

# Online Packages Rate Card

All ads include a 30-day online job ad, with complimentary job categories for better search results.

## Online Packages

<p><b>Basic job posting</b> \$260</p>
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<p><b>Job posting plus</b> \$413</p>
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## High-Volume Packages

<p><b>3-post package</b> \$700*</p>
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Multiple job-postings package		
Ads	5x	10x
Price	\$1,105	\$2,080
Price per ad	\$221	\$208

<p><b>Unlimited posting package</b> \$2,500</p>
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## Online Enhancements

Newsletter Ad Philanthropy Today	
Frequency	Daily
Price	\$200
Job ad appearance	1 day

<p><b>Top job</b> \$150</p>
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<p><b>Sponsored job</b> \$75</p>
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<p><b>Distribution Networks**</b> \$199 per Network (Nonprofit Network)</p>
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\*No agency commission, price is net.  
\*\*Discount in price has been included.  
15% offer does not apply.  
Note: Web packages must be prepaid and are not refundable

## EasyPost

**Automate Your Job Postings.**

The Chronicle can integrate with your job posting platform.



**INSTANTLY POST, MANAGE, AND TRACK YOUR JOB ADS.**

**Careers.Philanthropy.com**

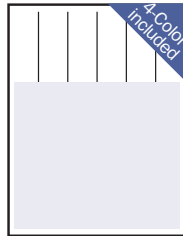
# Print Packages Rate Card

Your print ad includes a 30-day online job posting on Careers.Philanthropy.com.  
All display ads also include a premium enhancements package.

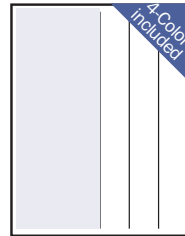
## Print Boxed Ads + Online



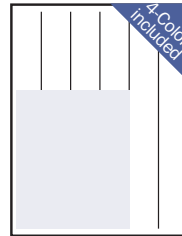
**Full page**  
**\$5,626**  
10.25" × 13.5"  
(260 × 343mm)



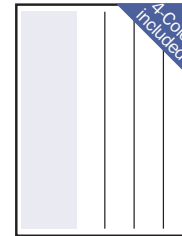
**2/3 page**  
**HORIZONTAL:**  
**\$3,844**  
10.25" × 9"  
(260 × 229mm)  
**VERTICAL:**  
**\$3,844**  
6.75" × 13.5"  
(171 × 343mm)



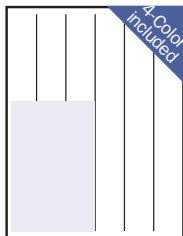
**1/2 page**  
**HORIZONTAL:**  
**\$2,854**  
10.25" × 6.5"  
(260 × 165mm)  
**VERTICAL:**  
**\$2,953**  
5" × 13.5"  
(127 × 343mm)



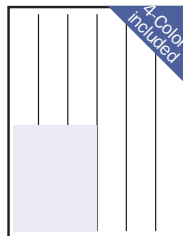
**5/16 page**  
**\$2,524**  
6.75" × 8.5"  
(171 × 224mm)



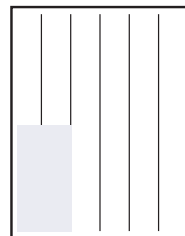
**1/3 page**  
**HORIZONTAL:**  
**\$2,062**  
5" × 9"  
(127 × 229mm)  
**VERTICAL:**  
**\$2,062**  
3.375" × 13.5"  
(86 × 343mm)



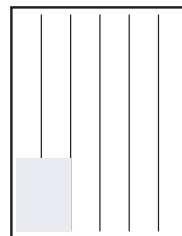
**7/24 page**  
**\$1,864**  
5" × 8"  
(127 × 203mm)



**1/4 page**  
**HORIZONTAL:**  
**\$1,567**  
5" × 6.5"  
(127 × 165mm)  
**VERTICAL:**  
**\$1,600**  
3.375" × 10"  
(86 × 254mm)



**1/6 page**  
**HORIZONTAL:**  
**\$1,121.5**  
4-Color +\$200  
5" × 4.25"  
(127 × 108mm)  
**VERTICAL:**  
**\$1,138**  
4-Color +\$200  
3.375" × 6.5"  
(86 × 165mm)



**1/9 page**  
**\$874**  
4-Color +\$200  
3.375" × 4.5"  
(86 × 114mm)

4-Color Included in all boxed ads 1/4 page and above.

## Print Line Ads + Online

**Line ad**  
\$260, plus \$1.45 per word

**Line ad plus**  
\$413, plus \$1.45 per word

## Print frequency discount package

Frequency	3x	6x	12x	24x
<b>Print Discount</b>	10%	15%	20%	25%



**Contact your  
Chronicle sales  
representative for a  
quote today at  
202-466-1050.**

# Online Only Job Postings

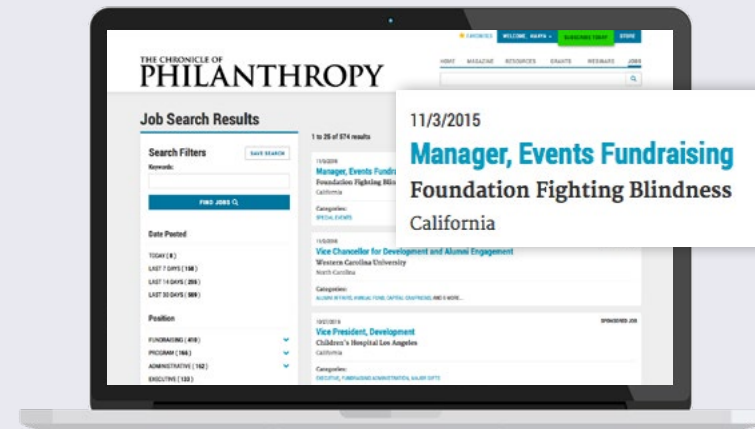
Place your job ads in front of *The Chronicle's* audience through digital channels to increase your engagement with readers who consume our online content, including hundreds of templates, tools, case studies, and other valuable resources.

	Web Ad	Job Posting Plus
<b>Online Job Posting</b> for 30 days on Philanthropy.com/jobs	✓	✓
<b>Top Job</b> placement for 7 days on the home page and section fronts of Philanthropy.com		✓
<b>Sponsored job</b> listing for 30 days highlighted at the top of the job search results page		✓
<b>Job metrics</b> on your "Manage My Ads" dashboard	✓	✓
<b>Anytime access</b> to your job posting with review/editing tools	✓	✓
Secure and convenient <b>credit card payment</b>	✓	✓

Top Job



Sponsored Job



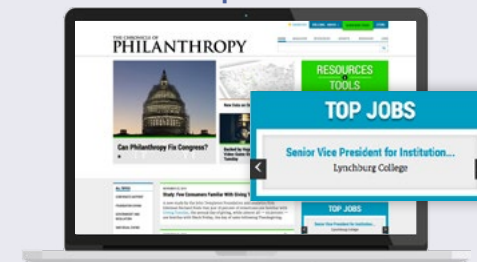
# Print + Online Job Postings

For more than 20 years, readers have turned to *The Chronicle of Philanthropy* for the latest news, insights, and opportunities in the nonprofit industry. Accelerate your hiring with our print and online solutions to reach the most sought-after talent and advance your organization's brand. Our readers spend an average of 48 minutes with our print edition, ensuring visibility and engagement for your advertisement.

	Line Ad	Line Ad Plus	Standard Display Ad	Premium Display Ad
<b>Print ad</b> with premium placement in <i>The Chronicle of Philanthropy</i>	✓	✓	✓	✓
<b>Logos, graphics</b> , and optional color to ensure your print ad stands out			✓	✓
<b>Top job</b> placement for 7 days on the home page and section fronts of Philanthropy.com		✓		✓
<b>Sponsored job</b> listing for 30 days highlighted at the top of the job search results page		✓		✓
<b>Philanthropy Today</b> our daily newsletter with 74,000+ subscribers from nonprofit organizations and advancement departments				✓
<b>Job metrics</b> on your "Manage My Ads" dashboard	✓	✓	✓	✓

THE CHRONICLE OF  
**PHILANTHROPY**

## Top Job

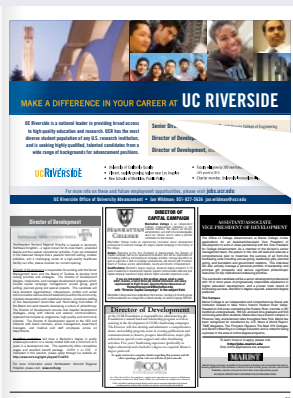


## Sponsored Job



## Print Line Ad

**Director of Gift Planning:** The Community Foundation for Southern Arizona, based in Tucson and in its 35th year of operation, seeks a Director of Gift Planning. This FT salaried exempt position requires several years experience in working with professional advisors and their clients to establish legacy gifts including CKTs, CGAs and other gift instruments. This position reports to the Vice President of Development & Donor Services. Salary will be commensurate with experience. Submit applications by June 15, 2015 via email to cksuz@cfcsaz.org. No phone inquiries.



## Print Standard Display Ad



## Philanthropy Today

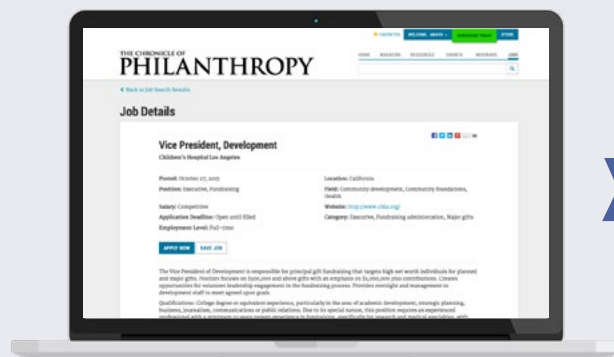


# Premium Packages and Enhancements

Hiring a first-class workforce doesn't happen overnight. As a valuable partner, *The Chronicle of Philanthropy* can help you meet your long-term recruitment goals. With our online packages, you'll gain additional advertising options and visibility at a discounted rate.

## 3-Ad Web Package

Buy three 30-day job ads and save money. Use your online job postings anytime within 12 months.

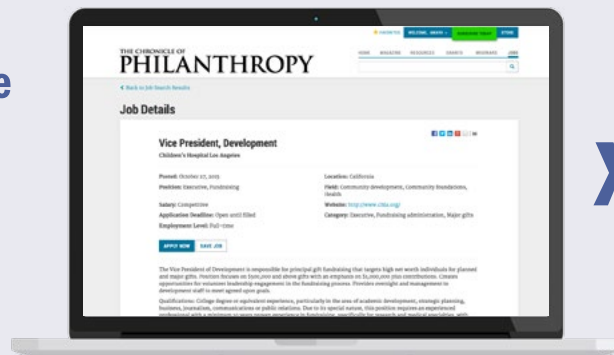


Job posting on Philanthropy.com/jobs

x 3

## Multiple Job-Postings Package

Create your own package of job postings, starting at 10 ads (at a discount).



Job posting on Philanthropy.com/jobs

x 10

## Online Enhancements

Get the most out of your job ads with *The Chronicle of Philanthropy*. When you place an ad, you'll be able to take advantage of our online enhancement option for more visibility and better results.



## Nonprofit Network

Must be purchased with a print line ad or display ad, or online job posting.



## Newsletters

Showcase your job posting, and be seen by more than 74,000 subscribers\* to *Philanthropy Today*, *The Chronicle of Philanthropy's* daily newsletter. Readers opt-in to receive newsletters, resulting in an average open rate of 39%\*. With such active and engaged readers, your job ad will get noticed.

\*Source: November 2016, Internal data

# 2019 Publishing Calendar

THE CHRONICLE OF  
PHILANTHROPY



**January**  
**The Growth of Mission Investing – and What’s Getting in the Way**  
**Job Ad Deadline:** Friday, December 14  
**Bonus Distribution:** N/A

**February**  
**Philanthropy 50: America’s Most Generous Donors**  
**Job Ad Deadline:** Friday, February 6  
**Bonus Distribution:** Direct Marketing Association, Washington Nonprofit Conference; Peer2Peer Professional Forum Annual Conference

**March**  
**A.I. Reaches the Development Office**  
**Job Ad Deadline:** Friday, February 22  
**Bonus Distribution:** The Association of Corporate Contributions Professionals, Annual Conference; Nonprofit Technology Network (NTEN), Nonprofit Technology Conference 2019; Association of Fundraising Professionals, International Fundraising Conference 2019

**April**  
**The United States of Capital Campaigns**  
**Job Ad Deadline:** March 22  
**Bonus Distribution:** Nonprofit HR, Nonprofit Talent & Culture Summit; Council on Foundations, 2019 National Conference

**May**  
**Giving Days Grow Up**  
**Job Ad Deadline:** Friday, April 19  
**Bonus Distribution:** Association of Donor Relations Professionals, 15th Annual Conference on Philanthropy; Engage for Good 2019; Council for Advancement and Support of Education, Annual Conference for Corporate & Foundations Relations Officers; National Capital Gift Planning Council, Planned Giving Days 2019

**June**  
**Giving Pledge Report Card**  
**Job Ad Deadline:** Friday, May 24  
**Bonus Distribution:** CLASSY Collaborative; MCON 2018; Association of Fundraising Professionals New York Chapter, Fundraising Day in New York

**July**  
**What Diversity in Leadership Means**  
**Job Ad Deadline:** Friday, June 21  
**Bonus Distribution:** Council for Advancement and Support of Education, Summit for Advancement Leaders; American Marketing Association, 2019 Nonprofit Marketing Conference; AFP D.C. Chapter & DMA of Washington, Bridge to Integrated Marketing & Fundraising Conference; Association of Professional Researchers for Advancement, Prospect Development 2019; APRA’s Annual Conference

**August**  
**Why Fundraisers Leave**  
**Job Ad Deadline:** Friday, July 26  
**Bonus Distribution:** Direct Marketing Association, Chicago Nonprofit Conference

**September**  
**Mavericks**  
**Job ad deadline:** Friday, August 23  
**Bonus Distribution:** AFP Chicago Chapter Development Day Chicago

**October**  
**How Nonprofits Could Do Better By Their Workers**  
**Job Ad Deadline:** Friday, September 20  
**Bonus Distribution:** National Association of Charitable Gift Planners, National Conference on Philanthropic Planning 2019; Council for Advancement and Support of Education, Conference for Community College Advancement 2019

**November**  
**America’s Favorite Charities**  
**Job Ad Deadline:** Friday, October 25  
**Bonus Distribution:** Grant Professionals Association, Annual National Conference; AFP D.C. Metro Chapter, National Capital Philanthropy Day; Independent Sector, Annual Conference

**December**  
**How America’s Wealthy Give**  
**Job Ad Deadline:** Friday, November 22  
**Bonus Distribution:** N/A

\* Topics may change based on editorial direction.

# Print Specs

Print job ad deadlines are 5 p.m. Eastern time, unless otherwise noted. We do not hold space—all materials, including artwork, must be submitted by the deadline date. Online job ads received by 4 p.m. Eastern time are posted to [Philanthropy.com/jobs](http://Philanthropy.com/jobs) the same day. Ads received after 4 p.m. will be posted the following business day.

## Materials Specifications

The Chronicle is printed by non-heatset process in tabloid format on 50-lb. premium groundwood paper.

» **Method of binding:**

Folded, not stitched

» **Publication trim size:**

11¼" wide, 15" deep  
(289x381mm)

Six columns per page.

» **Type-page size:**

10¼" wide, 13½" deep.  
(260x343mm)

» **Column widths:**

Two columns, 3.375" (86mm).

Three columns, 5" (127mm).

Four columns, 6.75" (171mm).

Five columns, 8.5" (216mm).

Six columns, 10.25" (260mm).

» **Depth of column:**

13½ inches (343mm).

» **Minimum Type Size**

8 points.

» **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 electronic 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:** Our expected press gain of 20% 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 8-point sans-serif type when reversing type out of one color and at least 10-point when reversing out of four-color. When using color type, we recommend using no more than two colors and at least 12.5-point sans-serif type (bold or medium-weight).

## Digital Ad Submissions

» **File formats:** PDF files (Adobe Acrobat, high-resolution press quality). The document must be set to the ad size.

» **Images:** Halftone images should be 300 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 TruType fonts, and reserve the right to substitute our fonts in files that contain TruType 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 ads may be submitted via e-mail to [careers@chronicle.com](mailto:careers@chronicle.com). For instructions on sending ads via FTP, send an e-mail to [careers@chronicle.com](mailto:careers@chronicle.com) or call (202) 466-1050.