

Nonprofit World

Advancement
Through
Sharing

Published by the Society for Nonprofits

The most comprehensive national leadership, management, and governance-focused magazine in the nonprofit sector, offering insightful features and innovative approaches to the challenges facing organizations today.

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Nonprofit World Magazine

- Surviving Obamacare: With a Proactive Mindset, Nonprofits Need Not "Fear the Reaper"
- The Mission Myth: Is it possible to focus too much on your organization's mission?
- Nonprofit Briefs: A collection of brief articles with tips, research and reviews related to nonprofit management and leadership.

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Latest Grant Opportunities

- Theatre Communications Group
Focus Area: Arts & Culture
Average Grant: \$5,000 to \$15,000
- Jerome Foundation
Focus Area: Regional
Average Grant: \$1,000 to \$216,000
- The Kent Richard Hofmann Foundation
Focus Area: Health
Average Grant: \$1,000 to \$80,000

[More Grants](#)

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- Nonprofit World magazine (Subscribe)
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Nonprofit World

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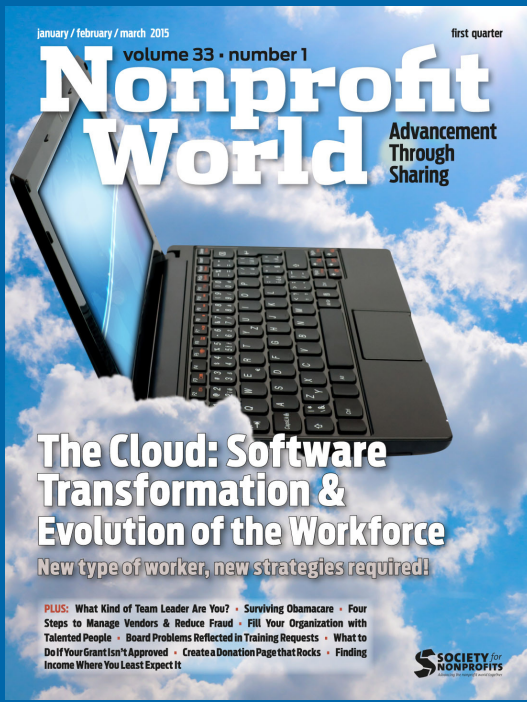
The Cloud: Software Transformation & Evolution of the Workforce

New type of worker, new strategies required!

PLUS: What Kind of Team Leader Are You? • Surviving Obamacare • Four Steps to Manage Vendors & Reduce Fraud • Fill Your Organization with Talented People • Board Problems Reflected in Training Requests • What to Do If Your Grant Isn't Approved • Create a Donation Page that Rocks • Finding Income Where You Least Expect It

SOCIETY for NONPROFITS
Advancing the nonprofit world together

Reach Over 24,000 Online Readers



Nonprofit World

Advancement Through Sharing

Decision Makers Delivered

Nonprofit World is a must-read resource for over 24,000 leading professionals in the nonprofit sector.

- Our readers serve all segments of the national and international nonprofit community, such as human services, education, health, cultural/arts, business, civic.
- They include Executive Directors, Presidents, Chief Operating Officers, Funding Directors, Technology Experts, and Directors of Volunteers. All are key decision makers in their organizations.
- They read **Nonprofit World** to learn the latest management techniques, software programs, fundraising practices, and financial strategies.
- Readers retain and refer to articles long after they are published, thus providing terrific advertising longevity.
- Excellent venue to reach your target audience of leading professionals in the nonprofit world.

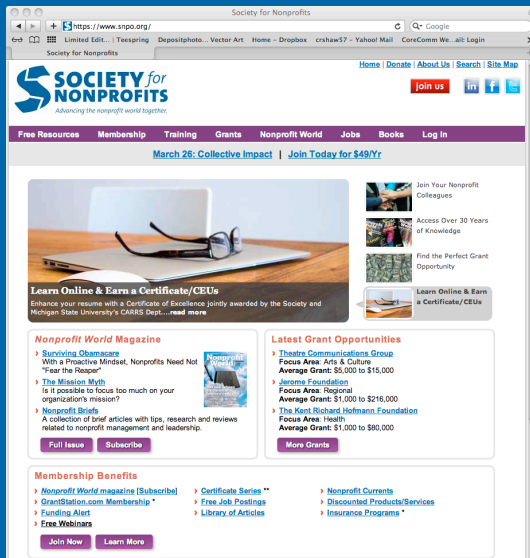
INTERACTIVE ADVERTISING!

Your advertisement is featured in our interactive online **Nonprofit World** magazine, providing readers a direct link to your website or an alternate site preference. This dynamic resource is both mobile and tablet friendly. **Nonprofit World** is featured on our home page at www.snpo.org.

In addition to advertising in **Nonprofit World**, the Society also bundles its multi media products including: Eblasts, Directory listing, and webinar sponsorship that offer a variety of options to create a comprehensive plan to reach prospective customers and clients.

For information regarding advertising opportunities call

Jason Chmura at 734-451-3582 ext. 1.



Jason Chmura
President and CEO
Society for Nonprofits

734-451-3582

<http://www.snpo.org>
jchmura@snpo.org



Through *Nonprofit World* and other communications with our members, we are dedicated to bringing together those who serve the nonprofit world in order to build a strong network of professionals throughout the country.

ADVERTISING DEADLINES

ISSUES & CLOSINGS

Issue	Ad space deadline	Ad copy deadline	Mail Date
1st Qtr (Jan/Feb/Mar)	Dec. 1	Dec. 10	Feb. 15
2nd Qtr (Apr/May/June)	Mar. 1	Mar. 10	May 15
3rd Qtr (Jul/Aug/Sep)	June 1	June 10	Aug. 15
4th Qtr (Oct/Nov/Dec)	Sept. 1	Sept. 10	Nov. 15

Full In-house Studio Design Services. We can assist you in creating your ad. Please contact us for a quote.

ADVERTISING RATES

Frequency	1 x	2 x	3x	4 x
Inside Front Cover	\$1100	\$1000	\$900	\$800
Full page	\$960	\$855	\$750	\$650
1/2 page	\$675	\$645	\$595	\$550
1/3 page	\$500	\$430	\$395	\$325
1/4 page	\$395	\$350	\$325	\$295

Digital Ad Submission: Ad layouts in Adobe PDF, InDesign, or QuarkXpress preferred. Compressed files may be emailed to: jchmura@snpo.org

AD SIZES

The diagram illustrates the following ad sizes and dimensions:

- Full Page:** 7.5"x10.5"
- 1/3 Page Horizontal:** 4⁵/₈"x4⁷/₈"
- 1/2 Page Horizontal:** 7"x4⁷/₈"
- 1/3 Page Ver.:** 2¹/₄" x9⁷/₈"
- 1/2 Page Ver.:** 3⁷/₁₆"x9⁷/₈"
- 1/4 Page Hor.:** 7"x2¹/₄"
- 1/4 Page Ver.:** 3⁷/₁₆"x4⁷/₈"

Additional Advertising Opportunities

E-NEWSLETTER ADVERTISING

Funding Alert is our monthly e-grant newsletter. Advertising is \$200/issue.

Discounts for multiple placements: 6X \$180/issue, 12X \$160/issue.

www.snpo.org/publications/advertising_fundingalert.php

EMAIL BLASTS

\$250/1,000 recipients. These are comprised of members, subscribers, webinar attendees, certificate students, book buyers, and more. All messages sent by Society and require Society approval.

DIRECTORY LISTING

The Society's National Directory helps nonprofits to find some of the leading companies that offer products and services to the sector. Directory listings rotate on the home page and most other pages of the Society's website. The directory can be found in its entirety through the site's top level navigation. The Directory is a great value at \$495/year. A listing in our online Directory is free with your one year advertising commitment. www.snpo.org/directory

