

Nonprofit Professional Performance³⁶⁰ Magazine

WHAT YOU NEED TO SUCCEED!

2015 Advertising Rates

Print Rates	4x	1x
Back Cover Bleed	\$2,175	\$2,900
Inside Cover (Front or Back).....	\$1,600	\$2,000
Full Page [†]	\$1,440	\$1,800
1/2 page Horizontal	\$1,040	\$1,300
1/3 page vertical	\$640	\$800

Dimensions

Full Page	8.25" x 10.75"
Please allow .125" bleed to all four sides for full page bleed ads.	
1/2 page Horizontal	7.5" x 5"
1/3 page Vertical	2.375" x 10.2"



Production Requirements

File Format

We accept AI, EPS, and PDF files.
We cannot accept ads created in Microsoft Word or other word processing programs.
If ad creation services are needed, a one time fee of \$200 will be charged.

Image Format

All images and files should be at least 150 dpi in CMYK mode.
We cannot accept images from the internet.



Closing Dates & Production Dates

2015

January 20 March 1
April 20 June 1
July 20 September 1
October 20 December 1

2016

January 20 March 1
April 20 June 1
July 20 September 1
October 20 December 1

2015 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Nonprofit Performance Magazine (the "Magazine") published by SynerVision Leadership (the "Publisher").

Rates are based on average total audited circulation, effective with the issue dated January 5, 2015. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.

An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine.

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and

insertion orders, agreed to in writing by the publisher, are binding.

POSITIONING REQUESTS: Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

PUBLISHER'S LIABILITY: Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

SEQUENTIAL LIABILITY: Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

INVOICES, CREDIT & CONDITIONS: Our invoices are NET 30 on approved credit for all services, payable in US dollars. Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit. Payments received will be credited to the oldest outstanding balance.

Advertising Agreement

Company _____

Contact Person _____

e-Mail Address _____ Phone Number _____

Billing Address _____

Edition Participation _____ Placement Size _____

Amount Due _____ Performance Agent _____

Make Checks Payable to SynerVision Leadership

Authorized Signature _____

SynerVision Leadership & Performance Magazines

540-250-2593 ♦ info@SynerVisionLeadership.org

Full Page Bleed (edge-to-edge) ... 8.25" x 10.75" with an 1/8" bleed (8.5" x 11")

Full Page bordered (within margins) ... 7.45" x 10.2"

1/2 page Horizontal ... 7.5" x 5"

1/2 page vertical ... 3.8" x 10.2

1/3 page Vertical ... 2.375" x 10.2"

1/4 page ... 3.65" x 5"

Pictures must be a minimum resolution 150 dpi (prefer 300 dpi, but 150 will work)

Do not pull pictures from the internet

Prefer original files to keep the integrity of the graphics

