

THE CHRONICLE OF PHILANTHROPY

2012 WEB BANNER ADVERTISING

ABOUT PHILANTHROPY.COM

Philanthropy.com is the No. 1 news source for nonprofit leaders, fund raisers, grant makers, and other individuals involved in the philanthropic enterprise. Along with news, it offers lists of grants, fund-raising strategies, statistics, and updates on regulations, reports on tax and court rulings, and book summaries.

Philanthropy.com features include:

- Blogs and interactive online forums
- Full content of *The Chronicle's* print edition
- Fully searchable archive of back issues
- Philanthropy Careers—the No. 1 nonprofit job service on the internet

Philanthropy.com receives more traffic than any other Web site covering nonprofit news—with more than 1.3 million page views, 255,000 registered account holders, and 235,000 unique visitors to the Web site every month.

Additionally, more than 100 organizations have purchased *The Chronicle's* site license program, Missionwide, which makes Philanthropy.com available to entire organizations and extends its reach to nonprofit leaders across the nation and around the world.

WEB BANNERS

Strategically placed within and adjacent to our award-winning editorial content, Web banners on Philanthropy.com are the perfect way to promote your company, products, and services.

Philanthropy.com receives more traffic than any other Web site covering nonprofit news—with more than 1.3 million page views, 255,000 account holders, and more than 235,000 unique visitors each month.

Additionally, more than 100 organizations has purchased Missionwide, The Chronicle's site license program, further extending its reach to nonprofit leaders across the nation and around the world.

BANNER PLACEMENT

The 300 x 250 pixels and 336 x 280 pixels banner positions are prominently located above-the-fold on the homepage of Philanthropy.com and in the top right-hand corner on most of our editorial pages.

The 728 x 90 pixels leaderboard is located in the premium position at the top of the page directly below the site navigation.

The size and editorial adjacency of these banners make them an ideal way for you to promote your organization to Chronicle readers.

CREATIVE SPECIFICATIONS

Creative dimensions: 300 x 250 pixels, 336 x 280 pixels, 728 x 90 pixels

File format: .swf, .jpeg, .gif, animated .gif, 3 loops maximum

Maximum file size: .gif, .jpeg 20K, Rich media 30k

Animation length: 15 seconds

THE CHRONICLE OF PHILANTHROPY

1255 Twenty-Third Street, N.W.

Washington, D.C. 20037

PHONE: (202) 466-1080

FAX: (202) 659-2236

E-MAIL: creative@philanthropy.com

WEB: Philanthropy.com

THE CHRONICLE OF PHILANTHROPY

2012 WEB BANNER ADVERTISING

RICH MEDIA

- Default creative must be submitted with all rich media files.
- Audio/Video: User initiated (on-click) only ad must display visual “stop” or “pause” button.
- Frames per second (FPS): flash ads may not exceed 18 FPS. 12 FPS preferred.
- Prior to submission, creative should be tested for stability across all user platforms.

CREATIVE DEADLINE:

5 business days prior to launch date for standard banner campaigns.
10 business days prior to launch date for rich media campaigns.

COST: \$53 CPM

These rates apply to advertising for commercial products and services. Volume discounts are available. Minimum purchase is 20,000 impressions.

TARGETING

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

AD TRAFFICKING

Chronicle-Trafficked Ads: If The Chronicle will be trafficking the banner ad, advertiser must submit the image file (.jpeg, .gif, or animated .gif) along with a live click-through URL.

Third-Party Ad Trafficking: We gladly accept tags from third-party ad servers. The Chronicle is a DoubleClick DART site.

- If trafficked through DoubleClick: Tags trafficked through DoubleClick must be formatted as internal redirects. Images may be .jpeg, .gif, or animated .gif.
- If trafficked through a third-party ad server other than DoubleClick: Tags trafficked through a third-party ad server other than DoubleClick must be formatted as standard redirects.

REPORTING

At the beginning of each banner-advertising campaign, advertisers are sent a user name and password for access to the DoubleClick DART system allowing them to monitor the progress of their campaign. Campaign-performance statistics can be viewed by day, both by creative unit and by all targeting criteria. Reports can be downloaded from DoubleClick and used in most spreadsheet programs.

MATERIALS SUBMISSION

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

THE CHRONICLE OF PHILANTHROPY

1255 Twenty-Third Street, N.W.
Washington, D.C. 20037
PHONE: (202) 466-1080
FAX: (202) 659-2236
E-MAIL: creative@philanthropy.com

WEB: Philanthropy.com