

# EXEMPT

THE FINANCIAL MAGAZINE  
FOR NONPROFIT EXECUTIVES

2011  
MEDIA  
KIT



# EXEMPT

THE FINANCIAL MAGAZINE FOR NONPROFIT EXECUTIVES

EXEMPT is the financial magazine for nonprofits. It is the financial news source for CEOs, CFOs, and investment committee board members at nonprofits with minimum expenses of \$10 million. Its focus is on asset management, planned giving, donor advised funds, banking, risk management, investments, insurance, trusts, financial software and technology.

## Audience

**Circulation** - 13,500

**Titles** - CEO, President, Executive Director, CFO, Finance Director, Treasurer, COO

**Organization Type** - Education, Health, Foundations, Cultural, and Religion

### Organization Size -

- \$1.9 trillion in total assets
- \$1.1 trillion in revenue
- \$248.5 billion in annual giving
- \$736+ billion in invest able assets
- \$1 trillion in net assets

Independent sector reports that the growth rate for nonprofits from 1997-2007 was 30%.

***"In 2009, there were over 1.48 million exempt organizations that had formally obtained recognition of their tax-exempt status from the IRS."***

-- Source NCCS FAQs

## Advertising Information

### Available Sizes and Rates

	1X	3X	6X	8X
Full Page, 4C	\$5,527	\$4,918	\$4,756	\$4,698
1/2 Page, 4C	\$3,924	\$3,492	\$3,375	\$3,335
1/4 Page, 4C	\$2,988	\$2,658	\$2,589	\$2,539
Full Page, B/W	\$4,288	\$3,816	\$3,688	\$3,645
1/2 Page, B/W	\$2,702	\$2,404	\$2,324	\$2,297
1/4 Page, B/W	\$1,714	\$1,526	\$1,475	\$1,457

Advertise in both **Exempt & The NonProfit Times** and receive an additional 10% continuity discount. Contact your Account Manager to discuss frequency discounts & programs.

### General Rate Policy

All business under current contracts will be protected for the duration of the contract.

### Commissions and Terms of Payment

Terms are net 30 days. Agency commission: 15%; allowed only on invoices paid within 30 days. Payment for any advertising shall be due and payable at publisher's office: NPT Publishing Group, 201 Littleton Rd, 2nd Floor, Morris Plains, NJ 07950

### Short Rate, Rebate and Rate Protection

Advertisers not using the number of insertions on which their rates are based, within 12 months, shall be short rated for the difference in amount. Advertisers using more insertions than contracted for will receive appropriate rebates.

### Cancellations

Cancellations not accepted after space reservation closing date.

### Position Policy

The publisher guarantees no position request unless contracted for at premium rate and assumes no responsibility if position given differs from request.

### Ad Specs

Publication trim size	7.875" x 10.5"
Full Page Bleed	8.125" x 10.75"
Full Page Non Bleed	7" x 10"
Half Page Horizontal	7" x 4.75"
Quarter Page Vertical	3.375" x 5"

## 2011 EDITORIAL CALENDAR

### April/May

- **Beating The Market** – Here is how five of the top nonprofit finance managers beat the market in 2010.
- **Social Entrepreneurs** – The fight is no longer just general operating support versus unrestricted funding.
- **Management** – Internal controls are measures of you nonprofit's equity.
- **Finance** – What bankers want to see on a loan application.

### June/July

- **Special Events** -- Star Power. Everyone wants it. How to nail down the hottest celebrities for your events -- the ones who won't end up in jail the day before the event.
- **Prospect Research** -- Looks can be deceiving. Investigating whether a big pledge can be fulfilled.
- **Finance** -- Caging Operations And Cash Flow. Should you outsource to a vendor or should you develop an in-house process for clearing checks from your donors?

### September/October

- **Planned Giving** -- What's new in planned-giving software?
- **Boards** -- Picking Your Next CEO.
- **Asset Management** -- How the green funds performed during the first half of 2011.
- **Technology** -- Accessing vital information from anywhere, and who should be able to do it.

### November/December

- **Finance** – Donation processing in the age of identity theft.
- **Legal** – Just about everything a nonprofit does can be considered intellectual property. Here's how to protect yours.
- **Forecast** -- Top financial leaders in the nonprofit sector provide their insights and predictions for 2011.

***“Public charities reported \$1.4 trillion in revenue and \$2.6 trillion in assets in 2008.***

***Hospitals and primary care facilities account for the largest percentage of total revenue and total assets, 47.7 and 30.6 percent, respectively.”***

## eNewsletter

A monthly electronic publication for CEOs, CFOs, Development Officers and Board Members responsible for the endowment, asset & financial management of the nation's largest nonprofits. The eNewsletter will feature trends and business stories with a focus on asset management, planned-giving, donor-advised funds, banking, risk management, investments, insurance, trusts, financial software and technology.

### Audience

**Circulation** - 25,841

**Titles** - CEO, President, Executive Director, CFO, Finance Director, Treasurer, COO, Development

**Organization Type** - Education, Health, Foundations, Cultural, and Religion

### Organization Size -

- \$2.6 trillion in total assets
- \$1.4 trillion in revenue
- \$248.5 billion in annual giving
- \$736+ billion in invest able assets
- \$1 trillion in net assets

## Advertising Information

### Advertising Rates

	Top Tower Banner	2nd Tower Banner	Top Horiz. Banner	2nd Horiz. Banner	3rd Horiz. Banner
<b>1 - 6 Insertions</b>	\$1500	\$1440	\$1500	\$1440	\$1440
<b>7 - 12 Insertions</b>	\$860	\$780	\$860	\$780	\$780

### Advertising Sizes

Tower Banners - 120 x 600; Horizontal Banners - 468 x 60  
All ads can include a 5-line text banner

### Issue Dates - 2011

1/12, 2/1, 2/16, 3/1, 3/16, 4/1, 4/13, 5/18, 6/15, 7/13, 8,17, 9/14, 10/1, 10/12, 11/16, 12/14

### General Rate Policy

Rates are effective as of January 1, 2011. All business under current contracts will be protected for the duration of the contract.

### Commissions and Terms of Payment

Terms are net 30 days. Agency commission: 15%; allowed only on invoices paid within 30 days. Payment for any advertising shall be due and payable at publisher's office: NPT Publishing Group, 201 Littleton Rd, 2nd Floor, Morris Plains, NJ 07950

## RESOURCE MARKETPLACE RATE CARD

### Audience

**Circulation** - 13,500

**Titles** - CEOs, CFOs, Development Officers and Board Members responsible for the endowment, asset and financial management of the nation's largest nonprofit organizations.

**Organization Type** - Education, Health, Foundations, Cultural, and Religion

**Organization Size** -

- \$10,000,000+

**For 2009, Giving USA reported the following national totals for donating:**

- **Individuals:**  
**\$227.41 billion (75%)**
- **Foundations:**  
**\$38.4 billion (13%)**
- **Bequests:**  
**\$23.6 billion (8%)**
- **Corporations:**  
**\$14.10 billion (4%)**

-- Giving USA Foundation

### Advertising Information

Display Ad Sizes	Frequency	Total Net Rate
1" Display - BW	4 Issues	\$1388
2" Display - BW	4 Issues	\$1748
3" Display - BW	4 Issues	\$2048
4" Display - BW	4 Issues	\$2228

Add color to your advertisement for an additional \$450/year. Each Resource Directory advertiser receives a FREE listing in our Online Directory. Advertise in both **Exempt** & **The NonProfit Times** Resource Marketplaces and receive a 10% multi-book discount.

#### Categories

Accounting Services  
Asset Management  
Banking  
Donor Advised Funds  
Electronic Funds Transfer  
Financial Management  
Financial Software  
Fund Accounting Software  
Insurance  
Internet Products & Services  
Investments  
Online Fundraising  
Planned Giving Software  
Publications  
Risk Management  
Software/Technology Consulting  
Sweepstakes & Raffles  
Trust Accounting Software

Advertisers must submit artwork according to **Exempt** Specs. TIF and EPS files are okay. For further information or to book your reservations, contact: 973-401-0202.

# EXEMPT

THE FINANCIAL MAGAZINE FOR NONPROFIT EXECUTIVES

## Mechanical Requirements

All our magazines are printed CTP (Computer-to-Plate), Web offset, SWOP standard. Trimmed page is 10.5" x 7.875" and bleed is 10.75" x 8.125". We take great care and pride in the quality and accuracy of our magazines. Our policy is not to alter or make any changes to your files. Please send a color laser print of the electronic file supplied (laser print is for content only) so that we can verify that all the elements are there. Keep a copy for yourself in case we need to call you with any questions. Our Production Manager can be reached at (973) 401-0202 ext. 218

## Media Accepted

Macintosh format, 100 MB and 250 MB Zip or CD.

## Agency Discounts

Recognized Advertising Agencies eligible for 15% discount on all advertising rates subject to publisher approval.

## Supported Applications

Macintosh QuarkXpress, Adobe Photoshop, Illustrator and Acrobat. PC platform please contact the Production Department for information.

Fonts: Supply all the fonts used in your document including fonts used in any EPS linked files or create outlines of all fonts used. We strongly recommend using PostScript Type 1 fonts. TrueType, Multiple Master and Open Type fonts are not as reliable during output process. When you use PostScript fonts you need to send both, the printer and the screen fonts. Do not use the character styles in the layout applications.

## Production Charges

There are no production charges for flight checking complete and accurate files. However, if files are not complete or not submitted following our requirements, we will charge prevailing rates for any supplemental work. Minimum charge will be \$50.

## Linked Images in Page Layout Programs

All images must be in CMYK, grayscale or bitmap mode and must be saved as TIFF, EPS or PDF. Please remember to update your links before saving the final layout. Do not create rich black text.

## Resolution

300 to 600 dpi.

## Document Size

The document size should be set up to the final trim size of the ad size. Do not place any live matter (type or image) closer than 1/2" to the page trim.

## Bleed

Add 1/8" bleed for any image or color panel that bleeds off the edge of the page.

## Creating Postscript Files For PDF

We currently use Acrobat 5.0. Set up your files as follows: embed all fonts; save all images at print resolution (300 dpi. and above); convert all RGB and PMS colors to CMYK or grayscale; set security to "none".

## Advertising Materials

All advertising materials will be destroyed after one year, unless otherwise specified. To have your files returned, please submit a written request within 9 months of submitting materials.

## Insert Requirements

Always consult your sales rep. before printing inserts to insure proper specifications, quantity and shipping address. For an accurate price on insertion, we need to receive a sample of the insert when the space is booked. Ship your inserts directly to the Printer and 5 samples to your sales and production representatives.

## Guidelines & Material Shipping Address

• For advertisements without appropriate high resolution proofs, *NPT Publishing Group* is not liable for inaccurate color reproduction or accurate digital ad reproduction.

• Fax proofs of ads using images, halftones, and tints are unacceptable.

• Acceptable transfer media includes Mac or PC CD ROM or you may email file attachments (up to 3MB in size) to: production@nptimes.com

All ads or artwork should include instructions to identify when and how materials are to be run. Send orders, contracts and reproduction materials to: Amita John, Ad Traffic Manager, *NPT Publishing Group*, Mack-Cali Lake View Plaza, 201 Littleton Road, 2nd Floor, Morris Plains, New Jersey 07950. Telephone (973) 401-0202.

## General Terms & Conditions

Payment Terms - Payment is due in U.S. currency. Terms are net, 30 days. An interest rate of 1-1/2% per month will be added to balances open after 30 days. All discounts, including agency fees, are forfeited on all accounts over 30 days past due. All past due invoices are subject to a finance charge equal to 1.5% per month (18% A.P.R.) of outstanding balance. The publisher reserves the right to hold the advertiser and/or its advertising agency, jointly and severally liable for such monies as they become due and payable to the publisher. New advertisers not known to *NPT Publishing Group* must pay in advance or furnish three credit references (including one publication advertising reference) prior to space closing for the issue in which the ad is to be placed. Liability - Spot colors matched in process colors may vary significantly from PMS or other samples. Process color materials printed in *NPT Publishing Group* will not match the brightness, color or clarity of proofs made by other methods or on other papers. *NPT Publishing Group* will not be liable for any claim resulting from its perceived failure to match a color printed by any other technique. *NPT Publishing Group* will not be liable for any claim based on this accommodation. Our liability for production work produced through *NPT Publishing Group* is limited to the production charges for that work. Production work is accepted only on the understanding that no claim will be made for offset against related space charges. *NPT Publishing Group* will not be liable for any production claim when the requirement for an approved proof is waived.

Creditor reserves the right to employ a collection agency and/or attorneys to recover past due balances; therefore, such accounts will be subject to a reasonable attorney/collection fee equal to thirty percent (30%) of the outstanding balance. All past due invoices will be subject to "Short Rate". Any past due invoice(s) will be recalculated to the higher amount due for the frequency actually printed. "Short Rate" adjustments will also be made for any change (downward) in frequency agreement originally contracted for, either written or verbal. All contracts (or mail order forms, IO's, or PO's) should include a statement that the individual signing said order form attest to the fact that they are authorized to place the order on behalf of the titled entity, and further acknowledge they are an authorized agent of the company.

**A.** All insertion orders are accepted subject to provisions of our current space confirmation form. Rates are subject to change upon notice from the Publisher. Contract advertisers are guaranteed contract rates through the end of the calendar year, or completion of the contract, whichever comes first. Rates for advertising not under contract are subject to change on notice. If more or less insertions are used within one year than specified on the Space Confirmation Form, charges will be adjusted to correspond with B/W rates currently in effect.

**B.** Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.

**C.** All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisements, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word advertisement above or below any copy.

**D.** Cancellations or changes in orders may not be made by the advertiser or its agency after the reservation closing date.

**E.** Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by Publisher in writing.

**F.** Publisher shall not be liable for any costs or damages if for any reason he fails to publish an advertisement. The Publisher's liability for any error will not exceed the cost of the space occupied by error.

**G.** No conditions other than those set forth in these advertising specifications shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing in these advertising specifications which conflict with conditions printed or appearing on space confirmation form.