

NONPROFIT Advantage

Quarterly Online
Publication of
**CONNECTICUT
ASSOCIATION
of NONPROFITS**

Advertising Guidelines,
Rates & Specifications

Do you want to reach your nonprofit customers in Connecticut?

If the answer is yes...

Advertise in the online publication dedicated exclusively to the nonprofit sector in Connecticut!

What is NONPROFIT ADVANTAGE?

NONPROFIT ADVANTAGE is a quarterly online publication produced by Connecticut Association of Nonprofits (CT Nonprofits), the largest membership organization in the state dedicated exclusively to nonprofits in Connecticut. This publication features articles on current nonprofit trends, nonprofit resources and nonprofit news, including legislative news affecting Connecticut's nonprofits.

Who is Connecticut Association of Nonprofits?

CT Nonprofits is a private, nonprofit organization that strives to serve, strengthen and support Connecticut's nonprofit community. Currently, CT Nonprofits has more than 525 members from all over the state, consisting of human services, arts, health, educational, environmental, recreational, faith-based and cultural organizations, as well as private, philanthropic foundations.

Why Advertise in NONPROFIT ADVANTAGE?

The publication is emailed directly to over 7,000 nonprofit organizations and professionals in Connecticut. It is also posted online on the CT Nonprofits' Web site, an online resource accessed by nonprofit professionals and decision-makers.

When you advertise with CT Nonprofits, you pay substantially less for your ad space than you would in local newspapers, and you reach a specific target audience. We offer a wide range of ad sizes to fit your budget and needs. We can even help you plan an entire year's worth of ads at one time.

2012 Advertising Deadlines

<u>Edition</u>	<u>Ad Deadline</u>	<u>Publication</u>
Spring Edition	Feb 13, 2012	March
Summer Edition	May 14, 2012	June
Fall Edition	Aug 14, 2012	September
Conference Edition	Nov 5, 2012	December

For more information, please contact

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860.525.5080 x29 or email jpeifer@ctnonprofits.org

FULL PAGE AD

Size: 7.5" x 10"

Retail Price:
\$550 per issue*

Yearlong Contract
and/or Member Price:
\$440 per issue**

HALF PAGE AD

Size: 7.5" x 5"

Retail Price:
\$400 per issue*

Yearlong Contract
and/or Member Price:
\$320 per issue**

QUARTER PAGE AD

Size: 5" x 5"

Retail Price:
\$250 per issue*

Yearlong Contract
and/or Member Price:
\$200 per issue**

PLEASE NOTE:

* The prices listed in this brochure take effect January 1, 2012.

** To receive the discounted price (20% off Retail Price), you must have a yearlong advertising contract with CT Nonprofits or be a Member Organization.

Advertisers with existing yearlong advertising contracts will be pay their negotiated advertising rates until their contract expires.

ARTWORK should be submitted as high-resolution (300 dpi) PDFs, TIFFs or JPEGs. RGB Colorspace is recommended for true color representation. Full color ads with linkable Web and email addresses are strongly encouraged. Please do not include any bleed, gutter or crop marks in ads.