



Direct Marketing Opportunities

Business Finder

Gain exposure to North Carolina's nonprofit sector online every day of the year. Business Finder is a directory of select services provided by businesses to nonprofits. Listings include your logo, keywords, and contact information. Over 24,000 page views annually.

Pricing: \$250 for 12-month subscription; complimentary listing for Sustainers at \$500 and up.
Start here: <https://tinyurl.com/vve6k9v>

Nonprofit Marketplace

A professionally presented exhibition of business vendors held during our fall Conference which attracts 400 nonprofit board and staff leaders. The Marketplace is integrated into the main ballroom for maximum viewing. Exhibitors receive an 8-foot table and two registrations for conference/lunch.

Pricing: \$725 for one exhibit booth; discounts for Sustainers and Sponsors.

Digital Advertising

The Center produces a monthly e-newsletter publication, *Nonprofit Connections*, with opportunities to advertise your products and services to our member nonprofits; 4,000 recipients per issue.

Pricing: Half banner ads at \$100 and full banner ads at \$150; discounts for Sustainers and Sponsors.
Start here: <https://tinyurl.com/wglk8yc>

Conference Advertising

Program Book

The official program guide for the Conference lists sessions and more. Spiral bound, full-color; 400 copies printed and distributed to participants.

Pricing: Quarter page ads start at \$225; half and full-page options available. Complimentary ads for Conference sponsors; discounts for Sustainers.

Projection Ads

Projection in rotation on 14-foot screens during the plenary and lunch sessions at the Conference; viewed by up to 400 participants.

Pricing: \$450 each; complimentary ads for Conference sponsors; discounts for Sustainers.



Direct Marketing Opportunities – Pricing & Details

The North Carolina Center for Nonprofits offers several direct marketing opportunities to reach our nonprofit Members and the state's \$52.1 billion nonprofit sector.

Opportunity	Description	Full Price	Sustainer Discount
Business Finder	12-month listing hosted on our website Includes company contact information, keywords, website link, & logo <i>* Sustainers at \$500 and up receive a complimentary listing.</i>	\$250	— *
Exhibiting: 2022 Conference	Exhibit table (8'x2') in main ballroom to present your services during the 2022 conference held at the Durham Convention Center	\$725	\$525
Advertising: Digital Newsletter	<i>Two sizes:</i> Half banner ad (280 x 75 pixels)	\$100	\$75*
	Full banner ad (600 x 75 pixels)	\$150	\$130
	One banner ad per issue in monthly newsletter Ad image links to your website <i>* Sustainers at \$1,000 and up receive complimentary half banner newsletter ads.</i>		
Advertising: 2022 Conference	Program Book Quarter page (3.5"H x 2.25"W)	\$225	\$158
	Half page (3.5"H x 4.75"W)	\$325	\$228
	Full page (7.5"H x 4.75"W)	\$625	\$438
	Full-color print ad in conference program book. 400 copies printed for use at conference and throughout the year		
	Projection Ad Ad looped on 14-foot display screens at plenary sessions to audience of over 400 nonprofit professionals	\$450	\$315

Get started today!

Write your Business Finder listing: <https://tinyurl.com/vve6k9v>

Appear in our newsletter: <https://tinyurl.com/wglk8yc>

Prices effective April 2022.

For more information, contact **Lynn Brinkley**, Sustainability & Data Manager
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