



center for nonprofit
advancement

**nonprofit
messenger**



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

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 150 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 Resevation 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