NONPROFIT Advantage

Quarterly 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 publication dedicated to the nonprofit sector in Connecticut!

What is NONPROFIT ADVANTAGE?

NONPROFIT ADVANTAGE is a quarterly publication produced by Connecticut Association of 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?

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 mailed directly to 4,000 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.

2010 Advertising Deadlines

Edition	Ad Deadline	Publication
Spring Edition	Feb 5, 2010	March
Summer Edition	May 9, 2010	June
Fall Edition	Aug 6, 2010	September
Conference Edition	Oct 29, 2010	December

For more information, please contact Melissa Harris, Director of Marketing & Communications at 860.525.5080 or email mharris@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:
$380 per issue*

Yearlong Contract
and/or Member Price:
$304 per issue**

QUARTER PAGE AD

Size: 5″ x 5″

Retail Price:
$215 per issue*

Yearlong Contract
and/or Member Price:
$172 per issue**

PLEASE NOTE:

* The prices listed in this brochure take effect January 1, 2009, unless you have an existing advertising contract with Connecticut Association of Nonprofits (CT Nonprofits). If you have an existing advertising contract, the prices listed in this brochure will not go into effect until after that contract expires.

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

Per-column-inch ads were discontinued in 2008. Advertisers with existing per-column-inch ads under yearlong advertising contracts will be grandfathered until that contract expires.

ARTWORK should be submitted as high-resolution (300 dpi) PDFs, TIFFs or JPEGs. EPSs are also acceptable provided all fonts are converted to outlines. Colors permitted are black and Pantone 641C, as well as all tints of the aforementioned.