

THE CHRONICLE
OF PHILANTHROPY

ONLINE RATE CARD

EFFECTIVE OCTOBER 1, 2008

For more than a decade, nonprofit professionals have turned to Philanthropy.com for the news and advice they need to succeed in their jobs. Complete with a fully searchable archive of every issue since 1997, a database comprising more than \$200-million in grants, and the most comprehensive career service in the nonprofit world, Philanthropy.com is the premier Web site for the people who run America's nonprofits.

Monthly traffic to Philanthropy.com is more than 1.2 million page views from more than 140,000 unique viewers. *The Chronicle* also has site licenses at more than 80 organizations.

E-MAIL ADVERTISING OPPORTUNITIES

Philanthropy Today E-mail Newsletter

The Philanthropy Today e-mail newsletter is delivered free to readers each weekday. Philanthropy Today condenses the day's latest developments in the nonprofit world into a quick, easy-to-read news briefing.

There are two ad positions available in the e-mail. The 300 × 250 square banner is embedded within the newsletter text and the 160 × 600 skyscraper banner runs along the right side of the e-mail. Exclusive sponsorship of Philanthropy Today is available for an additional fee.

Philanthropy This Week E-mail Newsletter

The Chronicle's weekly e-mail update features text from one advertiser per week and provides summaries of the week's top news stories, with links to more extensive coverage at Philanthropy.com. Every Monday morning, subscribers receive special bulletins of breaking news in the nonprofit world. Philanthropy This Week is available in plain text only.

BANNER ADVERTISING OPPORTUNITIES

The 300 × 250 square banner is prominently located above-the-fold in the center column on the Philanthropy.com homepage and within the copy on most of our editorial pages. The 160 × 600 skyscraper banner is also located above-the-fold and runs down the right side of most editorial pages on the Web site. The size and editorial adjacency of these banners make them an ideal way for you to promote your organization to *Chronicle* readers. A 120 × 90 button banner is available in the upper left-hand corner throughout Philanthropy.com.

MATERIAL SUBMISSION

All banner ads, text ads, and click-through URL's must be submitted via e-mail to creative@philanthropy.com.

TARGETING

Using DoubleClick's DART technology, advertisers can target banner advertisements to their desired audience by editorial section, country, state, ZIP code, area code, top-level and second-level domains, operating system, ISP, and browser type.

For more information on targeting criteria, please contact your sales representative.

AD TRAFFICKING

THIRD PARTY

The Chronicle gladly accepts tags from third-party servers. Philanthropy.com is a DoubleClick DFP site.

Web site banners

Advertisers who wish to traffic banner ads through DoubleClick must submit live internal redirect tags.

Advertisers trafficking ads through a third-party server other than DoubleClick must submit standard redirects or rich media tags.

E-mail newsletters

Advertisers who wish to traffic e-mail newsletter ads through a third-party ad server must submit banner creative along with a third-party click command tag.

SITE SERVED

Advertisers who do not traffic their Web banner and e-mail newsletter ads through a third-party server must submit banner creative along with a live click-through URL.

REPORTING

Chronicle advertisers can view the success of their banner-advertising campaign at any time. Advertisers will be sent a user name and password via e-mail for access to the DoubleClick system at the beginning of the advertising campaign. Campaign-performance statistics can be viewed by day, by banner, and by all targeting criteria.

As *The Chronicle* does not currently provide tracking for ads in the e-mail newsletters, we strongly encourage advertisers who do not use third-party servers to submit unique tracking URL's for their e-mail ads. For information on how to implement a tracking URL for your company, send an e-mail message to creative@philanthropy.com

CREATIVE SPECIFICATIONS

Insertion Type	Creative Size	Accepted File Formats	GIF/JPG File Size	Rich Media File Size	Animation Length	Looping	Creative Deadline
Web banner	160 x 600 300 x 250	GIF, JPG, SWF	20K	30K	:15	3	10 business days
Web banner	120 x 90	GIF, JPG	20K	-	:15	3	5 business days
E-mail newsletter (HTML)	160 x 600 300 x 250	GIF, JPG	20K	-	:15	3	5 business days
E-mail newsletter (Text)	6 lines of text. 62 character maximum per line, including spaces and click-through URL. Click-through URL must begin with http://						5 business days

- All creative with a white background must have a 1 × 1 black pixel border.
- Default creative (in GIF/JPG format) must be submitted with all rich media files.
- Audio/Video: User-initiated (on-click) only. Ad must display a visible “stop” or “pause” button.
- Frames per second (FPS): Flash ads may not exceed 18FPS. 12FPS preferred.
- Prior to submission, creative should be tested for stability across all browser platforms.

Single Click Instructions for Rich Media Creative

Ad production **cannot guarantee** that click-through data will be tracked for all third-party served rich media technologies.

To track clicks for ads created in Flash 6, assign the following ActionScript code to the button in the Flash file:

```
on (release) {
    getURL(clickTag, “ _ blank”);
}
```

RATES

Philanthropy Today			
Primary position (300 × 250)	CPM*	Secondary position (160 × 600)	CPM
1 insertion	\$45	1 insertion	\$30
2 insertions	43	2 insertions	29
3 insertions	41	3 insertions	27
4 insertions	36	4 insertions	24

Philanthropy This Week	
Number of insertions	CPM
1 insertion	\$60
2 insertions	57
3 insertions	54
4 insertions	48

Web site banners (120 × 90)	
Number of impressions	CPM
20,000 – 49,999	\$25
50,000 – 99,999	23
100,000 – 149,999	21
150,000+	20

Web site banners (160 × 600 & 300 × 250)	
Number of impressions	CPM
20,000 – 49,999	\$50
50,000 – 99,999	45
100,000 – 149,999	43
150,000+	40

RATES FOR CONTRACT PRINT ADVERTISERS

Philanthropy Today			
Primary position (300 × 250)	CPM*	Secondary position (160 × 600)	CPM
3×	\$43	3×	\$29
6×	41	6×	28
9×	39	9×	27
12×	38	12×	26
18×	36	18×	24
24×	34	24×	23

Philanthropy This Week	
Number of insertions	CPM
3×	\$57
6×	54
9×	53
12×	51
18×	48
24×	45

Web site banners (120 × 90)	
Print-contract level	CPM
3×	\$24
6×	23
9×	22
12×	21
18×	20
24×	19

Web site banners (160 × 600 & 300 × 250)	
Number of insertions	CPM
3×	\$48
6×	45
9×	44
12×	43
18×	40
24×	38

*CPM stands for “cost per thousand.” Banner advertising rates are based on cost per thousand ad impressions. E-mail newsletter rates are based on cost per thousand e-mail recipients.

Minimum Web site banner purchase is 20,000 impressions.

For targeted banner placement, add \$5 to the CPM per targeting element.

All first-time advertisers are required to prepay for their initial insertion.

All rates quoted are gross. *The Chronicle* offers a 15% agency discount to recognized advertising agencies.

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