

THE CHRONICLE OF PHILANTHROPY

2012 LIVE DISCUSSION 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.

LIVE DISCUSSION SPONSORSHIP

Every Tuesday at 12 noon, EST, Philanthropy.com hosts a free live discussion with a leading nonprofit expert. These interactive chats give *Chronicle* readers the opportunity to ask questions and share opinions on a variety of topics.

The Live Discussion sponsor's logo will appear on the Live Discussions home page and the event description page during the promotion of the chat, and on the transcript page for one month following the event. During the 1-hour chat, the sponsor's banner will be the exclusive advertiser on the discussion page.

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

THE CHRONICLE OF PHILANTHROPY

1255 Twenty-Third Street, N.W.

Washington, D.C. 20037

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FAX: (202) 659-2236

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**2012
LIVE
DISCUSSION**
Sponsorship

REPORTING

At the beginning of each banner-advertising campaign, advertisers are sent a user name and password for access to the DoubleClick DART system so they can monitor the progress of their campaign. Campaign-performance statistics can be viewed by day, 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

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

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