



## 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 14,000-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 Conference which attracts 500 board and staff leaders. The Marketplace is integrated into the main hallway and ballroom for maximum viewing. Exhibitors receive 8' booth table, two registrations for conference lunch.

*Pricing: \$850 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; 4,500 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, biographies, Members and more. 36-pages, perfect-bound, full-color; 500 copies printed and distributed to participants.

*Pricing: Eighth-page ads at \$180; quarter, 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 500 participants.

*Pricing: \$500 each; complimentary ads for Conference sponsors; discounts for Sustainers.*

*Revised December 2020*



## 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 \$51.2 billion nonprofit sector.

Opportunity	Description	Full Price	Sustainer Discount
<b>Business Finder</b>	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	— *
<b>Exhibiting: 2020 Conference</b>	Exhibit booth (8'x8') in main hallway to present your services during the 2021 conference held in the Triangle area	\$850	\$750
<b>Advertising: Digital Newsletter</b>	<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>		
<b>Advertising: 2020 Conference</b>	<b>Program Book</b>		
	Eighth page: (2.5"H x 3.75"W)	\$180	\$126
	Quarter page: (5"H x 3.75"W)	\$300	\$210
	Half page: (5"H x 7.5"W)	\$500	\$350
	Full page: (10"H x 7.5"W)	\$900	\$630
	Full-color print ad in conference program book 500 copies printed for use at conference and throughout the year		
	<b>Projection Ad</b> Ad looped on 14-foot display screens at plenary sessions to audience of over 500 nonprofit professionals	\$500	\$350

### Get started today!

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

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

Prices effective December 2020.

For more information, contact **Rob Maddrey**, Director for Sustainability  
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