

THE CHRONICLE OF PHILANTHROPY

2012
BLOG

Sponsorship

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.

PHILANTHROPY'S DEFINITIVE BLOGROLL

Prospecting: Fund raising tips, tricks, and advice

Social Philanthropy: Exploring the use of social media for social good

Against the Grain: A candid conversation about nonprofit boards

Money and Mission: Discussing the world of nonprofit finance

Government & Politics Watch: Tracking the intersection of politics and philanthropy

The Giveaway: How people and foundations are donating

Mission: Innovation: How organizations can better foster new ideas

Good Advice: How consultants can better serve nonprofits

Moving Pictures: Gain attention with your charity's photographs

Profit and Purpose: Working together to solve social issues

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CREATIVE SPECIFICATIONS

Creative dimensions: 300 × 250 pixels, 336 × 280 pixels, 728 × 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

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.

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.

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: \$2,500 per month

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

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