

# THE CHRONICLE OF PHILANTHROPY

## 2012 WEBINARS 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 WEBINARS

Webinar sponsorships are an excellent way for advertisers to showcase success stories and promote their products and services to Chronicle readers while building brand awareness and generating leads. The advertiser selects the Webinar topic, moderator, and speakers. The Chronicle will promote the Webinar to its readers via a multi-channel targeted strategy to ensure maximum participation.

**The Webinar sponsorship package includes:**

- Logo on all outbound e-mail promotion
- Logo on banner promotion on Philanthropy.com
- Three banner ads in our Philanthropy Today e-mail newsletters
- 3-month archive of live event

## THE CHRONICLE OF PHILANTHROPY

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WEB: [Philanthropy.com](http://Philanthropy.com)

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## 2012 WEBINARS Sponsorship

### CREATIVE SPECIFICATIONS

#### PHASE I

##### Banner ads

**Creative dimensions:** 300 x 250 pixels, 336 x 280 pixels, 728 x 90 pixels

**File format:** .jpeg, .gif, animated .gif. 3 loops maximum

**Maximum file size:** 20K

##### Header for outbound e-mail

**Creative dimensions:** 650 x 100 pixels

**File format:** .jpeg, .gif

##### Sponsor's banner for registration page

**Creative dimensions:** Banners should be 700 pixels wide by any depth.

**File format:** .jpeg, .gif

A custom question with all possible responses for registration page. Advertisers may submit multiple-choice responses or ask attendees to fill in text fields.

##### Speaker information

Speaker bios should be no longer than 50 words.

Speaker images (not required)

**Creative dimensions:** 60 x 60 pixels or 90 x 60 pixels. Speaker photos may be included on console page depending on number of speakers.

**File format:** .jpeg, .gif

##### Text and subject lines for outbound e-mails

Text for 3 different e-mail versions. Maximum of 350 words each.

Text for registration confirmation e-mail

Text for 24-hour reminder e-mail

Text for 2-hour reminder e-mail

**CREATIVE DEADLINE:** 8 weeks prior to Webinar date

#### PHASE II

##### Banner for Webinar console

**Creative dimensions:** 748 x 200 pixels

**File format:** .jpeg, .gif, animated .gif. 3 loops maximum

##### Slide show for use during Webinar

Chronicle logo may be used in slide show

Text for attendee follow-up e-mail

Text for attendee no-show e-mail

##### CREATIVE DEADLINE:

3 weeks prior to Webinar date

**COST:** \$12,000

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