



Nonprofit Agenda

center for nonprofit
advancement

2012 ADVERTISING RATE SHEET

The Nonprofit Agenda is published by the Center for Nonprofit Advancement and distributed in print and online to executive directors and CEOs of more than 13,000 nonprofit organizations in the greater Washington area (DC, suburban MD and Northern VA) as well as local policy makers, foundations and corporations.

AD RATE

Full Page (no bleeds)
Half Page
Quarter Page
Eighth Page
Back Cover (half page only)

1X

\$1,375
\$675
\$430
\$220
\$1035

All

2012*
\$4850
\$2550
\$1530
\$765

**Total cost for placement in all 2012 issues.*

AD SIZE

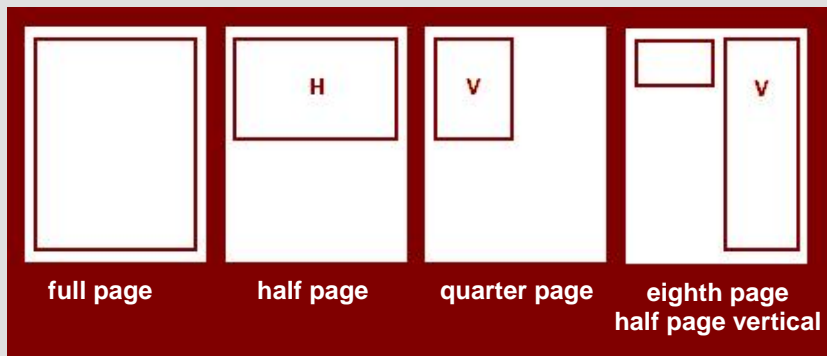
Full Page (no bleeds)
Half Page Horizontal
Half Page Vertical
Quarter Page Vertical
Eighth Page
Back Cover (half page only)

DIMENSIONS

8" X 10.5"
8" X 5.1"
3.875" X 10.5"
3.875" X 5.1"
3.875" X 2.4"
8" X 5.1"

2012 Issue	Reservation Deadline	Art Deadline
Issue 1	1/31/12	1/31/12
Issue 2	4/30/12	5/4/12
Issue 3	8/24/12	8/31/12

- Payment is due with space reservation.
- Nonprofit Center members receive a 20% discount off display advertising rates.
- Advertisements appear in black and white only.
- Please submit display ads electronically as a .tif grayscale file, 300 DPI at 100% size. Do not send raw files with fonts and links. Do NOT use LZW compression. Minimum font size is 9 point. Make sure there is a 2pt. black border around ad. Design, typeset, and layout services are available at an additional cost of \$60/hour. Preferred placement available for an additional \$100.
- The Center reserves the right to refuse material it deems inappropriate.



Classified Advertising for Center members: \$20 for the first 15 words; 50 cents for each additional word. Classified Advertising for non members: \$40 for the first 15 words; 50 cents for each additional word. In determining ad cost, count each separate group of letters or numbers as one word. Hyphenated words count as two words. Telephone numbers, websites and e-mail addresses are considered one word.



To reserve space or for more information, please contact:

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