [JOIN NOW!](#)". Below the banner is a "LEADERBOARD BANNER" section with the text "728x90px". The "Recent NEWS from RGEA" section features three articles: "Remember to Vote! Election Day is November 5 - But You Can Vote Now", "Hurricane Helene Relief Resources", and "State Health Plan". Below the news section is a "SUCCESS as defined by your RGEA" section with three articles: "ABOUT RGEA", "YOUR ADVOCATE IN RETIREMENT", and "MORE BENEFITS, MORE DISCOUNTS, MORE POWER!". The "Becoming an RGEA MEMBER has so many advantages:" section lists four benefits: "DISTRICT CONNECTIONS", "PENSION PROTECTION", "ACCESS TO INSURANCE BENEFITS", and "RETAIL & TRAVEL DISCOUNTS". At the bottom is the "Our Mission:" section with the text "To advance, promote, and protect the benefits, interests, and well-being of North Carolina's retired state and local public servant."

## PRICING

### LEADERBOARD BANNER

Image: 728x90px

Placement: Homepage, Benefits and Membership Pages

Positions: Exclusive to 10 Companies

Formats: JPG, PNG, GIF, HTML5, 3rd Party Tags

**\$3,500/Year**

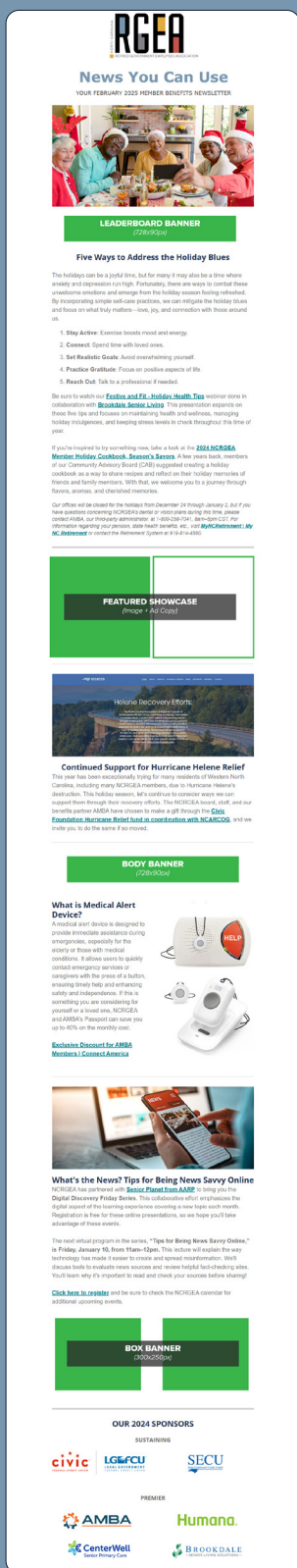
\*\*All positions are available on a first-come, first-serve basis.\*\*

**Need Help With Ad Design?**

**OUR GRAPHIC SERVICES ARE INCLUDED.**

# News You Can Use NEWSLETTER

News You Can Use is the RGEA's monthly newsletter, reaching over 46,000 subscribers each month. The member benefit publication provides its readers a reliable resource for industry and association related news.



## PRICING

### LEADERBOARD BANNER

Image: 600x90px

Formats: JPG or PNG

**\$3,500/6 Months OR \$6,000/Year**

### FEATURED SHOWCASE

Image: 350x350px

Formats: JPG or PNG

Ad Copy: Up to 50 Words

**\$3,000/6 Months OR \$5,100/Year**

### BODY BANNER

Image: 600x90px

Formats: JPG or PNG

**\$2,500/6 Months OR \$4,250/Year**

### BOX BANNER

Image: 300x250px

Positions: Exclusive to 2 Companies

Formats: JPG or PNG

**\$2,000/6 Months OR \$3,400/Year**

\*\*All positions are available on a first-come, first-serve basis.\*\*

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