



MEDIA KIT

Directly target the leaders in Chicago's fundraising market!

- ❖ Chicago Chapter *Membership Directory & Resource Guide* ❖
- ❖ AFP Chicago Chapter Website ❖

FOR MORE INFORMATION, PLEASE CONTACT:

Top
10

With more than 1,000 members, AFP Chicago is **one of the top 10 largest chapters** in the United States.



Illinois is part of the **top 25% of fundraising markets** in the United States with contributions of more than **\$6 billion**.

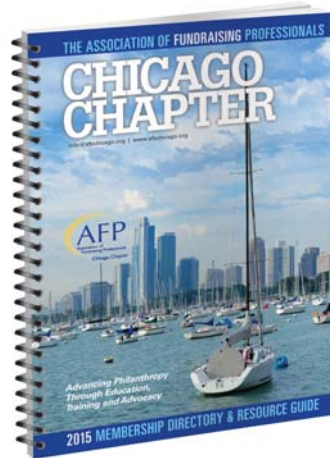


AFP Chicago members are **top industry leaders** including:

Chief Development Officers
Executive Directors
Community Leaders
Consultants
And Many More!

AFP Chicago Chapter

- Is your go-to resource for all things relating to fundraising and the Chicago nonprofit community.
- Our members are part of an organization that helps raise **\$100 billion annually**.
- AFP Chicago members encompass areas of health, human services, education, religion, the arts, civic organization and affiliated consulting firms.
- The number of non-profit organizations in Illinois has **increased by 7.6%** over the last 10 years.



Membership Directory & Resource Guide

**AFP Chicago Chapter
Website Advertising Sales**
www.afpchicago.org



Membership Directory & Resource Guide

Net Advertising Rates

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates

1x

Double Page Spread	\$ 3,879.50
Outside Back Cover	\$ 3,289.50
Inside Front or Inside Back Cover	\$ 3,099.50
Full Page	\$ 2,669.50
1/2 Page	\$ 1,709.50
1/4 Page	\$ 999.50
1/8 Page	\$ 609.50

Black-and-White Rates

1x

Full Page	\$ 1,669.50
1/2 Page	\$ 1,039.50
1/4 Page	\$ 599.50
1/8 Page	\$ 369.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Special Advertising Sections:

Event Planners' Marketplace



This special section in the *2017 Chicago Chapter Membership Directory* is designed to highlight venues, caterers, event planners and more. Positioned in the front of the publication and referenced in the table of contents, this section gives you the opportunity to be in front of fundraising professionals, development staff, public relations professionals, trustees, marketing professionals, administrators and executives of philanthropy organizations as they plan fundraising events throughout the year.

Products and Services Marketplace



Showcase your company in full color to the upper-level managers and executives responsible for specifying, recommending and approving purchases for their organizations. The Products and Services Marketplace provides an excellent way for your company to reach its target market at reduced color rates. This section will be positioned at the front of the publication and referenced in the table of contents.

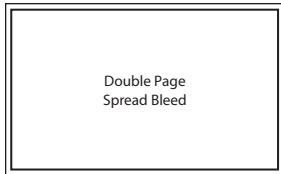
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of September 2016)

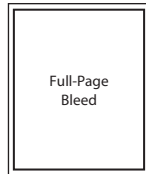
Membership Directory & Resource Guide

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



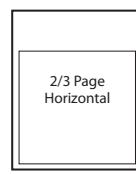
11.75" x 8.75"



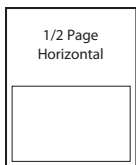
6" x 8.75"



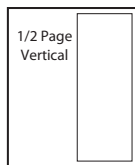
5" x 7.5"



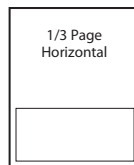
5" x 4.916"



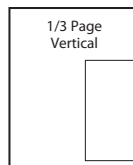
5" x 3.666"



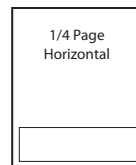
2.333" x 7.5"



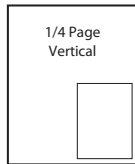
5" x 2.333"



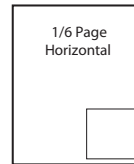
2.333" x 4.916"



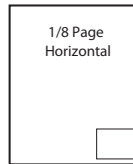
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

Roster

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Heavy Card Stock Insert 5.25" x 8.25"

Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Membership Directory & Resource Guide

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|-------------------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Annual Giving | <input type="checkbox"/> Employment Services | <input type="checkbox"/> Legal Publications |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Ethics Consultants | <input type="checkbox"/> Lists |
| <input type="checkbox"/> Awards/Recognition | <input type="checkbox"/> Event Management Software | <input type="checkbox"/> Management Consulting |
| <input type="checkbox"/> Board and Staff Training | <input type="checkbox"/> Event Planning | <input type="checkbox"/> Marketing & Communications |
| <input type="checkbox"/> Capital Campaigns | <input type="checkbox"/> Event Spaces | <input type="checkbox"/> Membership Management Software |
| <input type="checkbox"/> Cause-Marketing Consulting | <input type="checkbox"/> Executive Recruiting | <input type="checkbox"/> Phone-a-Thons |
| <input type="checkbox"/> Computer Services: Consultants | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Planned Giving Software |
| <input type="checkbox"/> Corporate Philanthropy | <input type="checkbox"/> Foundation Management | <input type="checkbox"/> Prospect Research |
| <input type="checkbox"/> Creative Services | <input type="checkbox"/> Fund-Accounting Software | <input type="checkbox"/> Software Systems |
| <input type="checkbox"/> Credit Cards | <input type="checkbox"/> Fundraising | <input type="checkbox"/> Strategic Planning Consultants |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Fundraising Counsel | <input type="checkbox"/> Telemarketing |
| <input type="checkbox"/> Direct Marketing Software | <input type="checkbox"/> Fundraising Software | <input type="checkbox"/> Trust Accounting Software |
| <input type="checkbox"/> Direct Marketing Services | <input type="checkbox"/> Fundraising Systems Consultants | <input type="checkbox"/> Venues |
| <input type="checkbox"/> Donation Processing | <input type="checkbox"/> Information Systems Consultants | <input type="checkbox"/> Video Services |
| <input type="checkbox"/> Donor Recognition | <input type="checkbox"/> Grant Writing Consultants | <input type="checkbox"/> Web-Enabled Software |
| <input type="checkbox"/> Donor Research & Prospect Identification | <input type="checkbox"/> Insurance | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Education | <input type="checkbox"/> Interim Executive & Senior Staffing | <input type="checkbox"/> Yacht Charters |
| <input type="checkbox"/> Endowment Building | <input type="checkbox"/> Internet Services | <input type="checkbox"/> Other: |
| | <input type="checkbox"/> Investment Management | |
-
-

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

Membership Directory & Resource Guide

Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *Membership Directory & Resource Guide* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around *Membership Directory & Resource Guide* with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.



Sample Belly Band

Net Rates*

Surfaces	Rates
Belly Band	<input type="checkbox"/> \$3,689.50
1 page (2 surfaces)	<input type="checkbox"/> \$1,709.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$2,139.50
Postcard	<input type="checkbox"/> \$1,709.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by advertiser.

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 pages (6 surfaces) or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (AFP-R0017)

Please sign and return to:



Membership Directory & Resource Guide

Event Planners' Guide

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Select from the following options:

- Full-page, full-color: **\$2,389.50**
- 1/2-page, horizontal, full-color: **\$1,449.50**
- 1/4-page, vertical, full-color: **\$729.50**
- 1/8-page, horizontal, full-color: **\$509.50**

All rates are net and per insertion.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

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Sample

Advertiser Information:

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Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

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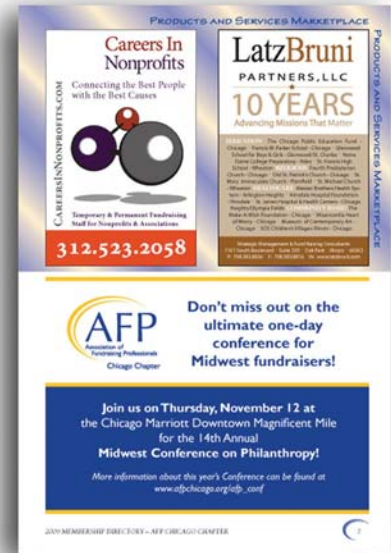
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Sample

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

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Membership Directory & Resource Guide

Buyers' Guide Listings

The *Membership Directory & Resource Guide* will include a Buyers' Guide containing company listings, profiles and logos. The Buyers' Guide offers you a great opportunity to include your company contact information in an easy-to-use section. Each listing consists of 50 words. Listings may include company name, address, phone, fax, description or any combination thereof within the 50-word limit.

Select from the following options:

Buyers' Guide

- Buyers' Guide Listing: \$299.50
- Listing with B&W logo: \$379.50



Sample Buyers' Guide Listing



Sample Buyers' Guide Listing w/
Black-and-White Logo

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Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Membership Directory & Resource Guide

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with AFP - Chicago Chapter and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of the AFP - Chicago Chapter.

A Direct Solution
Alexander Macnab & Co.
Aria
Averill Fundraising Solutions, LLC
B&W Press, Inc.
Batsch Group Inc.
Berghoff Catering & Restaurant Group
Bolingbrook Golf Club
Brad Carlson & Associates, Ltd.
Buddy Guy's Legends
C L Graphics, Inc.
Campbell & Company
Careers In Nonprofits, Inc.
CCS
Chicago Union Station
Classic Party Rentals
Cog Hill Golf Course
Editorial Advertisement
Entertainment Cruises
Francine Friedman Associates, LLC
Greater Giving
Japs-Olson Company
Jerald Panas, Linzy & Partners
Johnson, Grossnickle & Associates
K2 Consulting Group
Merlin Solutions
Naylor Association Solutions
NeonCRM by Z2 Systems Inc.
Noetic Search
North Park University
Nuverb Systems
Paschal Murray, Inc.
Porte Browne, LLC
Presentations, Inc.
Resigno's Mailing Solutions
Rice University
Sanky Communications
Schultz & Williams, Inc.
The Field Museum
V.I.P. Valet Services, Inc.

AFP Chicago Chapter Website

Advertising on the AFP Chicago Chapter Website – www.afpchicago.org

Advertising on the AFP Chicago Chapter website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to afpchicago.org to learn about upcoming association events, discover ways to maximize their AFP Chicago Chapter membership and keep up with the latest trends in fundraising on both the international and local levels. Advertising on afpchicago.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of professionals.

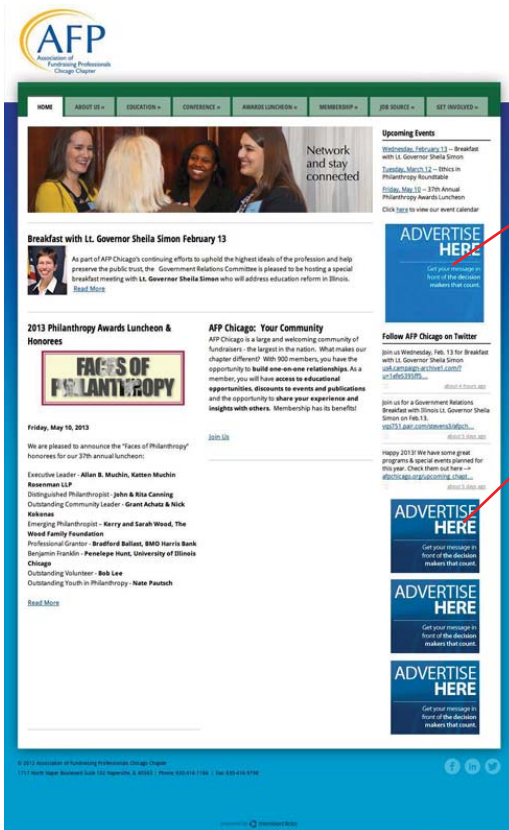
Features of AFP Chicago Chapter website advertising:

- Cross-promoted in other publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, afpchicago.org receives:

- More than 2,000 unique visitors per month
- 2,500 visits per month
- 6,500 page views per month
- Sessions lasting more than 4 minutes

**Traffic numbers from March 2015 - September 2015*



Custom Banner (200 x 200 pixels)

12 Months | \$1,775 6 Months | \$1,075

One Run of site position available with three ads rotating per position.

Rectangle Ads (180 x 150 pixels)

12 Months | \$600 6 Months | \$375

Three run of site positions available with four ads rotating per position.

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp

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AFP Chicago Chapter Website

Website Space Reservation

To reserve your space on the AFP Chicago Chapter website, please select from the options below, then return this completed form to your Naylor account executive.

All ads will be posted for one year. Advertisers will receive campaign-performance reports that detail ad impressions and click-throughs on an as-requested basis. Advertisers may change their artwork up to once a month at no additional charge.

Select Desired Package:

Custom Banner

- 12 Months | \$1,775 6 Months | \$1,075

Rectangle Ads

- 12 Months | \$600 6 Months | \$375



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This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (AFP-W0016)

Please sign and return to:

