



Advertising Rates

Effective January 1, 2011

Standard Ad Pricing

BOXED ADS

Rate: \$132 per column inch. Includes free 30-day posting on philanthropy.com/jobs.

The single best way to attract qualified job candidates, boxed ads consistently support your organization’s identity. Our most popular and effective ad type allows you to use logos, graphics and borders to maximize your position’s exposure to both our print and online audience.

Print boxed ads receive preferred placement and are grouped by job function to help readers find them.

DISCOUNTS AND PREMIUM SERVICES FOR BOXED ADS

Color: You can add color to any size boxed ad for an additional charge of \$999. Please contact your account representative for more information.

Repeat discount: Run the same ad more than once and receive a 25% discount. Ads must be repeated within the next 3 issues after the first insertion.

Multiple-publication discount: Are you a higher education institution or a nonprofit looking to reach the higher education audience?

Take advantage of our special combo rate of \$222 per column inch—a 20% discount—when you place the same boxed ad in our sister publication, The Chronicle of Higher Education. The ad must run in consecutive issues of both publications. No other discounts apply, and this discount is not available for other ad types.

LINE ADS

Rate: \$175, plus \$1.45 per word.

Line ads appear in alphabetical order by keyword at the bottom of the Careers pages, plus they are posted free for 30 days on philanthropy.com/jobs.

WEB-ONLY ADS

Rate: \$175

Web-only ads run for 30 days on philanthropy.com/jobs. Prepayment is required.

Savings Programs

PRINT VOLUME PACKAGES

Earn significant discounts when you purchase multiple boxed ads at once. If your organization will be hiring for as few as 3 positions in the next 12 months, you can earn significant discounts.

| Print Volume Packages | | | |
|-----------------------|-----|-----|-----|
| BOXED AD DISCOUNTS | | | |
| 3x | 6x | 12x | 24x |
| 10% | 15% | 20% | 25% |

WEB PACKAGES

Purchase a package of Web-only ads and you’ll be able to reach our online audience whenever you need to quickly fill an open position. The more you hire, the more you’ll save.

| Web Package Pricing | |
|----------------------------------|----------------|
| PACKAGE | PRICE |
| 5 ads | \$775 |
| 10 ads | \$1,455 |
| Unlimited Posting Package | \$2,500 |

Agency Discount

A commission equal to 15% of the gross billings for standard ads will be granted to recognized advertising agencies listed in the Standard Directory of Advertising Agencies and those who are members of other recognized agency associations. The Chronicle does not offer further discounts to any advertising agency.

Online Products

Our suite of online products prominently features your job posting on Philanthropy.com/jobs and in our respected editorial pages on Philanthropy.com.

SPONSORED JOB LISTING

Rate: \$75 ■ Place your job at the top of search result pages—ensuring your ad is the first seen in relevant job searches.

TOP JOB

Rate: \$150 ■ Your job ad is highlighted for seven days in our new Job Center that appears on the Philanthropy.com home page to capture the attention of passive job seekers.

FEATURED JOB BANNER AD

Rate: \$300 ■ A large banner ad displays your organization's logo and name, and links to your most recent job ad ensuring brand recognition and helping to make your organization an employer of choice.

FEATURED EMPLOYER

Rate: Call your account representative for information. Prominently featured on the Philanthropy.com/jobs home page, this spot highlights your organization's logo with links to your Employer Profile page to increase awareness of your organization as an employer of choice.

EMPLOYER PROFILES

Rate: \$2,000 ■ Extend your hiring with your own Web page on Philanthropy.com/jobs. Tell the full story of the rewards and satisfaction of working at your organization and provide job seekers with practical information about benefits and employment policies.

Recruitment Packages

Take advantage of our online products through these packages that make it easy for you to combine the power of print and online.

SPOTLIGHT PACKAGE

Your ad will appear in both *The Chronicle of Philanthropy* in print and on Philanthropy.com/jobs. The online posting will appear first among job search results and be highlighted to ensure it stands out from other job ads.

Spotlight Package includes:

- Boxed ad in *The Chronicle of Philanthropy*
- Online ad for 30 days on Philanthropy.com/jobs
- Sponsored Job Listing

COST: \$75, plus the price of your boxed ad.

EXTENDED REACH PACKAGE

Reach beyond the jobs pages and into our respected editorial pages with a Top Job listing that prominently features your posting on the front of the Philanthropy.com home page—giving you added exposure.

Extended Reach Package includes:

- Boxed ad in *The Chronicle of Philanthropy*
- Online ad for 30 days on Philanthropy.com/jobs
- Sponsored Job Listing
- Top Job placement

COST: \$195, plus the price of your boxed ad.

ULTIMATE VISIBILITY PACKAGE

All the benefits of the Extended Reach Package, plus banner advertising throughout Philanthropy.com. Your banner ad will drive traffic directly to your job ad and increase brand awareness. The Ultimate Visibility Package will elevate your brand and quickly fill your open positions with quality hires.

Ultimate Visibility Package includes:

- Boxed ad in *The Chronicle of Philanthropy*
- Online ad for 30 days on Philanthropy.com/jobs
- Sponsored Job Listing
- Top Job placement
- Featured Job banner ad

COST: \$445, plus the price of your boxed ad.

Issue Dates Calendar

The Chronicle is the most frequent publication in the nonprofit world, with 18 issues per year, available for recruitment advertising. Unless otherwise noted, print deadlines are 5 p.m. Eastern time. Remember—all ads in the print edition run online at Philanthropy.com/jobs free for 30 days.

Web-only ads received by 3 p.m. Eastern time are posted to Philanthropy.com/jobs the same day. Ads received after 3 p.m. will be posted the following business day.

COLUMN WIDTHS

| | | |
|------------|---------|----------------|
| 1 column: | 1 5/8" | (9 1/2 picas) |
| 2 columns: | 3 3/8" | (20 picas) |
| 3 columns: | 5" | (30 1/2 picas) |
| 4 columns: | 6 3/4" | (41 picas) |
| 5 columns: | 8 1/2" | (51 1/2 picas) |
| 6 columns: | 10 1/4" | (62 picas) |

DEPTH OF COLUMN

13 1/2 inches

MINIMUM TYPE SIZE

7 points

HOW TO PLACE YOUR AD

Call us Monday through Friday at (202) 466-1230.

On the Web: Go to Philanthropy.com/jobs and click "Post a Job"

By E-mail: jobs@philanthropy.com

| Issue Date | Deadline* | Conference/Events |
|-----------------------------------|-------------------------|---|
| January 13 | December 30 at 2 p.m.** | CASE-VI, CASE-NAIS, CASE-I |
| February 10 | January 28 | CASE-II, ALDE, DMA |
| February 24 | February 11 | CASE-III & IV, CASE-VII, CASE-VIII |
| March 10 | February 25 | ACCP, NTEN |
| March 24 | March 11 | NTEN, AFP International Conference |
| April 7 | March 25 | AGB, NSLC, NYLC, COF, Campus Insight |
| April 21 | April 8 | NAYDO |
| May 5 | April 22 | D.C. Planned Giving Days (NCPGC) |
| May 19 | May 6 | AFG, BACW |
| June 2 | May 20 | CASE-CFR, NCVS, Fund Raising Day |
| Summer publishing schedule | | |
| June 30 | June 17 | CASE-SAL, The Bridge Conference |
| July 28 | July 15 | APRA |
| August 25 | August 12 | DMA, NYNC, NCDC |
| Fall publishing schedule | | |
| September 22 | September 9 | ICSC, COF |
| October 6 | September 23 | DMA, AAGP, NHRC |
| October 20 | October 7 | AHP, NCPP, ISAC |
| November 17 | November 4 | CRD, ARNOVA, BoardSource Leadership Forum |
| December 8 | November 23 at 2 p.m.** | CASE-V |

* We do not hold space. All materials, including artwork, must be submitted by the deadline date.

** Deadline is 2 p.m. Eastern time