The Edge Of Messaging
Social media offers risks and rewards for sensitive content

By Richard H. Levy

There is a long tradition in nonprofit marketing of using disturbing messaging to galvanize audiences. Keep America Beautiful's Stanford, Conn.-based environmental organization, ran a tag-at-the-heartbreaks television commercial during the 1970s that featured footage from the view of Coo Coo Bird, standing at the edge of a garbage-strewn highway. A single tear ran down his cheek.

The commercial has been referenced and parodied for half a century—but never forgotten.

By 1987, Cody's single tear was passé. Stooling eggs in a flying pan as part of the Partnership for a Drug-Free America's "This is your brain on drugs" campaign represented the edge of nonprofit messaging. The campaign has been updated periodically and has lingered in popular culture.

In 2021, the prevalence of social media outlets, in addition to traditional media channels, means audiences are more fragmented and competition for attention is more cutthroat. Some audiences seem receptive to increasingly edge messaging that breaks through the sheer volume of approaches, provided nonprofit marketers are willing to engage on that level.

"This past year, when COVID started, I shared with the social team that it was the Age of Outrage," said Melody Bowright, vice president of integrated marketing at Susan G. Komen in Dallas, Texas. The phrase had been bandied about in articles proclaiming that content from any cause wishing to be heard, from the Black Lives Matter to the MeToo movements, had to be controversial.

Professional Development Changed By COVID, Job Pressures

Academics Changing Methods With New Student Demographics

By Paul Cloherty

Ah, academic life. There are the classes, the dorm parties, the long nights in the library, a degree after four years. No wait, if you're in a nonprofit program those are simply quaint ideas of education as years gone by.

When it comes to everything from certificate programs to master's degrees, the most typical student will be female in her 50s and already working in the sector. Ages will vary by type of program but even master's degree students are trending older.

According to Amanda Stewart, Ph.D., associate professor in the Department of Public Administration at the School of Public and International Affairs at North Carolina State University, students now already have an expectation of what they want. Students are "expecting content that equips them for the work. They have learning objectives based on a syllabus. They are not think blue students," she said.

Students are electing condensed classes and shorter time periods to get certified.

Sabbatical's Not Just For Gaining New Job Skills, Advancement

By Mark Heinna and Richard H. Levy

One of the requirements of the Durfee Foundation's sabbatical program is that awardees not focus on producing outcomes.

"This is a time to really let go of that," said Carrie Avery, president of The Durfee Foundation in Los Angeles, Calif. "The only thing we require is that it not be in any way work-related. We're really strict about that, to the point that we don't want people to be outcome-oriented."

For some people, that's going camping or traveling, for others it could be spending time with family or taking yoga classes. "There's all kinds of exotic stuff and very honey stuff," Avery said. "A surprising number of people want to organize their gardens and basements."

How does that help a nonprofit that's typically strapped for resources, staff or time? For those employees back in the office while an executive might be throwing old magazines out of their basement, it's a time to take on new
About Us

*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 35 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
- Environmental / Conservation: 2%
- International Relief / Development: 2%
- Foundation / Corporate Grant Maker: 2%
- Government: 2%
- Civic / Advocacy: 3%
- Arts / Culture / Museums: 6%
- Church / Religious: 7%
- Health / Hospital: 10%
- Education / School / College: 16%
- Other: 19%
- Social or Human Service: 31%

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

### Job Title / Function

- CEO / ED / President: 29%
- Chief Development Officer: 11%
- Program Director / Officer: 10%
- Marketing Director / Communications: 6%
- CFO / Treasurer: 5%
- Planned Giving / Other: 5%
- Vice President: 4%
- Board Member: 3%
- Other Financial Management: 2%
- COO: 2%
- Human Resources: 2%
- MIS / IT: 1%
- Director of Direct Response: 1%
- Other: 1%

### Products / Services Purchasing Involvement*

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

### Subscriber Buying Intentions Over Next 2 Years

- Special Events: 65%
- Direct Mail: 62%
- Email: 61%
- Person-to-Person: 59%
- Planned Giving: 47%
- Internet Fundraising: 46%
- Social Media: 40%
- Capital Campaigns: 34%
- Membership Campaigns: 32%
- Auctions / Other: 27%
- Cause Marketing: 26%
- Auctions Online: 22%
- Outbound Telemarketing: 20%
- Premiums / Incentives: 19%
- Catalog: 17%
- Other: 4%

*Source: Signet Research, HPT Audience Study (Sampled magazine readers, web visitors and e-newsletter subscribers)
2022 Editorial Calendar

The NonProfitTimes (NPT) is the leading source of nonprofit news and information. For more than 34 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
Accounting & Financial Software Trends
Planning The Post-Covid Office

Space Reservation: Friday, Dec. 10, 2021
Material Deadline: Friday, Dec. 17, 2021
Upload to LSC: Monday, Dec. 20, 2021

FEBRUARY
Salary & Benefits Trends
TikTok, Clubhouse and Fundraising
Rethinking Just in Time Supplies

Space Reservation: Wednesday, Jan. 12, 2022
Material Deadline: Monday, Jan. 18, 2022
Upload to LSC: Friday, Jan. 21, 2022
Possible Events: ANA Nonprofit Federation Winter Conference

MARCH
5 Best Nonprofit Podcasts/Technology
The End Is Nigh -- Planning for June 30

Space Reservation: Thursday, Feb. 10, 2022
Material Deadline: Friday, Feb. 18, 2022
Upload to LSC: Tuesday, Feb. 22, 2022

APRIL
Special Fundraising Focus
Are Donors Still Naming Things?
Lists/Database

Space Reservation: Thursday, March 10, 2022
Material Deadline: Friday, March 18, 2022
Upload to LSC: Monday, March 21, 2022
Possible Events: AFP Annual Conference

MAY
Professional Development
Exclusive NPT Polling -- DEI

Space Reservation: Friday, April 11, 2022
Material Deadline: Monday, April 18, 2022
Upload to LSC: Thursday, April 21, 2022

JUNE
Risk Management
Post Pandemic Volunteer Recruitment

Space Reservation: Friday, May 13, 2022
Material Deadline: Wednesday, May 18, 2022
Upload to LSC: Monday, May 23, 2022
Possible Events: AICPA Not-For-Profit Conference

JULY
Direct Response Fundraising
Direct Mail
Lists/Database

Space Reservation: Friday June 10, 2022
Material Deadline: Wednesday, June 15, 2022
Upload to LSC: Wednesday, June 22, 2022
Possible Events: Bridge to Integrated Marketing & Fundraising Conference

AUGUST
Power & Influence Top 50

Space Reservation: Monday, July 11, 2022
Material Deadline: Monday, July 18, 2022
Upload to LSC: Friday, July 22, 2022

SEPTEMBER
Donor Management CRM
Happy Holidays -- Ideas for holiday appeals

Space Reservation: Friday, Aug. 12, 2022
Material Deadline: Friday, Aug. 19, 2022
Upload to LSC: Monday, Aug. 22, 2022

OCTOBER
Professional Development
Volunteer Management

Space Reservation: Monday, Sept. 12, 2022
Material Deadline: Friday, Sept. 16, 2022
Upload to LSC: Tuesday, Sept. 20, 2022

NOVEMBER
The NPT 100
Major Gifts -- What Projects Want

Space Reservation: Wednesday, Oct. 12, 2022
Material Deadline: Monday Oct. 17, 2022
Upload to LSC: Friday, Oct. 21, 2022

DECEMBER
2023 Look To The Future
This issue only is a special size.
Ask your Fox representative for details.

Space Reservation: Friday, Nov. 11, 2022
Material Deadline: Friday, Nov. 18, 2022
Upload to LSC: Monday, Nov. 21, 2022

*Bonus Distribution: Copies will be distributed at major trade shows and nonprofit seminars/workshops throughout the year.
# 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>$7,555</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.
Our e-newsletters offer the most comprehensive nonprofit content including webinars, white papers, and guides.

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

**Frequency:** Weekly  
**Distributed on:** Thursday  
**Circulation:** 50k+  
**Average Open Rate:** 20%  
**Banner #1:** $2,805  
**Banner #2:** $1,790

**Fundraising** – Instant Fundraising is a pure-play fundraising e-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:** 45k+  
**Average Open Rate:** 18%  
**Banner #1:** $2,310  
**Banner #2:** $1,100

**Weekly** – The NonProfit Times Weekly e-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:** 50k+  
**Average Open Rate:** 20%  
**Banner #1:** $2,310  
**Banner #2:** $1,100

---

**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**

- 60,000 unique monthly visitors
- 100,000 monthly page views
- 72,000 monthly sessions

*Data from Google Analytics
Oct 2020 - Oct 2021

**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**

Both Desktop & Mobile creatives should be sent to Darryl@nptimes.com

Please submit your orders and contracts at least 1 WEEK prior to the campaign launch date.

**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
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 240,000 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 of $295 will be assessed for coding changes.

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

468 x 60 banners. Each sponsorship includes a text portion – 5 lines of text, up to 80 characters per line.

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.

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 240,000 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-newsletters:

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 noted as sponsored content.

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

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.

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.
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 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
- **LinkedIn**: 1 month posting

---

25K Followers  
120K Followers  
20K Followers

100,000+  
20,000+  
1,000+

PageViews per month  
Pages of Published Content  
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 severally 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:

NPT Publishing / The NonProfit Times
520 Speedwell Ave., Suite 120
Morris Plains, N.J. 07950
TheNonProfitTimes.com

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