

Ad Rates 2007
CAN's Nonprofit Neighborhood
Bimonthly E-newsletter of the California Association of Nonprofits (CAN)

Member Discount: CAN® Members Save!

Ad Type	Width / Height	Status	1 Placement	2 Placements	Save with Multiple Placements!			5 Placements	6 Placements
					3 Placements	4 Placements	6 Placements		
<i>Cost noted is cost per delivered e-mail address, per placement</i>									
Top-line banner with link	468 pixels X 60 pixels	<i>Nonmember</i>	\$0.10	\$0.10	\$0.085	\$0.085	\$0.065	\$0.065	
		<i>Member</i>	\$0.075	\$0.075	\$0.065	\$0.065	\$0.05	\$0.05	
Standard placement banner with link	468 pixels X 60 pixels	<i>Nonmember</i>	\$0.075	\$0.075	\$0.06	\$0.06	\$0.04	\$0.04	
		<i>Member</i>	\$0.05	\$0.05	\$0.04	\$0.04	\$0.025	\$0.025	

Artwork Specifications

- (1) Typical banner size, 468 x 60 pixels
- (2) No more than 100K file size
- (3) JPG or GIF format

Other Information

- (1) As of 1/1/07, CAN's Nonprofit Neighborhood has more than 7,300 good e-mail addresses.
- (2) Ads will be placed as space permits.
- (3) \$50 deposit required with ad submission to guarantee placement. Balance due following delivery of invoice with breakdown of delivered e-mails and click-throughs one week following delivery.
- (4) Ad can be linked to any appropriate website
- (5) CAN reserves the right to refuse any ads or links to outside websites at its own discretion. Ads will run only when approved by CAN. Links to outside sites will only be made when approved by CAN.
- (6) Deposits for ads canceled by CAN will be fully refunded. Deposits for ads canceled by the advertiser within one week of delivery will not be refunded

2006 Publishing Schedule

Issue:	January	March	May	July	September	November
Reserve Ad	Friday, December 15, 2006	Friday, February 23, 2007	Friday, April 27, 2007	Friday, June 29, 2007	Friday, August 31, 2007	Friday, October 26, 2007
Ad Copy/graphics due	Friday, December 15, 2006	Friday, February 23, 2007	Friday, April 27, 2007	Friday, June 29, 2007	Friday, August 31, 2007	Friday, October 26, 2007
Mail Date	Friday, January 05, 2007	Friday, March 02, 2007	Friday, May 04, 2007	Friday, July 06, 2007	Friday, September 07, 2007	Friday, November 02, 2007

To place an ad or for more information -- including CAN membership information -- contact Kathy Crabb at kcrabb@CANonprofits.org or (213) 347-2070, ext. 209.

California Association of Nonprofits
 520 South Grand Avenue, Suite 695 Los Angeles, California 91072 - (213) 347-2070 Fax (213) 347-2080 - www.CANonprofits.org - info@CANonprofits.org