Effective October 2020

As Conferences Go Virtual, Networking Skills Evolving

By Paul Clophy

The COVID-19 pandemic didn’t exactly crush conference planners at the Association of Fundraising Professionals (AFP) off-guard. Teams started talking in January about developing a one-day virtual offering before anyone really knew how to spell coronavirus.

“It had nothing to do with COVID,” said AFP President and CEO Michael Geiger. “We said, ‘Let’s see if there is any interest in people who can’t attend. If we can do one day, why can’t we do three days?’

Then the news reports started rolling in about coronavirus. AFP already had roughly 2,900 people registered for the live event in Baltimore the last three days of March. The first three cases in Baltimore were announced on March 5 and on March 12 officials in Baltimore banned all gatherings of 250 people or more.

It was two weeks out and the clock was ticking.

“The commitment to pivot was out of a desire to meet needs of the network,” said Kendall Joiner, AFP’s vice president for professional development. It was all hands on deck.

COVID-19 Can’t Stop Donors Via Direct Response Channels

By Brad Clophy


Fundraisers are struggling to find revenue during these COVID-19 times. It seems that the only thing still working is direct response, which continues to be the backbone of fundraising efforts with the news of mail delivery slowdowns and challenges to the postal system, nonprofits are in the mail.

Data from direct response firm Moore shows mail donation responses were up 15 percent in August versus August 2019, with an 11-percent increase in average gifts. Digital results are generally up even more, as are DRTV viewership and responses.

Take Catholic Charities Archdiocese of Washington as an example. The organization will be in the mail this holiday season with four label packages for acquisition and renewal, one each of the control package and one each of a test package.

The control package is the more traditional religious-themed label appeal. The new test is an updated version, less heavy on the religion, although it is still central to the package, explained Steve Maggard, president and co-founder of Direct1st Direct in the mail.

continued on page 6
The NonProfit Times is launched

The NonProfit Times’ NPT 100: America’s Largest Nonprofits sets the standard for measuring nonprofits.

The NonProfit Times’ Annual Salary Survey and Benefits Study starts to be used extensively by nonprofits to develop operating budgets and as a valuable benchmark for nonprofit executives.

Exempt is launched, the first magazine focused on endowment, asset and financial management from the nonprofit perspective. NPTJobs.com is also launched and has since helped thousands of nonprofits fill important positions from the quality candidates of our print, website, eNewsletter editions.

NPT Instant Fundraising launches and follows the same popular format as NPT Weekly.

Institution of The NPT Power and Influence Top 50 Annual Gala. NPT Jobs launched as an eNewsletter to build on the success of the website.

The NonProfit Times has won more than 50 awards from Journalism Associations.

The NonProfit Times is first in the marketplace with multiple eNewsletters targeting nonprofit managers.

The NonProfitTimes

Our flagship publication, now celebrating 33 years, reaches more than 36,000 print & digital subscribers of the nonprofit community, ranging from C-Suite executives to directors of marketing, social media, and human resources departments to accounting and other financial management decision-makers.

The NonProfit Times includes proprietary editorial features that have become industry benchmarks, including:
- NPT 100: a statistical look at America’s largest charities
- NPT Power & Influence 50
- NPT Salary and Benefits Survey
- Best Nonprofits to Work For
- Giving USA Data
- Donor Management Software Review

Our Mission

To continue to serve the nonprofit sector as the leading information source for nonprofit management. To provide news and information to help them run their organizations more efficiently and to help nonprofit executives improve their fundraising efforts.

To offer our readers a rich mix of news and “how to” features across a variety of disciplines in nonprofit management, including fundraising, financial management, human resources, public relations, technology, and much more.

To empower marketing professionals with expansive yet focused marketing solutions, including digital lead generation and content marketing opportunities that will grow revenue, inspire customer loyalty, and drive thought leadership.
Reader Demographics
Snapshot

Types of Organizations
- Social or Human Service: 31%
- Education / School / College: 16%
- Health / Hospital: 10%
- Church / Religious: 7%
- Arts / Culture / Museums: 6%
- Government: 2%
- Foundation / Corporate Grant Maker: 2%
- International Relief / Development: 2%
- Civic / Advocacy: 3%
- Other: 19%

Organization’s Total Revenue
- Less than $1 million: 22%
- $1-$4.9 million: 36%
- $5-$9.9 million: 12%
- $10-$24.9 million: 11%
- $25-$49.9 million: 8%
- $50-$99.9 million: 3%
- $100 million-$499.9 million: 4%
- $500 million-$999.9 million: 2%
- $1 billion+: 2%

Source: Independent Reader Study
# Reader Demographics Snapshot

## Job Title / Function

<table>
<thead>
<tr>
<th>Job Title / Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO / ED / President</td>
<td>29%</td>
</tr>
<tr>
<td>Chief Development Officer</td>
<td>11%</td>
</tr>
<tr>
<td>Program Director / Officer</td>
<td>10%</td>
</tr>
<tr>
<td>Marketing Director / Communications</td>
<td>6%</td>
</tr>
<tr>
<td>CFO / Treasurer</td>
<td>5%</td>
</tr>
<tr>
<td>Planned Giving / Other</td>
<td>5%</td>
</tr>
<tr>
<td>Vice President</td>
<td>4%</td>
</tr>
<tr>
<td>Board Member</td>
<td>3%</td>
</tr>
<tr>
<td>Other Financial Management</td>
<td>2%</td>
</tr>
<tr>
<td>COO</td>
<td>2%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>2%</td>
</tr>
<tr>
<td>MIS / IT</td>
<td>1%</td>
</tr>
<tr>
<td>Director of Direct Response</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
</tr>
</tbody>
</table>

## Products / Services Purchasing Involvement*

<table>
<thead>
<tr>
<th>Product / Service</th>
<th>Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminars / Workshops / Conferences</td>
<td>46%</td>
</tr>
<tr>
<td>Consultants</td>
<td>45%</td>
</tr>
<tr>
<td>Books / Training</td>
<td>40%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>39%</td>
</tr>
<tr>
<td>Office Equipment</td>
<td>38%</td>
</tr>
<tr>
<td>Computer Hardware</td>
<td>37%</td>
</tr>
<tr>
<td>Marketing / Promotional Services</td>
<td>37%</td>
</tr>
<tr>
<td>Social Media</td>
<td>37%</td>
</tr>
<tr>
<td>Donor Management Software</td>
<td>34%</td>
</tr>
<tr>
<td>Database Services</td>
<td>34%</td>
</tr>
<tr>
<td>Internet Services</td>
<td>33%</td>
</tr>
<tr>
<td>Accounting Software</td>
<td>32%</td>
</tr>
<tr>
<td>Email Deployment</td>
<td>31%</td>
</tr>
<tr>
<td>Banking Products / Services</td>
<td>31%</td>
</tr>
<tr>
<td>Mailing Lists</td>
<td>30%</td>
</tr>
<tr>
<td>Travel</td>
<td>28%</td>
</tr>
<tr>
<td>Insurance Products / Services</td>
<td>26%</td>
</tr>
<tr>
<td>Employee Benefits / 403b 401k</td>
<td>25%</td>
</tr>
<tr>
<td>Human Resource Services</td>
<td>24%</td>
</tr>
<tr>
<td>Payment Processing</td>
<td>24%</td>
</tr>
<tr>
<td>Prospect Research / Wealth Profiling</td>
<td>22%</td>
</tr>
<tr>
<td>Other Computer / Information Processing</td>
<td>22%</td>
</tr>
<tr>
<td>Management Software</td>
<td>21%</td>
</tr>
<tr>
<td>Rewards / Incentives</td>
<td>19%</td>
</tr>
<tr>
<td>Investment Products / Services</td>
<td>18%</td>
</tr>
<tr>
<td>Telemarketing Services</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Sampled magazine readers, web visitors and e-newsletter subscribers

## Subscriber Buying Intentions Over Next 2 Years

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Events</td>
<td>65%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>62%</td>
</tr>
<tr>
<td>Email</td>
<td>61%</td>
</tr>
<tr>
<td>Person-to-Person</td>
<td>59%</td>
</tr>
<tr>
<td>Planned Giving</td>
<td>47%</td>
</tr>
<tr>
<td>Internet Fundraising</td>
<td>46%</td>
</tr>
<tr>
<td>Social Media</td>
<td>40%</td>
</tr>
<tr>
<td>Capital Campaigns</td>
<td>34%</td>
</tr>
<tr>
<td>Membership Campaigns</td>
<td>27%</td>
</tr>
<tr>
<td>Auctions / Other Auctions</td>
<td>26%</td>
</tr>
<tr>
<td>Cause Marketing</td>
<td>22%</td>
</tr>
<tr>
<td>Auctions Online</td>
<td>12%</td>
</tr>
<tr>
<td>Outbound Telemarketing</td>
<td>8%</td>
</tr>
<tr>
<td>Premiums / Incentives</td>
<td>7%</td>
</tr>
<tr>
<td>Catalog 4%</td>
<td>4%</td>
</tr>
<tr>
<td>Other 4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Sigmet Research NPT (Audience Study)
# The NonProfit Times

**THE LEADING BUSINESS MAGAZINE FOR NONPROFIT MANAGEMENT**

## 2021 Editorial Calendar

The NonProfitTimes (NPT) is the leading source of nonprofit news and information. For more than 33 years, NPT’s actionable content in fundraising, management, hiring practices, and related topics drives 230,000 nonprofit executives to NPT’s mix of print/digital subscriptions, online content, and e-newsletters every week. In addition, our robust online knowledge base includes webinars, white papers, and surveys on the latest industry trends, providing our advertisers with opportunities to deliver targeted message to specific demographics.

### JANUARY

- *Trends In Nonprofit DEI*
- *Machine Learning in Nonprofit Finance*
- ***Technology Guide***

Orders: Thursday, Dec. 10, 2020  
Materials: Wednesday, Dec. 16, 2020

### FEBRUARY

- Editorial Features / Special Reports:  
  - *Post COVID Workplace Rules*  
  - *Hot Benefits Remote Workers Want*

Orders: Wednesday, Jan. 13, 2021  
Materials: Wednesday, Dec. 20, 2021

### MARCH

- *The Cost of Fundraising Data*  
- *The Governance of Finance*

Orders: Thursday, Feb. 11, 2021  
Materials: Wednesday, Feb. 17, 2021

### APRIL

- *The Best Nonprofits To Work For*  
- *DEI In A Post COVID Era*

Orders: Thursday, March 11, 2021  
Materials: Wednesday, March 18, 2021

### MAY

- *Professional Development From Home*
- *Board’s Role In Shaping the C-Suite*
- ***Professional Development Guide***

Orders: Monday, April 12, 2021  
Materials: Monday, April 17, 2021

### JUNE

- *Fundraising: COVID Recovery?*
- *Cybersecurity And The Remote Worker*
- ***Fundraising Guide***

Orders: Thursday, May 13, 2021  
Materials: Tuesday, May 18, 2021

### JULY

- *Fundraising Special Edition*
- *Payment/Donation Processing*
- ***Direct Response Guide***

Orders: Friday, June 11, 2021  
Materials: Thursday, June 17, 2021

### AUGUST

- *2021 NPT Power & Influence Top 50*
- *Technology: What Comes After Webinars?*

Orders: Monday, July 12, 2021  
Materials: Friday, July 16, 2021

### September

- *Trends in CRM/DMS Systems*
- *Background Checks***
- ***Technology Guide***

Orders: Thursday, August 12, 2021  
Materials: Tuesday, August 17, 2021

### OCTOBER

- *Professional Development – Learning Differently*
- *Social Media and Wasting Donors’ Time*
- ***Professional Development Guide***

Orders: Friday, Sept. 10, 2021  
Materials: Friday, Sept. 16, 2021

### NOVEMBER

- *The NPT 100: The Nation's Largest Nonprofits*
- *Planned & Estate Giving*

Orders: Thursday, Oct. 14, 2021  
Materials: Tuesday, Oct. 19, 2021

### DECEMBER

- *The Future/A Special Report*

Orders: Monday, Nov. 15, 2021  
Materials: Friday, Nov. 19, 2021

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*Bonus Distribution: Copies will be distributed at major trade shows and nonprofit seminars/workshops throughout the year.*
The NonProfit Times
Advertising Rates

DISPLAY ADVERTISING RATES

<table>
<thead>
<tr>
<th>Four Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tab Page</td>
<td>$8,930</td>
<td>$8,485</td>
<td>$8,060</td>
<td>$7,655</td>
</tr>
<tr>
<td>1/3 Tab</td>
<td>$6,700</td>
<td>$6,360</td>
<td>$6,045</td>
<td>$5,740</td>
</tr>
<tr>
<td>1/4 Tab</td>
<td>$5,025</td>
<td>$4,770</td>
<td>$4,530</td>
<td>$4,300</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$7,440</td>
<td>$7,070</td>
<td>$6,715</td>
<td>$6,380</td>
</tr>
<tr>
<td>2/3 Junior</td>
<td>$6,510</td>
<td>$6,185</td>
<td>$5,875</td>
<td>$5,580</td>
</tr>
<tr>
<td>1/2 Tab Horizontal</td>
<td>$5,580</td>
<td>$5,300</td>
<td>$5,035</td>
<td>$4,785</td>
</tr>
<tr>
<td>1/3 Junior</td>
<td>$4,885</td>
<td>$4,640</td>
<td>$4,405</td>
<td>$4,185</td>
</tr>
<tr>
<td>1/6 Junior</td>
<td>$3,665</td>
<td>$3,480</td>
<td>$3,305</td>
<td>$3,140</td>
</tr>
<tr>
<td>Jewel Box (Front Page)</td>
<td>$3,300</td>
<td>$3,130</td>
<td>$2,975</td>
<td>$2,825</td>
</tr>
</tbody>
</table>

AD DIMENSIONS (Width x Height)

| A  | Tab Spread | 20.75 x 13 |
| B  | With Bleed | 21.75 x 14 |
| C  | Tab Page   | 10 x 12.75 |
| D  | With Bleed | 11 x 14    |
| E  | Junior Spread | 15 x 10 |
| F  | 1/2 Tab Horizontal | 9.625 x 6.5 |
| G  | 1/4 Tab    | 4.625 x 6.5 |
| H  | 1/2 Tab Vertical | 4.625 x 12.625 |
| I  | Junior Page | 7 x 10    |
| J  | 2/3 Junior | 4.625 x 10 |
| K  | 1/2 Tab Spread | 20.75 x 7  |
| L  | 1/3 Junior Vertical | 3 x 10    |
| M  | 1/3 Junior Square | 4.625 x 4.625 |
| N  | 1/6 Junior Vertical | 2.25 x 4.875 |
| O  | Jewel Box (Front Page) | 4.625 x 1.375 |

Production Guidelines

For advertisements without appropriate high resolution proofs, The NonProfit Times is not liable for inaccurate color reproduction or digital ad reproduction.

Fax proofs of ads using images, halftones and tints are not accepted. Acceptable transfer media includes CR-ROM or email attachments up to (10 MB in size) to: ednchief@nptimes.com.

Larger files can be sent to an FTP site or Google Drive. (Call the editorial department at 973-401-0202, ext. 211 for instructions.) All ads or artwork should include instructions to identify when and how materials are to be run.

Linked Images In Page Layout Programs: All images must be CMYK, grayscale or bitmap mode and must be saved as TIFF, EPS or PDF. Please remember to update your links before saving the final layout. Do not create rich black text.

Resolution must be 300 to 600 dpi. The document size should be set up to the final trim size of the ad. Do not place any live matter (type or image) closer than ½-inch to the page trim.

Bleed: Add 1/8-inch bleed for any image or color panel that bleeds off the end of the page.
E- Newsletters

Our e-newsletters offer the most comprehensive nonprofit content including webinars, white papers, and guides.

**Exempt** – Financial management is an important subject for many charities that have endowments and investable assets. Exempt helps CFOs, treasurers and CEOs understand the specific regulations and opportunities pertaining to nonprofits. Exempt covers planned giving, asset management, insurance, banking, risk management and more.

*Frequency: Weekly*
*Distributed on: Thursday*
*Circulation: 50k+*
*Banner #1: $2,550  Banner #2: $1,625*

**Fundraising** – Instant Fundraising is a pure-play fundraising newsletter. The stories appearing here are designed to help nonprofit organizations raise more money by profiling the latest news and technologies available. The content is written for development directors and others involved in the fundraising process.

*Frequency: Weekly*
*Distributed on: Tuesday*
*Circulation: 50k+*
*Banner #1: $2,100  Banner #2: $1,000*

**Weekly** – The NonProfit Times Weekly Newsletter is an extension of our print magazine and features general nonprofit management news and “how to” articles which cover a wide array of topics for all executives running nonprofit organizations. Fundraising, HR matters, Financial Management, Technology are all covered via NPT Weekly.

*Frequency: Weekly*
*Distributed on: Monday*
*Circulation: 60k+*
*Banner #1: $2,100  Banner #2: $1,000*

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**Advertising:**

Each sponsorship includes a text portion – 5 lines of text, up to 80 characters per line.

All logos or banners must be 468 x 60 in RGB mode and saved as PNG, JPEG or GIF with resolution as large as 300 dpi but no less than 72 dpi.

Materials should be sent to Darryl@nptimes.com

**SPONSORED CONTENT**

Integrate your sponsored content into the e-newsletter of your choice. For more information please reference page 10.
NPT offers a range of digital advertising options on our website thenonprofittimes.com. Updated daily and proudly providing breaking news, feature stories, management tips, job postings, and more. The NPT website serves as a community resource for the nonprofit sector.

**WEBSITE STATISTICS**

- 62,000 unique monthly visitors
- 107,000 monthly page views
- 77,000 monthly sessions

*Data from Google Analytics Oct 2019 - Oct 2020

**WHITEPAPERS**

Targeted, fact-rich whitepapers allow organizations to expose their potential audience to their insights into best practices and solutions for specific business problems, while also highlighting the features and benefits of a specific product or service.

Whitepaper sponsors provide a complete document in PDF format, along with a 100-word description of the whitepaper's topic. The NonProfit Times will feature the whitepaper in our online library and promote it through a custom e-mail blast to select subscribers, capturing email addresses which will be delivered monthly.

Whitepapers are accessible as a free download from thenonprofittimes.com/white-page-archives/ (Click White Papers under Articles & Reports) unless another section is specified. They will be archived for 12 months. Reader contact data will become the property of the sponsoring company.

**WHITEPAPER RATES:**

- Whitepaper with e-blast (30,000 names) $5,000
- Video with e-blast (30,000 names) $5,500

**ADS**

ROS (run of site) Display Banners run throughout thenonprofittimes.com. They are fully customizable based on where and when they show. Geo-targeting is available. All images must be in RGB mode and saved as PNG, JPEG or GIF with resolution as large as 300 dpi but no less than 72 dpi.

**DESKTOP SIZES:**

- 728 x 90 Leaderboard $50 CPM*
- 300 x 250 Medium Rectangle $50 CPM*

**MOBILE SIZES:**

- 300 x 250 Medium Rectangle $50 CPM*

*rate based on net CPM

Desktop ads can be 728 x 90 or 300 x 250 whereas mobile ads are only 300 x 250.

**Guidelines & Material Shipping Address**

Materials should be sent to Darryl@nptimes.com

Please submit your orders and contracts at least 1 WEEK prior to the campaign launch date.
The boundaries of traditional advertising are changing and NPT is committed to providing new avenues for reaching the nonprofit audience in the most effective ways. Content marketing is an excellent approach to acquire customers by creating and sharing information that offers your audience value and insight.

CUSTOM E-BLASTS

NPT has built a robust database of more than 200,000 e-mail addresses from nonprofit executives who are opt-in subscribers to our various e-newsletters. E-Blasts are an efficient way to broadcast your message to the most targeted audience in the nonprofit sector.

After the HTML copy is received, a test will be sent for approval. Final copy must be submitted no later than 2 days prior to deployment.

The list can be selected by:
• Job function
• Geography
• Revenue
• Type of organization (religious, cultural, etc.)

Minimum number of names is 3,000

Rates:
$250 CPM*
*rates based on net CPM

Graphic / Coding Changes

Two modifications that don't require coding are included. An additional fee will be assessed for coding changes.

WEBINARS

NPT produces and markets a series of webinars designed to educate executives in the nonprofit arena. These webinars provide sponsors with an opportunity to position themselves as thought leaders by being purveyors of important information. A marketer can target their invitation by title, and geography. Content for each event is presented by the sponsor and is mutually agreed upon by NPT.

NPT provides a moderator for the event and is happy to work with sponsors to source and provide knowledgeable speakers.

NPT will spearhead promotion of the webinar event using a combination of e-mail blasts, print ads, online ads, and e-newsletter ads to reach our audience of more than 200,000 nonprofit executives and their staff members. We capture contact data on all registrants that then become the property of the sponsoring company.

Upon completion of the webinar, advertisers will receive the following: Participant list, polls, questions, comments, registration information.

Each webinar will be hosted at https://www.thenonprofittimes.com/webinars/ (click webinars under Articles & Reports) for 1 year.

ADVERTISER PRODUCED WEBINAR
Rate: $10,500

Requirements: HTML file, subject line, date. If the advertiser wants to use the NPT template, please provide the title, description, and URL. These promotional materials must be submitted 3 weeks prior to the webinar. The final deck must be submitted within 1 week of the webinar.

NPT PRODUCED WEBINAR
Rate: $12,750

Complete turnkey solution handled by NPT. Requirements: Title, description, speaker bios, images, date.
NPT offers a range of digital advertising options on our website thenonprofittimes.com. Updated daily and proudly providing breaking news, feature stories, management tips, job postings, and more, the NPT website serves as a community resource for the nonprofit sector.

**The NonProfit Times Sponsored Content Guidelines for E-Letters:**

Provide up to 350 words of content along with links out to marketer’s chosen URL(s).

Content will be emailed as part of the selected e-letter and the content will reside in the NPT website archive for one full month.

Tagging using up to 3-4 key phrases/words can help users find content topically throughout the site as they search for content.

The advertiser will provide a logo and links to go with the content. Items created and provided by the vendor will be notated as sponsored content.

**PRICING**

NPT Weekly, NPT Instant Fundraising or Exempt e-letters. $2,500 net per week.

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**Sponsored Content Guidelines for TheNonProfitTimes.com:**

The marketer selects the content area of the website for placement (Home page or other, specific content landing pages).

Provide up to 750 words of content along with links out to marketer’s chosen URL(s).

Content to appear for one full month. After a month, The NonProfit Times can keep the content accessible on the site for an additional 11 months at no charge. Tagging using up to 3-4 key phrases/words can help users find content topically throughout the site as they search for content.

Content may be changed up to three times over the course of the year at a fee of $500 per change. Content will include a sponsored content tagline.

**PRICING**

Home Page - $5,150 net per month
Other (non-home page) areas of the site $2,650 net per month.

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Guidelines & Material Shipping Address
Send orders and contracts to the NPT representative with whom you are working at least 5 days prior to the campaign launch date. Materials should be sent to Darryl@nptimes.com

E-Letters: Banners must be 468 x 60. Each sponsorship includes a text portion – Provide up to 350 words of content along with URL’s.

TheNonProfitTimes.com: All images must be in RGB mode and saved as PNG, JPEG or GIF with resolution as large as 300 dpi but no less than 72 dpi. Provide up to 750 words of content along with URL’s.
Social Media Advertising Rates

NPT has embraced social media to expand our editorial coverage and reach a new generation of fundraisers and nonprofit executives. These platforms offer advertisers a chance to capitalize on new technology, target a progressive audience, and have their messaging delivered to a growing audience of engaged and responsive opt-in subscribers.

Twitter
NPT Twitter Sponsor: $995 for 3 Tweets

NPT Blog & NPT Jobs Blog
This interactive forum, now featuring high-profile guest bloggers each week, engages readers with thought-provoking topics and insightful commentary.
Blog Sponsorship: $995 per month

NPT Social Media Sponsorship Package: $1,500
This high-value sponsorship opportunity includes:
- **Twitter**: 4 sponsored Tweets that link to your designated web page
- **Facebook**: NPT will “like” your Facebook page and create a post to drive our visitors to your Facebook page
- **NPT Blog**: 1 month banner ad posting

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**23K Followers**  
23,000+ page views per month

**118K Followers**  
118,000+ pages of published content

**18.8K Followers**  
18,800+ hours of training available
Terms & Conditions

Media accepted: Macintosh format, on CD, flash drive or through email.

Agency Discounts: Recognized Advertising Agencies eligible for 15% discount on all advertising rates subject to publisher approval.

Production charges: There are no production charges for flight checking complete and accurate files. However, if files are not complete or not submitted following our requirements, we will charge for any supplemental work at the prevailing rates but no less than $50.

Linked Images in page layout programs: All images must be in CMYK, grayscale or bitmap mode and must be saved as TIFF, EPS or PDF. Please remember to update your links before saving the final layout. Do not create rich black text. Resolution: 300 to 600 dpi. Document size: The document size should be set up to the final trim size of the ad size. Do not place any live matter (type or image) closer than 1/2” to the page trim. Bleed: Add 1/8” bleed for any image or color panel that bleeds off the edge of the page.

Advertising Materials: All advertising materials will be destroyed after one year, unless otherwise specified. To have your files returned, please submit a written request within 9 months of submitting materials.

Insert Requirements: Always consult your sales rep before printing inserts to insure proper specifications, quantity and shipping address. For an accurate price on insertion, we need to receive a sample of the insert when the space is booked. Ship your inserts directly to the Printer and 5 samples to yoursales and production representatives.

Guidelines & Material Shipping Address
- For advertisements without appropriate high resolution proofs, The NonProfit Times is not liable for inaccurate color reproduction or accurate digital ad reproduction.
- Fax proofs of ads using images, halftones, and tints are unacceptable.
- Acceptable transfer media includes CD ROM, flash drive or you may email file attachments (up to 3MB in size) to: production@nptimes.com. Large files can be uploaded to our ftp address: ftp.nptimes.com (call Dina Romano at (973) 401-0202 x212 for instructions). All ads or artwork should include instructions to identify when and how materials are to be run. Send orders, contracts and reproduction materials to: Dina Romano, Ad Traffic Manager, The NonProfit Times, 201 Littleton Road, Morris Plains, New Jersey 07950. Telephone (973) 401-0202 x212, email: production@nptimes.com

General Terms & Conditions

Payment Terms - Payment is due in U.S. currency. Terms are net, 30 days. An interest rate of 1-1/2% per month will be added to balances open after 30 days. All discounts, including agency fees, are forfeited on all accounts over 30 days past due. All past due invoices are subject to a finance charge equal to 1.5% per month (18% A.P.R.) of outstanding balance. The Publisher reserves the right to hold the advertiser and/or its advertising agency, jointly and severely liable for such monies as they become due and payable to the Publisher. New advertisers not known to The NonProfit Times must pay in advance or furnish three credit references (including one publication advertising reference) prior to space closing for the issue in which the ad is to be placed.

Liability - Spot colors matched in process colors may vary significantly from PMS or other samples. Process color materials printed in The NonProfit Times will not match the brightness, color or clarity of proofs made by other methods or on other papers. The NonProfit Times will not be liable for any claim resulting from its perceived failure to match a color printed by any other technique. The NonProfit Times will not be liable for any claim based on this accommodation. Our liability for production work produced through The NonProfit Times is limited to the production charges for that work. Production work is accepted only on the understanding that no claim will be made for offset against related space charges. The NonProfit Times will not be liable for any production claim when the requirement for an approved proof is waived. Creditor reserves the right to employ a collection agency and/or attorneys to recover past due balances; therefore, such accounts will be subject to a reasonable attorney/collection fee equal to thirty percent (30%) of the outstanding balance. All past due invoices will be subject to “Short Rate”. Any past due invoice(s) will be recalculated to the higher amount due for the frequency actually printed. “Short Rate” adjustments will also be made for any change (downward) in frequency agreement originally contracted for, either written or verbal. All contracts (or mail order forms, IO’s, or PO’s) should include a statement that the individual signing said order form attest to the fact that they are authorized to place the order on behalf of the titled entity, and further acknowledge they are an authorized agent of the company.

A. All insertion orders are accepted subject to provisions of our current space confirmation form. Rates are subject to change upon notice from the Publisher. Contract advertisers are guaranteed contract rates through the end of the calendar year, or completion of the contract, whichever comes first. Rates for advertising not under contract are subject to change on notice. If more or less insertions are used within one year than specified on the Space Confirmation Form, charges will be adjusted to correspond with B/W rates currently in effect.

B. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.

C. All contents of advertisements are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertisements, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word advertisement above or below any copy.

D. Cancellations will only be accepted in writing up to 30 days prior to the scheduled issue publication date. Changes may not be made by the advertiser or its agency after the reservation closing date.

E. Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by Publisher in writing.

F. Publisher shall not be liable for any costs or damages if for any reason he fails to publish an advertisement. The Publisher’s liability for any error will not exceed the cost of the space occupied by error.

G. No conditions other than those set forth in these advertising specifications shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing in these advertising specifications which conflict with conditions printed or appearing on space confirmation form.
Contacts

For advertising inquiries, contact us at:

Fox Associates
Tel: 800-440-0231 ext. 114
eMail: adinfo.thenonprofittimes@foxrep.com

For client support services, or other inquiries, feel free to, contact us at:

201 Littleton Road, 2nd Floor
Morris Plains, NJ 07950
TheNonProfitTimes.com

Barbara Nylund
Tel: 973-401-0202 ext. 213
Fax: 973-401-0404