

THE CHRONICLE OF PHILANTHROPY

The Chronicle of Philanthropy is the newspaper of the nonprofit world. It provides news and information for executives of tax-exempt organizations in health, education, religion, the arts, social services, and other fields, as well as fund raisers, professional employees of foundations, institutional investors, corporate grant makers, and charity donors. Along with news, it offers such service features as lists of grants, fund-raising ideas and techniques, statistics, reports on tax and court rulings, summaries of books, and a calendar of events. Established 1988.

1. CIRCULATION

41,072 paid (average for the six months ending June 30, 2007; member, Audit Bureau of Circulations). Many readers pass along their copies to colleagues—total readership is nearly 120,000.*

Subscription, \$72 per year (24 issues).

*The Chronicle of Philanthropy Subscriber Study, Target Research Group, 2004 (2.9 readers per copy).

2. ISSUE AND CLOSING DATES

The Chronicle of Philanthropy, with 24 issues per year, is dated Thursday and mailed on the preceding Thursday. The closing date for black-and-white advertising and for camera-ready black-and-white materials is Friday—6 days before the mailing date (13 days prior to the cover date). Color ads close the Tuesday preceding the black-and-white close.

	ISSUE DATE	COLOR CLOSING DATE	B&W CLOSING DATE
2008	Jan. 10*	Fri., Dec. 21	Fri., Dec. 21
	Jan. 24	Tues., Jan. 8	Fri., Jan. 11
	Feb. 7†	Tues., Jan. 22	Fri., Jan. 25
	Feb. 21	Tues., Feb. 5	Fri., Feb. 8
	Mar. 6	Tues., Feb. 19	Fri., Feb. 22
	Mar. 20	Tues., Mar. 4	Fri., Mar. 7
	Apr. 3†	Tues., Mar. 18	Fri., Mar. 21
	Apr. 17	Tues., Apr. 1	Fri., Apr. 4
	May 1	Tues., Apr. 15	Fri., Apr. 18
	May 15†	Tues., Apr. 29	Fri., May 2
	May 29	Tues., May 13	Fri., May 16
	June 12	Tues., May 27	Fri., May 30
	June 26	Tues., June 10	Fri., June 13
	Publishing break		
2009	July 24	Tues., July 8	Fri., July 11
	Aug. 7	Tues., July 22	Fri., July 25
	Aug. 21	Tues., Aug. 5	Fri., Aug. 8
	Sept. 4	Tues., Aug. 19	Fri., Aug. 22
	Sept. 18	Tues., Sept. 2	Fri., Sept. 5
	Oct. 2	Tues., Sept. 16	Fri., Sept. 19
	Oct. 16†	Tues., Sept. 30	Fri., Oct. 3
	Oct. 30	Tues., Oct. 14	Fri., Oct. 17
	Nov. 13	Tues., Oct. 28	Fri., Oct. 31
	Nov. 27	Tues., Nov. 11	Fri., Nov. 14
	Dec. 11*	Tues., Nov. 25	Tues., Nov. 25
	Publishing break		
Jan. 8*	Tues., Dec. 23	Tues., Dec. 23	
Jan. 22	Tues., Jan. 6	Fri., Jan. 9	
Feb. 5	Tues., Jan. 20	Fri., Jan. 23	
Feb. 19	Tues., Feb. 3	Fri., Feb. 6	
Mar. 5	Tues., Feb. 17	Fri., Feb. 20	

* These issues have early black-and-white and color closing dates.

† February 7 has the Technology Guide; April 3 has the Fund-Raising Services Guide; May 15 has the Continuing-Education Guide; October 16 has the Guide to Managing Nonprofits. See section 7 for more information. Call Erica Bergin at (212) 758-4721 for special early deadline dates for these supplements.

2. ISSUE AND CLOSING DATES (CONTINUED)

	ISSUE DATE	COLOR CLOSING DATE	B&W CLOSING DATE
2009	Mar. 19	Tues., Mar. 3	Fri., Mar. 6
	Apr. 2	Tues., Mar. 17	Fri., Mar. 20
	Apr. 16	Tues., Mar. 31	Fri., Apr. 3
	Apr. 30	Tues., Apr. 14	Fri., Apr. 17
	May 14	Tues., Apr. 28	Fri., May 1
	May 28	Tues., May 12	Fri., May 15
	June 11	Tues., May 26	Fri., May 29
	June 25	Tues., June 9	Fri., June 12

3. BLACK-AND-WHITE ADVERTISING RATES

	1x	3x	6x	9x	12x	18x	24x
Tabloid page	\$5,970	\$5,760	\$5,610	\$5,435	\$5,255	\$5,075	\$4,775
4/5	5,340	5,155	5,020	4,860	4,700	4,540	4,270
3/5, jr	4,740	4,575	4,455	4,315	4,170	4,030	3,790
1/2	4,170	4,025	3,920	3,795	3,670	3,545	3,335
2/5	3,575	3,450	3,360	3,255	3,145	3,040	2,860
1/5	2,070	2,000	1,945	1,885	1,820	1,760	1,655
1/2 col	1,070	1,035	1,005	975	940	910	855
1/4 col	570	550	535	520	500	485	455

4. COLOR ADVERTISING RATES

Four-color cost over basic black-and-white rate: \$1,480 per page or portion thereof. Four-color ads must be two-fifths page or larger. Four-color spreads will be billed as two four-color pages. Metallic and non-process color inks are not available.

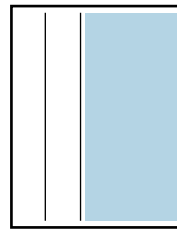
	1x	3x	6x	9x	12x	18x	24x
Tabloid page	\$7,450	\$7,240	\$7,090	\$6,915	\$6,735	\$6,555	\$6,255
4/5	6,820	6,635	6,500	6,340	6,180	6,020	5,750
3/5, jr	6,220	6,055	5,935	5,795	5,650	5,510	5,270
1/2	5,650	5,505	5,400	5,275	5,150	5,025	4,815
2/5	5,055	4,930	4,840	4,735	4,625	4,520	4,340

5. PREMIUM POSITIONS

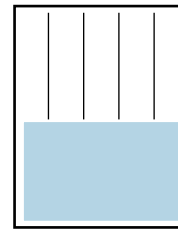
Premium positions are available to contract advertisers. Please contact your sales representative for details.

6. INTERNET ADVERTISING

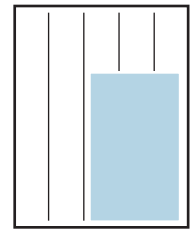
The Chronicle's Web site, <http://philanthropy.com>, is the most comprehensive online source of news and information about the nonprofit world. The site offers the complete contents of the new issue and an archive of articles from 1997 and grant listings from 1995—all fully searchable. More than 100,000 unique viewers visit The Chronicle's Web site every month. Banner advertising is available throughout the site. Advertising is also available in The Chronicle's e-mail newsletters. Please contact your sales representative for more information on how banner and e-mail advertising can enhance your marketing message.



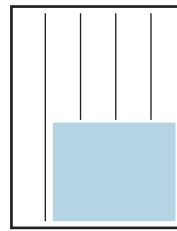
3/5 page:
6" wide
 × **13½" deep**
\$4,740 B&W
\$6,220 4-color



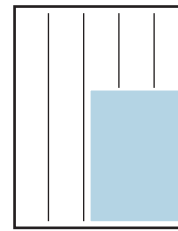
1/2 page:
10¼" wide
 × **6⅝" deep**
\$4,170 B&W
\$5,650 4-color



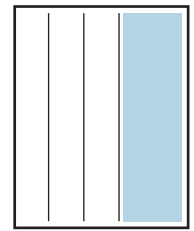
6" wide
 × **10" deep**
\$3,705 B&W
\$5,185 4-color



2/5 page:
8⅞" wide
 × **6⅝" deep**
\$3,575 B&W
\$5,055 4-color



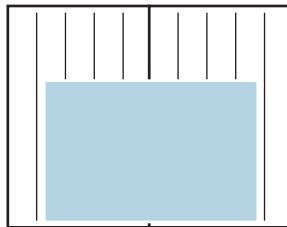
2/5 page:
6" wide
 × **9" deep**
\$3,575 B&W
\$5,055 4-color



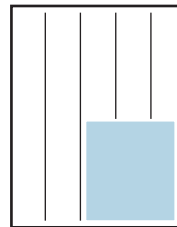
2/5 page:
4" wide
 × **13½" deep**
\$3,575 B&W
\$5,055 4-color



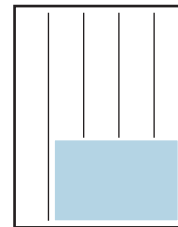
Tabloid-page spread:
21½" wide × 13½" deep
\$11,940 B&W
\$14,900 4-color



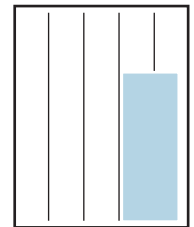
Junior-page spread:
17¼" wide × 10" deep
\$9,480 B&W
\$12,440 4-color



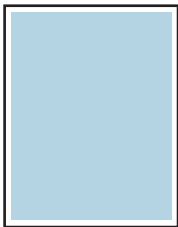
6" wide
 × **6⅝" deep**
\$2,680 B&W



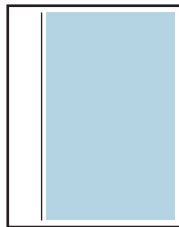
8⅞" wide
 × **5" deep**
\$2,650 B&W



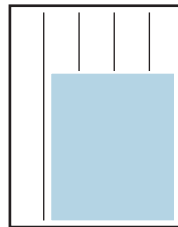
4" wide
 × **10" deep**
\$2,650 B&W



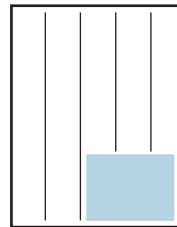
Tabloid page:
10¼" wide
 × **13½" deep**
\$5,970 B&W
\$7,450 4-color



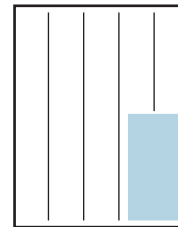
4/5 page:
8⅞" wide
 × **13½" deep**
\$5,340 B&W
\$6,820 4-color



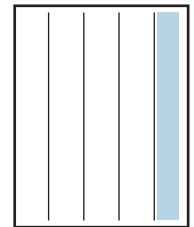
Junior page:
8⅞" wide
 × **10" deep**
\$4,740 B&W
\$6,220 4-color



1/5 page:
6" wide
 × **4⅞" deep**
\$2,070 B&W



1/5 page:
4" wide
 × **6⅝" deep**
\$2,070 B&W



1/5 page:
1⅞" wide
 × **13½" deep**
\$2,070 B&W