

# 2016 MediaKIT

ASSOCIATION OF FUNDRAISING PROFESSIONALS



**SINCE 1960**, AFP has supported ethical and effective fundraising that has generated more than \$1 trillion, enabling nonprofit and charitable organizations of all types to achieve their missions to make the world a better place.

## ABOUT AFP

The Association of Fundraising Professionals (AFP) is the professional association for fundraisers and development executives. AFP's 33,000-plus individual and organizational members raise more than \$100 billion annually—equivalent to one-third of all charitable giving in North America—and millions more around the world.

## ABOUT THE MAGAZINE

*Advancing Philanthropy* is the idea and strategy magazine for the fundraising profession and a must-read for all fundraisers for three important reasons:

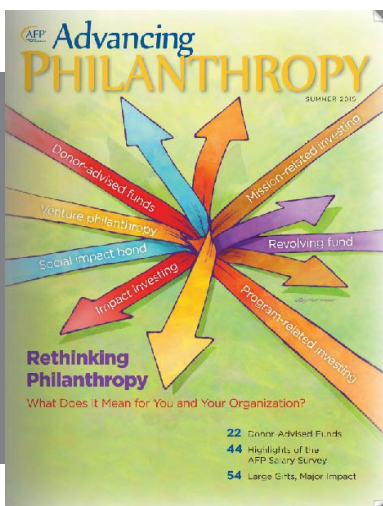
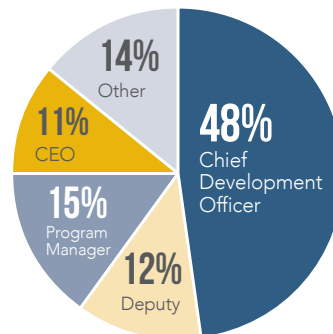
- Editorial integrity
- Timeliness
- Relevance

**CIRCULATION: 33,000+**  
**READERSHIP: 60,000**

### AFP MEMBERS WORK IN ALL INDUSTRIES.

- Health services
- Higher education
- Arts/cultural
- International/emergency relief
- Government
- Primary/secondary education
- Social services

### AFP MEMBERS ARE INFLUENTIAL.



**71%**

Average AFP members who influence, recommend or approve a number of purchases.

**63%**

Members who manage multiple fundraising functions.

**59%**

Members who have at least 10 years of fundraising experience.

**42%**

Have been readers of the magazine for at least six years.



## Advancing Philanthropy 2016 EDITORIAL CALENDAR

### WINTER 2016

**LEADERSHIP.** Remember UnderDeveloped? Have there been changes in nonprofit leadership since that study was published? And what about all those leaders who were expected to retire—who will be ready to successfully replace them?

Plus: Ad Perception Study

Ad Space: 10/29/15 Art Due: 11/25/15

### SPRING 2016

**RELATIONSHIP FUNDRAISING.** In 1992, Ken Burnett's Relationship Fundraising was first published. What has happened since then—for the better and for the worse?

Ad Space: 2/5/16 Art Due: 2/29/16

### SUMMER 2016

**STORIES AND STORYTELLING.** You have interesting stories about your organization, its mission and the constituents served, but are you telling and using those stories effectively?

Plus: The AFP 2015 Compensation and Benefits Study

Ad Space: 5/6/16 Art Due: 6/1/16

### FALL 2016

**THE MEASURE OF SUCCESS.** How do you define success, and how do others in your organization define it? Is "success" changing? Can you really measure success and, if so, what are you measuring? What about the aspects that you cannot measure?

Ad Space: 8/5/16 Art Due: 8/30/16

# Advancing Philanthropy

## 2016 RATES

### FOUR-COLOR

	1X	2X	4X
Full page	\$5,330	\$5,060	\$4,540
<sup>2</sup> / <sub>3</sub> page	\$4,455	\$4,240	\$3,815
<sup>1</sup> / <sub>2</sub> horizontal/vertical/island	\$4,260	\$3,945	\$3,690
<sup>1</sup> / <sub>3</sub> vertical/square	\$2,470	\$2,380	\$2,310
<sup>1</sup> / <sub>4</sub> square	\$2,195	\$2,060	\$1,975
<sup>1</sup> / <sub>6</sub> vertical	\$1,820	\$1,730	\$1,640
Spread— <i>please call for rate quote</i>			

### COVERS

	1X	2X	4X
Inside front cover	\$6,355	\$5,915	\$5,605
Inside back cover	\$6,115	\$5,690	\$5,390
Back cover	\$6,595	\$6,155	\$5,835

### GUARANTEED SPECIAL POSITIONS

10 percent additional charge for full pages only

### BLACK-AND-WHITE

	1X	2X	4X
Full page	\$3,995	\$3,795	\$3,405
<sup>2</sup> / <sub>3</sub> page	\$3,340	\$3,180	\$2,860
<sup>1</sup> / <sub>2</sub> horizontal/vertical/island	\$3,195	\$2,960	\$2,770
<sup>1</sup> / <sub>3</sub> vertical/square	\$1,855	\$1,785	\$1,735
<sup>1</sup> / <sub>4</sub> square	\$1,650	\$1,545	\$1,480
<sup>1</sup> / <sub>6</sub> vertical	\$1,365	\$1,295	\$1,230
Spread— <i>please call for rate quote</i>			

### AP RESOURCES DISPLAY ADS

	1X	2X	4X
1" x 3 <sup>3</sup> / <sub>8</sub> "	\$320	\$270	\$215
2" x 3 <sup>3</sup> / <sub>8</sub> "	\$645	\$545	\$435

### ADVERTISING INFORMATION:

Email: [afp@theYGSgroup.com](mailto:afp@theYGSgroup.com)

#### AFP ADVERTISING CONTACT:

Marshall Boomer  
 Eastern U.S.  
 717.430.2223  
[marshall.boomer@theYGSgroup.com](mailto:marshall.boomer@theYGSgroup.com)

Natalie DeSoto  
 Western U.S. & Canada  
 717.580.8184  
[natalie.desoto@theYGSgroup.com](mailto:natalie.desoto@theYGSgroup.com)

#### SEND AD MATERIALS TO:

The YGS Group Ad Portal  
<https://theygsgroup.sendmyad.com>



# AD SPECIFICATIONS

## SIZE

## WXH

Spread	16 3/4 x 11 1/4
Full page	7 x 10
Full page bleed	8 3/4 x 11 1/4
2/3 page	4 1/2 x 10
1/2 island	4 1/2 x 7 1/4
1/2 horizontal	7 x 4 7/8
1/2 vertical	3 3/8 x 10
1/3 square	4 1/2 x 4 7/8
1/4 square	3 3/8 x 4 7/8
1/6 vertical	2 1/8 x 4 7/8
Trim size	8 1/4 x 10 7/8

## AP Resources display ads

AP resources display ads are smaller in size, but not in impact. Advertisers can use them toward a frequency break, to launch a new product or to just test the waters.

### AP RESOURCES DISPLAY ADS:

1" x 3 3/8" and 2" x 3 3/8"

### PLEASE POST AD MATERIALS TO:

The YGS Group Ad Portal  
<https://theygsgroup.sendmyad.com>

## Digital Ad Requirements

**SUBMITTING DIGITAL FILES:** Submit all ad material through our SendMyAd site, <https://theygsgroup.sendmyad.com/index.php>

**FILE FORMATS:** .jpg or .gif at 72 dpi

**PROOFS:** Advancing Philanthropy is not responsible for color shifts due to differences between the file and the proof.

### INDESIGN FILE CONSTRUCTION GUIDELINES:

- Include all fonts, images, logos and artwork.
- Use only Type 1 fonts—no TrueType fonts or font substitutions.
- Do not apply style attributes to basic fonts.
- Include fonts for imported graphics, or convert fonts to outlines.
- Place all elements at 100 percent size.
- Do not rotate or crop images.
- Do not nest EPS files in other EPS files.
- All color images must be in CMYK mode; no RGB images.
- All continuous tone images must have a resolution of at least 300 dpi at 100 percent. Scanned black and white line art should have a minimum resolution of 800 dpi at 100 percent and a maximum resolution of 2,400 dpi.
- Images should be saved as EPS or TIFF; no JPEG images.
- Do not embed ICC profiles within images.
- Four-color solids and images should not exceed SWOP density of 300 percent.
- Supply a "Collect for Output" or similar report. Markzware's FlightCheck is an excellent tool for collecting and cataloging all necessary page elements

### PDF FILE CONSTRUCTION GUIDELINES:

- Create page files according to construction guidelines above.
- Make postscript files at least 1/4" larger than ad trim size to allow for 1/8" bleed around ad perimeter.
- All high-resolution images and fonts must be embedded when the PDF file is distilled. Use Acrobat Distiller's "PDF/X-1a: 2001" setting or comparable for creating the PDF.

**DISCLAIMER:** Advancing Philanthropy will check advertisers' digital ads. If additional work is necessary to ensure proper output of ads, additional production charges may apply and the advertiser will forfeit any commission. If delays due to missing font or image files are incurred, late charges may apply.

# EWIRE

## EWIRE LEADERBOARD ADVERTISEMENT

File size: Up to 25KB; Format: GIF file format preferred, no animated; JPEG accepted

- Top Leaderboard (\$1,200); five or more issues (\$995 each)
- Banner size is 468 × 60 pixels; email completed ad one week prior to sendmyad@theygsgroup.com.

## EWIRE INLINE ADVERTISEMENT

- Each insertion (\$1,200); five or more issues (\$995 each)
- Description should contain approximately 25–30 words with a link to the advertiser's website
- Approximately 250 characters max for advertisements including text
- Advertisement options:
  - 468x60 banner
  - Small logo and text
  - Text only

## EXCLUSIVE ISSUE SPONSORSHIP

- Each issue (\$2,995); five or more (\$2,295 each)
- Includes ownership of all ad units in a given issue

# 30%

Avg. Open Rate

# 33,000+

Sent to Executive Decision Makers



# AFPNET.ORG

## PREMIUM BANNERS

Appears in slideshow located at top center of every page.

- Dimensions: 525 pixels (wide) × 155 pixels (high)
- File size: Maximum 3MB
- Format: PSD or JPEG format only
- Price: \$3,695/month, \$9,995/three months or \$15,995/six months

## SKYSCRAPER ADS

Appears in the right column on every afpnet.org page.

- Dimensions: 120 pixels (wide) × 255 pixels (high)
- File size: Up to 45KB
- Format: GIF file format only, animated or static
- Price: \$2,695/month, \$7,295/three months or \$11,995/six months

Banner advertising is available on the AFP's website on a first-come, first-served basis. (Please specify ad size and desired location at time of order.)

## KNOWLEDGE AREAS AVAILABLE

afpnet.org comprises "Knowledge Areas" covering the many facets of the AFP world. Ad space is available in the left column of each knowledge area, and this ad will appear on every page that falls under the area. The knowledge areas include Resource Center, About AFP, Ethics, Professional Development, Job Center and Public Policy. Each of these areas receives.

- Dimensions: 120 pixels (wide) × 240 pixels (high)
- File size: Up to 45KB
- Format: GIF file format only, animated or static
- Price: \$1,595/month, \$4,295/three months or \$6,995/six months

# Advancing Philanthropy 2016 DIGITAL EDITION

Advancing Philanthropy is also available online 24/7 as an interactive, searchable digital magazine for fundraising professionals worldwide.

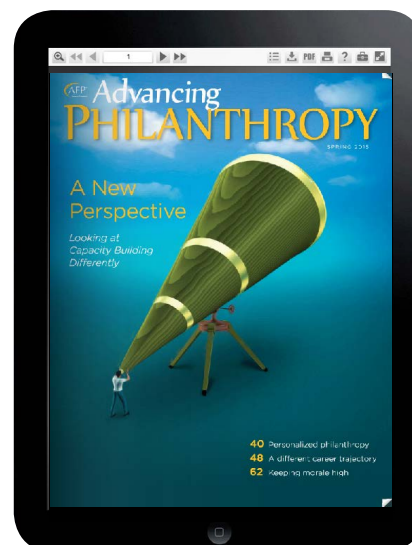
**Make your Advancing Philanthropy ad stand out and drive readers to your website by adding interactive features.**  
(All prices are net and per issue.)

Digital edition sponsorship*	\$2,495
*Includes exclusive placement on digital edition email to 31,000+	
Bellyband	\$995
AD Jolt—transfer a static ad into an animated message	\$695
Embedded video file	\$695/element
Embedded audio file	\$695/element
AdGen - Interactive lead form	\$695
Fading links—draw attention to hyperlinks within the ad	\$295
Tab—“attach” a digital tab to your ad that will be visible from every page in the magazine	\$695

## ADDITIONAL OPPORTUNITIES

(All prices are net and per issue.)

Digital “insert”—include your company’s brochure, white paper or case study . . . . . \$695/page



## SPECIAL ADVERTISING OPPORTUNITIES

### WHITE PAPER LISTINGS

- Promote your white paper, case study or advertorial webinar
- Promoted on the AFP homepage and in the eWire newsletter
- Optional hosting of white papers or case studies

1 month . . . . . \$995

3 months . . . . . \$1,995

### WEBINARS

- Sponsor an AFP webinar and reach a highly engaged audience!
- Sponsor acknowledgment in webinar promotion and by moderator at beginning of webinar
- Sponsor marketing slides (up to 3) placed at end of webinar and narrated by sponsor representative or designee
- Sponsorship extends for an archival period of 3 months after live webinar event

\$5,995

### ADVERTORIALS

Advertorials allow you to explain your products and services in a cost-effective, customized way.

Reserve a full or half page advertisement in Advancing Philanthropy, and receive another half or full page at 25% off. Ask your Account Executive today about this exclusive opportunity!

#### Advertiser supplies:

- Headline text
- Body text
- Company logo (.eps)
- Photos (tiff or vector format)
- Color specifications
- Company contact info



# Advancing Philanthropy

## TERMS & CONDITIONS

### PUBLISHERS POLICIES:

All advertising is subject to acceptance by publisher. Advertising copy not easily distinguishable from editorial must be labeled "advertisement" or "advertorial." Advertisers and their agencies assume liability for all content of their advertisements and inserts and agree to indemnify the publisher for all claims and lawsuits arising from there. Publisher is not liable for delays in delivery and/or nondelivery in the event of any condition beyond the control of publisher affecting production or delivery in any manner.

Cancellations and/or changes cannot be accepted after the space deadline date. Covers and special positioning are noncancellable. Rebates will not be issued for errors resulting from key changes, late copy changes or advertiser's failure to follow publisher's specifications. Publisher does not guarantee changes or corrections on copy received after the closing date. For scheduled contracts, if no copy instructions are received by the closing date, previous advertisement will run.

Advertising orders are accepted on the basis that the advertiser and the advertising agency are jointly and severally liable for payment on space ordered and published. The publisher reserves the right to hold the advertiser directly responsible for any and all expenses incurred on the advertiser's behalf by its representatives.

This includes all space, color, position and mechanical charges. Publisher will not be bound by any conditions, printed or otherwise, that appear on orders or copy instructions submitted by or on behalf of the advertiser, when such conditions conflict with any provisions contained in this rate card. All insertion order agreements issued by the publisher are subject to the terms contained in this rate card.

Advertising in *Advancing Philanthropy* magazine, the AFP website or an AFP newsletter or email is not an endorsement of a company, product or service. AFP is not liable for claims made for a product or service. AFP will only sell advertising in its publications, newsletters and website when such advertising does not interfere with the purpose of the publication and when the advertising is not incompatible with AFP's overall mission.

### TERMS:

Net amount due 30 days from billing date.

### AGENCY COMMISSION:

Commissions payable only if received within 30 days of invoice date. Any production charges are non-commissionable.

**FREQUENCY DISCOUNTS:** Frequency discounts are earned on placements made within a 12-month period. Contract advertisers will be short-rated to appropriate rate if the number of ads upon which the rate was based are not placed within a 12-month period.

### CANCELLATION POLICY:

No cancellations will be accepted after the space-reservation deadline for the issue in question. Advertisers will be billed the full cost of the advertisement for space reserved when no artwork or instructions are received prior to the artwork deadline. Cancellations MUST be made in writing. Cancellations and/or changes cannot be accepted after the space deadline date. Covers and special positioning are non-cancellable.

### MARSHALL BOOMER

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717.430.2223  
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### NATALIE DESOTO

Account Executive  
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### Association of Fundraising Professionals

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 [twitter.com/afpihq](https://twitter.com/afpihq)

 [youtube.com/user/AFPIHQ](https://youtube.com/user/AFPIHQ)

 [linkedin.com/company/878282](https://linkedin.com/company/878282)