

# THE CHRONICLE OF PHILANTHROPY

## Directory of Services

### Here's how it works

Two advertising styles appear in the Directory of Services: basic listings and boxed ads.

A basic listing includes your company's name in boldface caps, street address, city, state, ZIP code, and phone and fax numbers. Each listing is placed under one of the categories below. You may also add up to three lines for a brief description about your company, for an additional charge. A fourth additional line can be purchased for Web and e-mail listings. The Directory of Services is available on *The Chronicle of Philanthropy's* Web site at [Philanthropy.com/dos](http://Philanthropy.com/dos). All listings with Web and e-mail addresses have hypertext links.

Boxed ads will attract extra attention since they can feature your company's logo and artwork. Ads may be submitted as high resolution PDF files, or *The Chronicle* can typeset your ad at no additional charge.

All advertising orders must be reserved in writing and prepaid.

### 2011 Rates

#### Basic listings:

One-year listing (18 issues).....	\$865
Each additional line.....	\$190
Six-month listing (9 issues) .....	\$590
Each additional line .....	\$140

	One year (18 issues)	Six months (9 issues)
One inch	\$2,955	\$1,690
Two inches	\$5,320	\$2,930
Three inches	\$7,475	\$4,195

*Directory of Services ads are not eligible for agency discounts.*

- **Accounting**
- **Annual Giving**
- **Auctions**
- **Awards & Incentives**
- **Board & Staff Training**
- **Charitable State Registration**
- **Client-Management Systems**
- **Communication Training**
- **Computer Hardware**
- **Computer Services:**
  - Consultants
  - Database management
- **Computer Software:**
  - Event management
  - Fund accounting
  - Fund raising
  - Grant giving
  - Membership
  - Prospect research
  - Trust accounting
  - Trust management
  - Volunteer management
- **Conference Facilities**
- **Corporate Philanthropy**
- **Creative Services**
- **Data Mining**
- **Direct-Marketing Services:**
  - Direct-mail fund raising
- **Donor Recognition**
- **Donor Research & Prospect Identification**
- **Education & Training**
- **Employment Services**
- **Executive Search**
- **Financial Services:**
  - Accounting & taxes
  - Charitable giving & investment management
  - Electronic funds transfer
- **Foundation Management**
- **Foundations**
- **Fund Raising:**
  - E-commerce
  - Telemarketing
- **Fund-Raising Consultants:**
  - Annual campaigns
  - Capital campaigns
  - Cause-related marketing
  - Direct mail
  - Full service
  - Information technology
  - Membership
  - Telemarketing
- **Fund-Raising Opportunities**
- **Grant-Writing Consultants**
- **Information Management**
- **Insurance**
- **International**
- **Internet Services**
- **Investment Management**
- **Legal Publications**
- **Legal Services**
- **List Brokerage & Management**
- **Marketing & Communication**
- **Online Fundraising**
- **Online Publications**
- **Planned Giving:**
  - Computer software
  - Consultants
  - Publications
- **Program Evaluation**
- **Proposal Writing**
- **Strategic-Planning Consultants**
- **Video Services**
- **Web Development**

Note: The addition of other categories will be considered upon request.