

THE CHRONICLE OF PHILANTHROPY

2012 E-MAIL NEWSLETTER BANNER Advertising

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.

E-MAIL NEWSLETTERS

The Chronicle publishes two e-mail newsletters—*Philanthropy Today* and *This Week in Philanthropy*. All recipients have requested to receive the newsletters, so you can be assured that your ad will be seen by active, interested readers. Your organization's advertisement will appear in a prominent position, above-the-fold, giving added attention to your message.

PHILANTHROPY TODAY

Delivered free to readers each weekday afternoon, *Philanthropy Today* condenses the day's latest developments in the nonprofit world into a quick, easy-to-read news briefing.

- Daily
- Weekday Afternoons
- 105,650 readers*

THIS WEEK IN PHILANTHROPY

The Chronicle's weekly e-mail update provides summaries of the week's top news events, with links to more extensive coverage at Philanthropy.com. Every Tuesday morning, subscribers receive special bulletins of breaking news in the nonprofit world.

- Weekly
- Tuesday Mornings
- 46,200 readers*

THE CHRONICLE OF PHILANTHROPY

1255 Twenty-Third Street, N.W.
Washington, D.C. 20037
PHONE: (202) 466-1080
FAX: (202) 659-2236
E-MAIL: creative@philanthropy.com

WEB: Philanthropy.com

* Note: E-mail newsletter circulation current as of January 1, 2012

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CREATIVE SPECIFICATIONS

Creative dimensions: 300 x 250 pixels

File Format: .gif, .jpeg, animated .gif

Maximum file size: 39K

Animation length: 15 seconds

Number of loops in animation: 3

All creative with a white background must have a 1x1 black pixel border.

MATERIALS SUBMISSION

All banner ads, text ads, and click-through URL's must be submitted via e-mail to creative@philanthropy.com.

CREATIVE DEADLINE: 5 business days prior to insertion date.

COST:

Philanthropy Today: \$2,000 Flat Rate (primary position)
\$750 Flat Rate (secondary position)

This Week in Philanthropy: \$500 Flat Rate

TARGETING

Using DoubleClick's DART technology, advertisers can target their desired audience by editorial section, country, state, ZIP code, area code, top-level and second-level domains, operating system, Internet service provider, and browser type.

AD TRAFFICKING

Chronicle-Trafficked Ads: If The Chronicle will be trafficking the e-mail newsletter ad, advertiser must submit the image file (static, .jpeg, .gif) along with a live click-through URL with tracking code (optional).

Third-Party Ad Trafficking: We gladly accept tags from third-party ad servers. E-mail newsletter tags may be set up by submitting an image file (static, .jpeg, .gif) along with a third-party served click-through URL for tracking.

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.

Please note that ads submitted in animated .gif format may not render properly in Microsoft Outlook 2007. Outlook 2007 displays the first frame of the .gif as a static image. To ensure that your entire message is visible to all our subscribers, you may choose to submit a static banner or create an animated file in which the first frame works as a static image.

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