ABOUT THE CHRONICLE OF PHILANTHROPY

The Chronicle of Philanthropy is the leading news source for the nonprofit world, providing the most comprehensive news coverage and breaking trends, as well as the latest ideas, fundraising strategies, technology trends, financial planning, tax issues, book summaries, events, and job opportunities in the nonprofit world.

EXTENDED REACH

In addition The Chronicle's readership base, your print ads will benefit from extended exposure through our bonus distribution program.

Boasting a strong reputation with nonprofit conference organizers, The Chronicle delivers current issues, copies of our annual guides, and reprints of special reports directly to attendees at the year’s most prominent nonprofit conferences.

<table>
<thead>
<tr>
<th>Black &amp; White Advertising Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabloid-Page Spread</td>
<td>$13,450</td>
<td>$13,050</td>
<td>$12,640</td>
<td>$12,240</td>
</tr>
<tr>
<td>Junior-Page Spread</td>
<td>10,670</td>
<td>10,350</td>
<td>10,030</td>
<td>9,710</td>
</tr>
<tr>
<td>Tabloid Page</td>
<td>6,725</td>
<td>6,525</td>
<td>6,320</td>
<td>6,120</td>
</tr>
<tr>
<td>4/5 Page</td>
<td>6,010</td>
<td>5,830</td>
<td>5,650</td>
<td>5,470</td>
</tr>
<tr>
<td>3/5 Page, Junior Page</td>
<td>5,335</td>
<td>5,175</td>
<td>5,015</td>
<td>4,855</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>4,695</td>
<td>4,555</td>
<td>4,415</td>
<td>4,270</td>
</tr>
<tr>
<td>2/5 Page</td>
<td>4,020</td>
<td>3,900</td>
<td>3,780</td>
<td>3,660</td>
</tr>
<tr>
<td>1/5 Page</td>
<td>2,335</td>
<td>2,265</td>
<td>2,195</td>
<td>2,125</td>
</tr>
<tr>
<td>1/2 Column</td>
<td>1,205</td>
<td>1,170</td>
<td>1,135</td>
<td>1,095</td>
</tr>
<tr>
<td>1/4 Column</td>
<td>645</td>
<td>625</td>
<td>605</td>
<td>585</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Four-Color Advertising Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabloid-Page Spread</td>
<td>$16,690</td>
<td>$16,290</td>
<td>$15,880</td>
<td>$15,480</td>
</tr>
<tr>
<td>Junior-Page Spread</td>
<td>13,910</td>
<td>13,590</td>
<td>13,270</td>
<td>12,950</td>
</tr>
<tr>
<td>Tabloid Page</td>
<td>8,345</td>
<td>8,145</td>
<td>7,940</td>
<td>7,740</td>
</tr>
<tr>
<td>4/5 Page</td>
<td>7,630</td>
<td>7,450</td>
<td>7,270</td>
<td>7,090</td>
</tr>
<tr>
<td>3/5 Page, Junior Page</td>
<td>6,955</td>
<td>6,795</td>
<td>6,635</td>
<td>6,475</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>6,315</td>
<td>6,175</td>
<td>6,035</td>
<td>5,890</td>
</tr>
<tr>
<td>2/5 Page</td>
<td>5,640</td>
<td>5,520</td>
<td>5,400</td>
<td>5,280</td>
</tr>
</tbody>
</table>
**ISSUE DATES AND DEADLINES**

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>4-COLOR DEADLINE</th>
<th>B&amp;W DEADLINE</th>
<th>SPECIAL ISSUE FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 16</td>
<td>Mon., December 30</td>
<td>Fri., Jan. 3</td>
<td></td>
</tr>
<tr>
<td>February 13</td>
<td>Tues., January 28</td>
<td>Fri., January 31</td>
<td>Philanthropy 50</td>
</tr>
<tr>
<td>February 27</td>
<td>Tues., February 11</td>
<td>Fri., February 14</td>
<td></td>
</tr>
<tr>
<td>March 13</td>
<td>Tues., February 25</td>
<td>Fri., February 28</td>
<td>Technology Guide</td>
</tr>
<tr>
<td>March 27</td>
<td>Tues., March 11</td>
<td>Fri., March 14</td>
<td>Foundation Giving Survey</td>
</tr>
<tr>
<td>April 10</td>
<td>Tues., March 25</td>
<td>Fri., March 28</td>
<td></td>
</tr>
<tr>
<td>April 24</td>
<td>Tues., April 8</td>
<td>Fri., April 11</td>
<td>Fundraising Salary Survey</td>
</tr>
<tr>
<td>May 8</td>
<td>Tues., April 22</td>
<td>Fri., April 25</td>
<td>Continuing Education Guide</td>
</tr>
<tr>
<td>May 22</td>
<td>Tues., April 29</td>
<td>Fri., May 2</td>
<td>Online Fundraising Supplement</td>
</tr>
<tr>
<td>May 22</td>
<td>Tues., May 6</td>
<td>Fri., May 9</td>
<td></td>
</tr>
<tr>
<td>June 19</td>
<td>Tues., June 3</td>
<td>Fri., June 6</td>
<td>Giving USA</td>
</tr>
<tr>
<td>July 17</td>
<td>Tues., July 1</td>
<td>Tues., July 1</td>
<td>Corporate Giving Survey</td>
</tr>
<tr>
<td>August 14</td>
<td>Tues., July 22</td>
<td>Fri., July 25</td>
<td>Fundraising Supplement and Guide</td>
</tr>
<tr>
<td>August 14</td>
<td>Tues., July 29</td>
<td>Fri., August 1</td>
<td></td>
</tr>
<tr>
<td>September 11</td>
<td>Tues., August 26</td>
<td>Fri., August 29</td>
<td></td>
</tr>
<tr>
<td>September 25</td>
<td>Tues., September 9</td>
<td>Fri., September 12</td>
<td>Executive Compensation</td>
</tr>
<tr>
<td>October 9</td>
<td>Tues., September 23</td>
<td>Fri., September 26</td>
<td>Guide to Managing Nonprofits</td>
</tr>
<tr>
<td>October 23</td>
<td>Tues., October 7</td>
<td>Fri., October 10</td>
<td>Philanthropy 400</td>
</tr>
<tr>
<td>November 6</td>
<td>Tues., October 21</td>
<td>Fri., October 24</td>
<td></td>
</tr>
<tr>
<td>November 20</td>
<td>Tues., November 4</td>
<td>Fri., November 7</td>
<td>Endowment Management Survey</td>
</tr>
<tr>
<td>December 11</td>
<td>Tues., November 25</td>
<td>Tues., November 25</td>
<td></td>
</tr>
</tbody>
</table>

* Early deadlines are for ads in Supplements.

*The Chronicle of Philanthropy* publishes 19 issues per year. Issues are dated Thursday and mailed on the preceding Thursday. The closing date for black-and-white advertising and for camera-ready black-and-white materials is Friday—6 days before the mailing date (13 days prior to the cover date). Color ads close the Tuesday preceding the black-and-white close.

**SPECIAL ISSUES, REPORTS, AND GUIDES**

In addition to our regular print issue, *The Chronicle* also publishes several special editorial reports and annual guides that are eagerly anticipated in the nonprofit world.

These publications provide specialized editorial focus on key nonprofit topics and offer your company the opportunity to speak directly to specific audiences—those most likely to benefit from with your products and services.
RECOMMENDED AD SIZES

**Tabloid-Page Spread**
- 21¼" wide x 13½" deep
- $13,450 B&W
- $16,690 4-color

**Junior-Page Spread**
- 17¼" wide x 10" deep
- $10,670 B&W
- $13,910 4-color

**Tabloid Page**
- 10½" wide x 13½" deep
- $6,725 B&W
- $8,345 4-color

**4/5 Page**
- 8¼" wide x 13½" deep
- $6,010 B&W
- $7,630 4-color

**3/5 Page**
- 6" wide x 13½" deep
- $5,335 B&W
- $6,955 4-color

**Junior Page**
- 8½" wide x 10" deep
- $5,335 B&W
- $6,955 4-color

**1/2 Page**
- 10¼" wide x 6½" deep
- $4,695 B&W
- $6,315 4-color

**2/5 Page**
- 8½" wide x 6½" deep
- $4,020 B&W
- $5,640 4-color

**2/5 Page**
- 6" wide x 9" deep
- $4,020 B&W
- $5,640 4-color

**2/5 Page**
- 4" wide x 13½" deep
- $4,020 B&W
- $5,640 4-color

**1/5 Page**
- 6" wide x 4½" deep
- $2,335 B&W

**1/5 Page**
- 4" wide x 6½" deep
- $2,335 B&W

**1/5 Page**
- 17¼" wide x 13½" deep
- $2,335 B&W

**1/2 Column**
- 17¼" wide x 6½" deep
- $1,205 B&W

**1/4 Column**
- 17¼" wide x 3½" deep
- $645 B&W

DIRECTORY OF SERVICES

Basic listings in the Directory of Services include your company’s name in boldface caps, street address, city, state, ZIP code, and phone and fax numbers. Additional lines of information, including web and email addresses, can be added for an additional charge. The Directory is also available on *The Chronicle*’s website at Philanthropy.com/dos. All listings with web and email addresses have hypertext links.

Rates for a basic listing are $865 for 1 year (19 consecutive issues) and $590 for 6 months (9 consecutive issues). One-, two-, and three-inch boxed ads are also available.

DONOR RECOGNITION

*The Chronicle of Philanthropy* welcomes the advertising of corporations, associations, institutions, and benefactors who wish to announce their charitable receipts and contributions—thanking a donor for a major gift or donation, or announcing a major gift or donation in support of their cause. A 50% discount to the standard rate applies to donor recognition advertising, and will not apply to product or service promotional messaging. For information on other types of advertising, please call (202) 466-1212.

GENERAL RATE POLICY

Discounts for multiple insertions under contract are determined by the number of insertions contracted for and used in any 12-month period. If fewer than the contracted number of insertions are used, payment of the higher rate for the number actually used ("short rate") will be due at the end of the contract period. If enough additional insertions are used to qualify for a discount, a cumulative refund ("rebate") will be applied to the cost of the advertisement that meets the requirement.

Frequency discounts may be protected by signing a one-year contract, defined as 18 consecutive issues beginning on the date of the first insertion.

To earn a discount for a schedule that includes advertisements of different sizes, the smallest ad may not be less than half the size of the largest ad.

A double-page spread (junior or tabloid pages) counts as two insertions.
MATERIALS SPECIFICATIONS

BINDING METHOD
Folded, not stitched.

PUBLICATION TRIM SIZE
11 ¾” wide, 15” deep. 5 columns per page. Type-page size: 10 ½” wide, 13 ½” deep. Margin at fold measures ½”. In ads that bleed into gutters, vital advertising matter should be kept within a width of 10 ½”, to allow for variations in folding.

COLUMN WIDTHS
Single column, 1 ¼”. Two columns, 4”. Three columns, 6”. Four columns, 8 ¼”. Five columns, 10 ¼”. Depth of column: 13 ½”.

BLEED SPECIFICATIONS
Bleed is available at fold margins only for tabloid-page spreads and junior-page spreads. No other bleeds are available. No extra charges are made for bleeds.

Tabloid-page spread: 21 ½” wide × 13 ½” deep
Junior-page spread: 17 ½” wide × 10” deep

ACCEPTABLE MATERIALS
The Chronicle accepts black-and-white and four-color camera ready materials in high-resolution PDF format. If you are unable to submit your black-and-white ad in this format, subject to the specifications below, we can typeset your ad at no additional charge. We do not offer typesetting services for four-color ads.

PRESS GAIN
An expected press gain of 30% to 35% should be taken into consideration when preparing both black-and-white and four-color materials.

COLOR
Color ads must be four-color process only. No PMS or RGB colors can be used. The maximum color density is 240.

TYPE
We recommend using at least 10-point sans-serif type (bold or medium-weight) when reversing type out of one color and at least 14-point when reversing out of four-color. When using color type, we recommend using no more than two colors and at least 14-point sans-serif type (bold or medium-weight).

DIGITAL AD SUBMISSION

FILE FORMATS
PDF files (Adobe Acrobat, high-resolution press quality). The document must be set to the ad size. Please contact us for our Acrobat Distiller options and instructions for creating a high-resolution PDF file that is suitable for printing.

IMAGES
Halftone images should be 200 dpi and line art images should be 600-1200 dpi. Prepare color images as CMYK.

FONTS
PDFs that contain OpenType or Adobe Type 1 fonts are acceptable. We cannot accept PDFs that contain TrueType fonts, and reserve the right to substitute our fonts in files that contain TrueType fonts.

COLOR-CORRECTING
The Chronicle will not color correct digital ads without authorization. We will, however, use our internal settings, which are optimized for newspaper printing, when processing digital ads.

METHOD OF DELIVERY
Digital black-and-white ads may be submitted via email to display@philanthropy.com. Digital four-color ads must be sent on CD or via FTP. Send CD’s to:

Corporate Client Group
The Chronicle of Philanthropy
1255 Twenty-Third Street, N.W.
Washington, D.C. 20037

For instructions on sending ads via FTP, send an email to display@philanthropy.com or call (202) 466-1212.

PROOFS
The Chronicle requires proofs for all digital ads. Black-and-white proofs may be faxed to (202) 659-2236 or sent to the address above. Four-color proofs must be sent to the mailing address above and must be representative of the digital file. Without a proof, the publisher cannot be held responsible for the quality of the black-and-white or color reproduction. The publisher assumes no liability for any errors in supplied files.

AGENCY COMMISSION
A commission equal to 15% of the gross billing—not including charges for type-setting, illustrations, and other special services, which are non-commissionable—is allowed to recognized advertising agencies that pay within 45 days and that are listed in the Standard Directory of Advertising Agencies or are members of recognized agency associations. Payment is due upon receipt of invoice. Commissions are not allowed on invoices that are 45 days or more past due. Monthly late fees totalling 1.5% of the outstanding balance will be due on accounts 60 days or more past due. A collection fee totalling 25% of the outstanding balance will be due, in addition to late fees, on accounts that are 90 days or more past due.

PUBLISHER-SET ADS
If you are unable to submit your black-and-white ad in camera-ready, electronic format, The Chronicle will design and typeset simple layouts without charge. Extra services will be charged at the normal rates. Agency discounts are not available on publisher-set ads.

Provide us with an electronic version of your text (in Microsoft Word or .txt format) along with a sample layout, logos or other graphics (in .tiff or .eps format), and any special instructions. Please note that faxed copies of logos and graphics are not acceptable.

Publisher-set ads may be submitted by email to display@philanthropy.com, by fax to (202) 659-2236, or send via mail to:

Corporate Client Group
The Chronicle of Philanthropy
1255 Twenty-Third Street, N.W.
Washington, D.C. 20037

Upon request, a proof will be sent for approval (please supply your email address). If you require a proof, the deadline is one week earlier than the closing date shown in this rate card.