



nonprofit messenger e-newsletter

center for nonprofit advancement

2012 ADVERTISING RATE SHEET

The *Nonprofit Messenger* is a monthly e-newsletter from the Center for Nonprofit Advancement. It currently has a subscriber base of more than 2,500, including nonprofit leaders, policy makers and corporations throughout greater Washington.

ADVERTISING RATES

- Regular (125 pixels wide by 100 pixels high); two placements
 - \$100 for Center and Corporate Social Enterprise Initiative members; and Legacy, Champion, Collaborator or Colleague Level Partners in Advancement
 - \$200 for all others
- Large (125 pixels wide by 200 pixels high); two placements
 - \$200 for Center and Corporate Social Enterprise Initiative members; and Legacy, Champion, Collaborator or Colleague Level Partners in Advancement
 - \$400 for all others

PLACEMENT AND SPECIFICATIONS

Ads are available for placement in the sidebar section of each publication. All ads should be submitted in .jpg or .gif format at a resolution of 72 dpi. The ad will link to a landing page specified by you and will include ALT tags and size specifications to ensure proper formatting. Space is limited to non-competing advertisers, ensuring prime placement of ads. All ads will be labeled as such.

ADVERTISING POLICIES

The Center for Nonprofit Advancement reserves the right to refuse material it deems inappropriate and to limit the number of advertisements accepted for each issue. Payment for all advertisements is due at the time materials are submitted.

PRODUCTION SCHEDULE

The *Nonprofit Messenger* is published twice monthly on alternating Mondays. Ads must be submitted by the Wednesday preceding publication.

2012 Issue	Reservation and Artwork Deadline
Jan. 17	Jan. 10
Feb. 13	Feb. 6
March 5	Feb. 27
April 16	April 9
May 14	May 7
June 4	May 29
July 16	July 9
August 13	Aug. 6
Sept. 10	Aug. 31
Oct. 15	Oct. 5
Nov. 12	Nov. 5
Dec. 10	Dec. 3

- Payment is due with space reservation.
- The Center for Nonprofit Advancement reserves the right to refuse material it deems inappropriate and to limit the number of advertisements accepted for each issue.



To reserve space or for additional information, contact Beth Hess at 202.457.0540 or bethh@nonprofitadvancement.org.