

# THE CHRONICLE OF PHILANTHROPY

## 2012 MICROSITES 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.

### ADVERTISER-SPONSORED MICROSITES

The microsite program offers you the unique opportunity to interact with nonprofit decision makers by placing content-driven information about your organization on Philanthropy.com. Links to content such as case studies and white papers may be included on the microsite.

Microsites consist of content formatted within a pre-existing Web template, which includes:

- Home page customized with corporate logo and colors
- Up to 4 links to content pages within the microsite housed on Philanthropy.com
- Up to 5 links to corporate Web-site content
- Links to downloadable documents

**COST:** \$5,000 per month

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