

THE CHRONICLE OF PHILANTHROPY

2012 E-MAIL BLAST

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.

ADVERTISING BY E-MAIL BLAST

Pinpoint your target market by sending promotional e-mails about your organization's products or services to Chronicle readers who serve in leadership roles and have opted in to receive information from our advertising partners.

Promotional E-mail Blast Orders Should Include:

- Message copy provided in both HTML and TXT files
- Subject line for message
- Selects from the data card*
- Desired date and time of transmit
- E-mail addresses of those who should receive test messages and be seeded on the e-mail blast
- File containing opt-outs and/or any other e-mail addresses which need to be suppressed from the e-mail blast

CREATIVE DEADLINE: 5 business days prior to scheduled e-mailing date.

E-mail Message Design Best Practices:

To ensure the most effective messaging, The Chronicle recommends all list users follow these simple tips and techniques.

- HTML message should be no more than 650 pixels wide.
- Text message should be 65 characters or less per line.
- All images must be hosted on client's server.
- Alt-text should be coded for images embedded within HTML file.
- Images should be defined as clickable links to the primary URL for message.

THE CHRONICLE OF PHILANTHROPY

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2012
E-MAIL BLAST

THE CHRONICLE OF PHILANTHROPY E-MAIL LIST DATA CARD

All E-mail Addresses are Double Opt-In

Areas of Responsibility

Computer Services/Info Processing	Planned Giving
Direct Mail Fundraising	Program Planning/Administration
Financial Admin/Accounting	Prospect Research
Financial Planning	Public Relations
Fundraising	Recruitment of New Employees
Human Resources & Personnel	Seeking Grants
Information Technology	Special Events and Other Meetings
Investment Management	Telephone Fundraising/Telemarketing
Making Grants	Website Design & Strategy
Marketing & Promotion	Working with Board of Directors
Membership Development	Working with Volunteers
Newsletters/Pubs/Other Periodicals	Other

Job Title

CEO/Executive Director	Human Resources/Personnel Manager
Chief Financial Officer CFO	Planning Giving Professional
Consultant	Program Director
Chief Development Officer	Trustee/Board Member
Fundraiser/Other Development Prof	Other

Organization Type

Arts/Cultural	Environment/Conservation/Animal Rights
Church/Religious	Foundation/Corporate Grantmakers
Civic/Advocacy	Healthcare
Community Development/Social Action	Social Services/Human Services
Consulting Firm	Other
Education	

Annual Operating Budget

More than \$50 million	\$1 million-\$5 million
\$10 million-\$50 million	\$500,000-\$1 million
\$5 million-\$10 million	Less than \$500,000

BASE RATE: \$250 per thousand

Selection Option Surcharges (if applicable)

Newsletter Subscribers + \$25 per thousand
Area of Responsibility + \$25 per thousand
Job Title + \$25 per thousand
Organization Type + \$25 per thousand
Annual Operating Budget + \$25 per thousand
Gender + \$10 per thousand
Age + \$10 per thousand
State/SCF/Zipcode + \$10 per thousand
* Maximum surcharge total = \$35 per thousand

Production Surcharges (if applicable)

* HTML and TXT file copy edits = \$100/hour of revision programming time
* A/B split = \$50 per file set up for each additional list segment
* Host images = \$50 per file set up per order
* Personalization = \$50 per file per order

Minimum Order

5,000 names

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