REACH KEY NONPROFIT LEADERS IN THE NATIONAL $2.5 TRILLION NONPROFIT SECTOR

Audience Retargeting
The Non Profit Times Marketplace

FOR MORE INFORMATION, PLEASE CONTACT:

Mark Ragland
Naylor Association Solutions
mragland@naylor.com
(352) 333-3376
ABOUT THE NON PROFIT TIMES

Nonprofit sector influencers on all levels turn to The NPT for news, information, and insight that consistently helps them achieve their professional goals. Our flagship publication, celebrating 31 years, reaches more than 200,000 executives of the nonprofit community in print and digital format (monthly), ranging from C-Suite executives to directors of fundraising, marketing, social media, and human resources departments to accounting and other financial management decision-makers.

WHO YOU WILL REACH

Our users represent a variety of different disciplines and occupations, such as:

- Administrative Professionals
- Associate Directors
- Chief Executive Officers
- Chief Financial Officers
- Development Directors
- Executive Directors
- Program Directors
- And many, many more!

REACH KEY NONPROFIT LEADERS IN THE NATIONAL $2.5 TRILLION NONPROFIT SECTOR.
CONTACT NAYLOR TODAY!

MARKETPLACE

The Non Profit Times Marketplace gives your brand the spotlight in a digital space referenced by members throughout the year to inform their purchasing decisions.

AUDIENCE RETARGETING

By using NPT’s audience retargeting solution you can create highly targeted ad campaigns reaching your desired audience around the web. This offers a way to reach non-converted site visitors and users who have searched or read content related to your products or services.
AUDIENCE RETARGETING

EXTEND YOUR REACH beyond NPT’s website, career center and MarketBASE with NPT’s already qualified audience by keeping your brand top of mind with leading executives of the nonprofit industry, such as financial management decision-makers and C-suite executives to directors of fundraising. NPT reaches more than 36,000 executives of the nonprofit community. These executives and other industry professionals contribute to over 1.6 million pageviews every year to NPT’s website and career center combined. Through programmatic retargeting you can create customized campaigns to reach only your target audience, increasing your ROI and eliminating wasted impressions.

HOW RETARGETING WORKS

User visits our website
After leaving our site
Your ad displays to that user around the web
User clicks ad and takes action!

BENEFITS INCLUDE:

- Standard Month End Results
- End of Campaign Performance Metrics
- Customized Campaign Reporting
- Campaign Optimization
- Creative Optimization
- Strategic Insights/Recommendations

$4,000
100,000 Impressions Annually

Custom Campaign Options
Upon Request

For custom campaign proposals, please contact:

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The Non Profit Times Marketplace takes online buyers’ guides to the next level, delivering a content rich, interactive site where buyers’ can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

24/7 fully responsive buyers’ guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- The ability to log-in and purchase or update your own listing information.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.

NEW Content Marketing Opportunities

**Sponsored Content | $4,250**

Establish your company as a thought leader! The sponsored content option allows you to share your article with users for the life of the site, with guaranteed home page presence for the 1st month. Up to 2,000 words. Contact your sales representative for additional details on content guidelines.

**Native Advertising | $2,500**

Have a product or service that you’d like to promote? Link your whitepaper, infographic, product showcase, press release or other native ad directly in the content feed, hosted for the life of the site. Up to 50 words. Contact your sales representative for additional details on content guidelines.

**Super Leaderboard – EXCLUSIVE | $3,500**

12 months, 970x90 pixels*. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

**Skyscraper | $2,000**

12 months, 4 rotations, 160x600 pixels*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

**Top Rectangle | $1,750**

12 months, 4 rotations, 300x250 pixels*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

**Middle Rectangle | $1,500**

12 months, 4 rotations, 300x250 pixels*. The category rectangle is located on the right hand column for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

**Bottom Rectangle | $1,000**

12 months, 2 per category, 300x250 pixels*. The category rectangle is located on the right hand column for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

*Your display ad option may require responsive ad sizes.

For complete specs on all sizes involved, visit www.naylor.com/onlinespecs.
Premier Listing Package | $495

Premier Listings are designed to offer heightened visibility within The Non Profit Times Marketplace. They contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are $50 each.

Premier Listing additional features:
- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business

MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

1. Category Sponsor

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category, your company is the first that they see. Includes Video upgrade.

- Category Sponsor #1 | $995
- Category Sponsor #2 | $895
- Category Sponsor #3 | $795

2. Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | $695

For the latest online specs, please visit www.naylor.com/onlinespecs

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.
PREMIER LISTINGS VERSUS BASIC LISTINGS

Premier Listing includes:

- Premium Placement Above Basic Listings
- Company Logo
- Company Name
- Company Contacts
  - Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- Product/Service Category Listings
  - Includes five categories of your choice
  - Additional categories available for $50 each
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search

Upgrade Opportunities:

1. Guaranteed position with category sponsorship
2. Add a video to your listing

Basic Listing includes:

- Company Name
- Company Contact
  - Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
  - Limited to one category
  - Assigned by association
BRANDING OPPORTUNITIES

To reserve your space in The Non Profit Times Marketplace, 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.

All advertisers who purchase any display ad will receive a FREE premier listing.

- Super Leaderboard $3,500
- Skyscraper $2,000
- Top Rectangle $1,750
- Middle Rectangle $1,500
- Bottom Rectangle $1,000

Content Marketing Opportunities

- Sponsored Content $4,250
- Native Advertising $2,500

All advertisers will receive an invoice for the total amount, due upon activation.

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.

Content Marketing Opportunities

- Sponsored Content $4,250
- Native Advertising $2,500

All advertisers will receive an invoice for the total amount, due upon activation.

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, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of $35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted.

Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (NONPO0019)

Please sign and return to:

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PREMIER LISTING PACKAGE

Premier Listings are designed to offer heightened visibility within The Non Profit Times Marketplace by appearing in on top of all basic listings. Premier Listings will appear in the order in which they are reserved—first come, first listed.

Premier Listings include all basic contact information, extended company profile, product/service description with full-color image, additional contact information, Google™ Map It and Site Search and links to Facebook, Twitter and LinkedIn. Listings will be active for one year.

☐ Members | $495
Includes five (5) product/service category listings of your choice. Additional category listings are $50 each.

Guaranteed Position

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a product/service category on the home page of the The Non Profit Times Marketplace, your company is the first that they see. Includes Premier Listing upgrade.

☐ Category Sponsor #1 | $995
☐ Category Sponsor #1 | $895
☐ Category Sponsor #1 | $795

Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

☐ Video | $695

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, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of $35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (NONPO0019)

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INTEGRATED MEDIA PACKAGES

Extend your reach with an integrated media package! Leverage the power of audience retargeting and exposure on The Non Profit Times Marketplace to drive brand awareness, work towards sales goals, and engage more meaningfully with your potential clients.

All display 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. All advertisers will receive an invoice for the total amount, due upon activation.

- **Gold | $9,500**
  - Super leaderboard on marketplace.thenonprofittimes.com
  - 200,000 annual retargeting impressions from thenonprofittimes.com and marketplace.thenonprofittimes.com
  - Premier listing

- **Silver | $6,875**
  - Skyscraper on marketplace.thenonprofittimes.com
  - 150,000 annual retargeting impressions from thenonprofittimes.com and marketplace.thenonprofittimes.com
  - Premier listing

- **Bronze | $5,250**
  - Rectangle on marketplace.thenonprofittimes.com
  - 100,000 annual retargeting impressions from thenonprofittimes.com and marketplace.thenonprofittimes.com

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, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 25.82% per year as damages for breach of contract. All returned checks shall have a charge of $35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued.  

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PREMIER LISTING CATEGORIES

Our The Non Profit Times Marketplace allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services. **Five free categories are included with your Premier Listing**, and additional categories are only $50 each. Bold terms are for grouping purposes only and are not available for selection.

- Donor Services
- Finance
- Accounting & Payment Software
- Fundraising & Donor Software
- Fundraising
- Tele-Fundraising
- Grant & Scholarship Services
- Direct Marketing
- HR & Management
- Web Design & Mobile Apps
- Marketing & Advertising
- Planned Giving
- Insurance Services
- Accounting Services
- Auction Services
- Charitable State Registration
- Annuity Plans & 403(b)
- IT Services
- Training & Education
- Payment Processing
- Legal Services
- Data & Leads

Five (5) free categories with any Premier Listing. Additional listings are $50 each. No limit.

[Blank Line]

__Additional Categories X $50 = $______________

Initial: ______ Date: ______________
PREMIER LISTING CHECKLIST

Below is a checklist of all elements required in order to process your Premier Listing.

- **Full-Color Company Logo**
  The size of your logo should be 240 pixels wide x 120 pixels high and no larger than 100kb. We accept JPG or GIF format. Your logo will link to your website, so please provide the URL to which you would like your logo to link.

- **Company Contacts - Up To Five**
  Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

- **Primary Contact for RFP Automator and Request for Information (OPTIONAL)**
  Indicate which person or email should be referenced as the “primary” contact. This designation is necessary for your company to be visible in the RFP Automator and to be available for requests for information.

- **Company Description**
  This is strictly textual information about your company. You can include your company’s mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. All text should be provided to us in a Word document that allows us to cut and paste your description to your order.
  Keep in mind that each word in your company description is searchable via the “keyword” search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

- **Website Activation**
  Please provide us with the website, Facebook, Twitter and LinkedIn URLs to which your listing should link. Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.

- **Product/Service Categories**
  All extra information will show up under all of the categories you select. Five category listings are included in the initial price of the Premier Listing. Additional category listings can be purchased for $50 each.

- **Full-Color Product Image and Description**
  The size of your product photo should be 240 pixels wide x 240 pixels high and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). Please provide the URL to which you would like your product image to link. You can also include a brief product description (500 characters maximum) that will appear next to the product image.

- **Video Upgrade - Additional cost: $200 (OPTIONAL)**
  Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

- **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**
  Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.
ONLINE SPECIFICATIONS

MARKETBASE - DISPLAY ADVERTISEMENT

**Super Leaderboard**
- 970 x 90 pixels
- JPG or GIF accepted
- Max file size 100 KB

**Skyscraper**
- 160 x 600 pixels
- JPG or GIF accepted
- Max file size 100 KB

**Large Rectangle**
- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

**Product Showcase**
- 175 x 120 pixels
- JPG or GIF accepted
- Max file size 100 KB
- Includes one graphic and one line of text

**Premier Listing Video Upgrade**
- Runtime: 5 Minutes Maximum
- AVI, MOV, MP4 accepted.
- 400 x 300 pixels

MARKETBASE - CONTENT MARKETING SPECS

**Sponsored Content**
**PLACEMENT:** The Sponsored Content article will be displayed on the home page of the MarketBASE for the initial month purchased, and will continue to live on the site indefinitely in the Blog’s content feed, searchable by keyword.

**SPECS:**
- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 15 words
- Article Body: Up to 2,000 words
- Article should focus on products/services relevant to the industry of the online buyers’ guide.
- One featured image can be included, as well as one company logo (size will scale down to fit website columns)
- Featured image will show full size on the article, but will appear in a thumbnail size on the main content feed.
- Multiple hyperlinks can be included.

**CONTENT GUIDELINES:**
- Content should be geared toward a relevant product/service topic within the buying and selling exchange. Content should identify an issue and/or solution that would benefit buyers and suppliers in the industry.
- Content should be independent of the particular advertiser, and the overall message and tone should not be promotional in nature.
- The Association reserves the right to review and edit any sponsored content as it deems necessary to meet the above requirements prior to publishing.

**Native Advertising**
**PLACEMENT:** The Native Advertising ad option will be placed within the main content feed of the MarketBASE site, where it will continue to live on the site indefinitely and be searchable by keyword.

**SPECS:**
- Content should be supplied in a Word document. Image can be supplied as a separate file.
- Article Headline: Up to 10 words
- Article Summary: Up to 50 words
- 1 call to action link
- 1 featured image (size will scale down to fit website columns)

**CONTENT GUIDELINES:**
- Native Advertising is a true-text based advertisement that is promotional in its messaging. This message can reference whitepapers, case studies, product releases, etc.
- Native Advertising is a typical ad in HTML form, and should not require Association review or approval prior to posting.

For the latest online specs, please visit www.naylor.com/onlinespecs
Advertiser Campaign Assessment

Company:

Campaign Contact:

1. Are you currently running or have you ran any programmatic campaigns?
   
   1a. If so, can you share any success measurements?

2. What Programmatic Package did you select?
   
   a. Go
   b. Pro
   c. Pro+

3. What is the focus of the campaign we will be running?

4. Who is your targeted audience that you are trying to reach?

5. What goals do you have for your campaign?
   
   a. Goal = KPI (Key Performance Indicator)
   b. Awareness = impressions
   c. Consideration = clicks
   d. Sales = conversion
6. What are your measurements for success?

7. Is there a conversion point on your site that you may want to track?

8. Will you be providing your own creative?

9. Do you plan on providing or changing creative out during your campaign?
   
   a. If so, do you know how frequently?

10. Will your campaign objectives change?
Increase your ROI!

PROGRAMMATIC ADVERTISING

Amplify your recruitment strategy and engage qualified applicants with these new programmatic opportunities on Naylor’s Career Center.

RETRANSFERRING JOB ENHANCEMENT

$350.00 Introductory Pricing | 10,000 Impression Goal

Boost your job posting exposure across the web through programmatic retargeting. Keep your position top of mind and expand your qualified candidate pool.

BENEFITS INCLUDE:

- Target Key Audiences
- Increase Passive Candidate Visibility
- Enhance Job Posting Exposure
- Improve Brand Awareness

Sample Advertisement:

Creative Design: Provided
Branding: Advertisers Logo & Branded Color Scheme
Ad Sizes Provided: 728x90, 300x250, 160x600, 320x50
URL: Career Center Job Posting
Reporting: Provided

How it works:

1. Select the add-on
2. Within one business day your display ads will go live, strategically targeting both active and passive job seekers. We will target:
   - Job posting visitors
   - Career center visitors that fit your job qualifications
   - Passive job seekers that fit your job qualifications
3. Your campaign will run for the duration selected
4. Reporting sent to contact listed at the end of campaign

HIRING EVENTS

Rates Available Upon Request

Advertise your event to industry professionals through targeted programmatic display ad campaigns.

- 30 Days of Pre-Event Exposure
- Day of Exposure – Geo-fence the Event

RECRUITMENT BRANDING

Rates Available Upon Request

Keep your brand top of mind within your target market. Let industry professionals know what it would be like to work for your organization - everything from your company culture to your employee benefits. This long-term strategy will help attract qualified candidates who value and embody what your organization stands for.