

Association of Fundraising Professionals Chicago Chapter

Capture your share of the most powerful fundraising association in the country!

AFP Chicago Chapter at a glance

- We represent **the largest AFP chapter in the United States** and the second-largest AFP chapter worldwide.
- Our **membership spans throughout the region** including northern and southern Illinois, Indiana and Wisconsin.
- **Reach members who represent a variety of nonprofit organizations** including, museums, hospitals, universities, mutual aid societies, theatres, community-based service organizations, civic, religious and recreational organizations.

Who We Are

We represent the interest AFP Chicago members who are part of the largest AFP chapter in the United States spanning 3 states across the Midwest. Our association expands the capabilities of area fundraisers through education, mentoring and advocacy efforts.

Member Profile

Our association publications put your company in touch with the decision makers within the industry. Our print media reaches:

- Administrative and support staff
- Board members and volunteers
- Chief development officers
- Chief executive officers/executive directors
- Communications/marketing staff
- Community and business leaders
- Executive recruiters
- Fundraising consultants
- Program officers
- Prospect researchers
- Special event coordinators
- Stewardship officers
- Volunteer administrators

For more information, please contact:

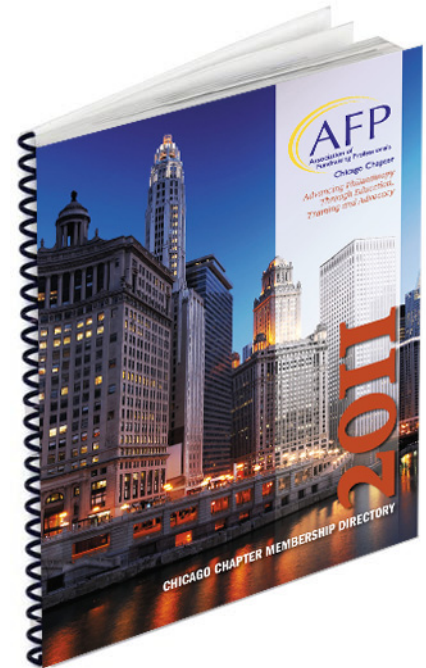
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Publication Manager
Naylor, LLC
Phone: 800-369-6220, ext. 3344
Fax: 352-333-3125
Email: ttompkins@naylor.com



AFP CHICAGO IN PRINT

Connecting you with AFP - Chicago Chapter members throughout the year

2012 Chicago Chapter Membership Directory



Our annual directory connects AFP-Chicago Chapter members with the product and service providers they need. The popular networking tool and purchasing guide is used throughout the year. Members know they can select suppliers from their association's official publication with confidence.

Enhance your online presence through print advertising.

Online Success Starts Offline - Print is the #1 Driver of Web Traffic.

According to an American Advertising Federation survey, marketers ranked publications the number one, most effective vehicle for driving buyers online.

To learn more about AFP-Chicago Chapter, visit:

www.afpchicago.org

2012 Chicago Chapter Membership Directory

Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Sizes

Rates

Double Page Spread	\$ 3,549.50
Outside Back Cover	\$ 3,119.50
Inside Front or Inside Back Cover	\$ 2,929.50
Full Page	\$ 2,449.50
2/3 Page	\$ 2,119.50
1/2 Page	\$ 1,559.50
1/3 Page	\$ 1,249.50
1/4 Page	\$ 959.50
1/6 Page	\$ 759.50
1/8 Page	\$ 579.50

Black-and-White Sizes

Rates

Full Page	\$ 1,519.50
2/3 Page	\$ 1,299.50
1/2 Page	\$ 949.50
1/3 Page	\$ 769.50
1/4 Page	\$ 569.50
1/6 Page	\$ 459.50
1/8 Page	\$ 359.50

Special Advertising Sections:

Event Planners' Marketplace



This special section in the 2012 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.

Donor Recognition Products Marketplace



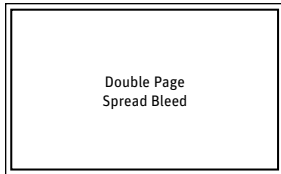
Does your company provide donor recognition products for the fundraising community? Use our new Donor Recognition Marketplace to introduce your products to AFP Chicago members. Your advertisement includes a 100-word description and a picture of your product. Tell your customers about your product offerings and be sure their next purchase is from you.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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-cancellable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). AFP-R0012(LR 11/9/09 AFP-R0011)

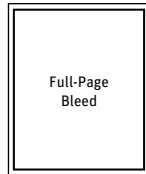
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Print Advertising Specifications

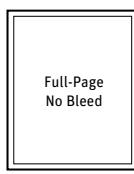
Roster Trim Size: 5.75" x 8.5"



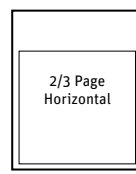
11.75" x 8.75"



6" x 8.75"



5" x 7.5"

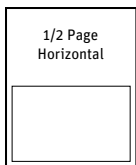


5" x 4.916"

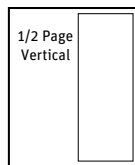
Note: Text placed outside the live area within any full-page or DPS ad may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"

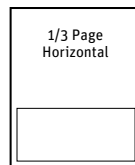
Full Page Live Area: 5" x 7.5"



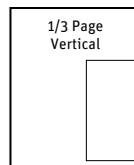
5" x 3.666"



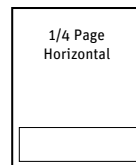
2.333" x 7.5"



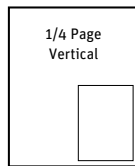
5" x 2.333"



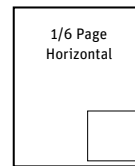
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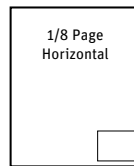
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

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 Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

2012 Chicago Chapter Membership Directory

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:** _____