



...find the answer here

## 2010 Media Kit

Thank you for considering the Nonprofit Risk Management Center in your advertising plans for the coming year! We look forward to helping your company capture the interest of our readers, most of whom hold senior positions in their respective nonprofit organizations.

Contact Sue Weir Jones, at (202) 785-3891 or [Sue@nonprofitrisk.org](mailto:Sue@nonprofitrisk.org) with any inquiries.

### **Advertise with us because your advertising never goes away**

Every *Risk Management Essentials* and *eNews* issue is archived and available on our Website through a link on our homepage so your potential to connect with nonprofit leaders is far reaching and never ending.

#### **ABOUT OUR PRINT NEWSLETTER**

#### ***Risk Management Essentials*—Tips, Knowledge and Tools for Nonprofit Organizations**

*Risk Management Essentials*, the premier periodical on the subject of risk management for nonprofits, is a 16-page newsletter published by the Nonprofit Risk Management Center. This publication offers practical insights from an independent resource organization. *Risk Management Essentials* is published three times each year and distributed to thousands of nonprofits via print, online and PDF formats.

#### **ABOUT OUR E-NEWSLETTER**

#### **eNews—“A source for tools, advice and training to control risks ... so you can focus on your nonprofit's mission”**

Our flagship e-newsletter has a rapidly growing subscriber list of more than 9,000 leaders. Delivered each Wednesday morning, our subscribers count on the Center's weekly *eNews* to provide timely, practical information on a wide range of risk management topics as well as references to helpful resources. Approximately 200 new visitors access our archived *eNews* issues each month spending an average time of three minutes on these pages.

Our *eNews* readers are very loyal with the opt-out rate consistently at 0.1% with each distribution and no spam reports from our subscribers. New readers subscribe each time we distribute the *eNews* and many current subscribers use the “forward email” option to share the *eNews* with their colleagues. Every page on the Center's Website features an *eNews* sign-up link so that visitors to [www.nonprofitrisk.org](http://www.nonprofitrisk.org) have many opportunities to subscribe to *eNews* and read *Risk Management Essentials*.

Banner Ad  
Location #1  
200x200 pixels  
72 dpi

COMPLIMENTS OF  
**Nonprofit  
Risk Management  
Center**  
...find the answer here

Banner Ad  
Location #2  
100x200 pixels  
72 dpi

Banner Ad  
Location #3  
100x200 pixels  
72 dpi

Banner Ad  
Location #4  
100x200 pixels  
72 dpi

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Our subscribers are just a click away from your company's Web site when you advertise in the Center's *eNews*. Sign up today to ensure your preferred location. The following ads are available with 15 guaranteed placements:

- 3 available for location #1
- 9 available for locations #2, 3, or 4 with location chosen by NRMC

# Advertising Insertion Form

Our subscribers are just a click away from your company's Web site when you advertise in *Risk Management Essentials* and the Center's *eNews*. Sign up today to ensure your preferred location in both publications. The following ads placements are available:

Option	Rate	eNews Banner Ad 15 placements	Risk Management Essentials Ad 3 placements	Website Marketplace Ad
<input type="checkbox"/> A	\$7,500	Location #1 200x200 pixels*	½ page ad in all three issues	2010 Complimentary listing
<input type="checkbox"/> B	\$6,500	Location #1 200x200 pixels*	¼ page ad in all three issues	2010 Complimentary listing
<input type="checkbox"/> C	\$5,500	Location #2, 3 or 4 200x100 pixels**	¼ page ad in all three issues	2010 Complimentary listing
<input type="checkbox"/> D	\$4,200	None	full page ad in all three issues	None
<input type="checkbox"/> E	\$2,900	None	½ page ad in all three issues	None
<input type="checkbox"/> F	\$1,800	None	¼ page ad in all three issues	None

\*3 available for location #1; \*\*9 available for locations #2, 3, or 4 with location chosen by NRMCM

## Advertiser Information

Advertiser: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Ext. \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Billing Information (if different than above):

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Special Instructions or Requests: \_\_\_\_\_

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NOTE: All advertising contracts are payable in full at the beginning of the contract year.