



Advertising Rate Sheet

The Nonprofit Messenger is the Center's monthly e-newsletter. Distributed to 5,000+ subscribers, the Messenger shares helpful information on trending topics, advocacy, capacity building, award opportunities, budget saving benefits, news updates and more.

Advertising in the Messenger is open to Center *Members* only.

SPECIFICATIONS

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| Format: | Advertorial (This is not a display ad. It will appear as part of the editorial content) |
| Availability: | One advertorial space per issue will be available. Reservations are on a first come basis. |
| Frequency: | Industry members are eligible to place one advertorial per six months. |
| Reservation deadline: | The 5th of the month before issue month (for example, the July issue would be due by June 5) |
| Content deadline: | The 20th of the month before issue month (for example, the July issue would be due by June 20) |
| Content requirements: | Maximum of 125 words Must provide an informational tip and limit promotion/ call-to-action to two sentences Organization name and link to organization's website will be included in the advertorial |
| Rate: | \$200 due at time of reservation |

SPACE RESERVATION

To reserve space: Contact Ellen Pochekailo at ellenp@nonprofitadvancement.org to select the issue/month you wish to reserve. Once your space is confirmed, visit www.nonprofitadvancement.org/about/news to complete the online Reservation Payment Form.

To submit ad: Send content in a Word document to ellenp@nonprofitadvancement.org. Be sure to include your organization name and website.

For questions: Contact ellenp@nonprofitadvancement.org