

MARYLAND NONPROFITS 2009 CHARITY GIVING GUIDE

LOOKING TO STRETCH YOUR MARKETING DOLLARS FURTHER DURING THIS TOUGH TIME? RESERVE YOUR AD SPACE NOW TO PROMOTE YOUR ORGANIZATION TO OVER 565,000 HOUSEHOLDS ACROSS THE STATE!

Make the most of your organization's resources and increase the visibility and awareness of your organization to the communities you serve. This year's Charity Giving Guide campaign will run for three weeks in The Gazette and Maryland Daily Record - at our lowest price ever.

As in past years, space will fill up fast! Don't miss the opportunity to be included in these full-page spreads, which will run the weeks of March 9, 16, and 23, 2009. These full pages will be designed to showcase a number of ads, as well as an editorial on smart charitable giving practices. Everyone who purchases an ad in the Guide will also be listed on our Giving Guide feature page at www.marylandnonprofits.org with direct links to your own website.

ACT NOW - ORDERS MUST BE RECEIVED BY FEBRUARY 20, 2009.

RESERVE YOUR AD SPACE NOW BEFORE IT SELLS OUT!

HERE'S HOW IT WORKS:

Select the papers you would like your ad to be featured in. *Note: If you purchase the "full run" option you will save money and reach more people.*

■ The Gazette Papers – 550,000

The Gazette publishes 22 weekly community newspapers serving Montgomery, Frederick, Prince George's and Carroll counties in Maryland, plus a subscription-based weekend edition covering business and politics throughout the state.

■ The Maryland Daily Record – 15,000

Did you know: 54% of Maryland Daily Record subscribers are members of nonprofit Boards, and 49% have an income of \$200,000 or more? The Daily Record has particularly broad reach to the elite business community in the Baltimore area. The Charity Giving Guide will appear in The Daily Record's popular Friday issue, Maryland Business Friday, a weekly edition devoted to feature analysis and opinion, the "news behind the news."

■ Full Run Participation – Ads in both of the above listed papers.

You may purchase an ad in one or both of the publications partnering with Maryland Nonprofits this year.


RATES:

Partner	Member Price 3 week insertion	Nonmember Price 3 week insertion
The Gazette	\$525	\$650
The Maryland Daily Record	\$275	\$375
Full Run	\$685	\$835


Campaign Dates: March 9, 16, and 23

Note: Deadline for orders is February 20, 2009.

Sample ads (a copy of last year's full pages may be found on our website at www.marylandnonprofits.org)



Supporting Maryland Nonprofits reaches nonprofits throughout the entire state. With over 1,700 member organizations, we provide assistance, education, and legal guidance in all areas of nonprofit management to enable nonprofits to have more impact in their communities. Our nonprofits have standards you can trust.


800-273-6367
www.marylandnonprofits.org

Approximate size: 1.75" x 2"
(size will vary depending upon the size of the newspaper in which it runs)

Text must be limited to 35 words or less. One logo is permitted per ad. The Seal of Excellence will also be included for all Standards certified groups. No photos permitted and no reverse backgrounds. Please DO NOT send camera ready or display ads.

MARYLAND NONPROFITS 2009 CHARITY GIVING GUIDE ORDER FORM

Organization (no acronyms): _____

Is your organization a member of Maryland Nonprofits? Yes No

Has your organization been certified by the Standards for Excellence®? Yes No

Contact Person: _____

Address: _____

Email: _____

Phone: _____ Fax: _____

Website: _____

I would like my ad to appear in:

The Gazette Papers Maryland Daily Record Full Run (*both papers*)

Partner Newspapers	Member Price for 3 Week Insertion	Nonmember Price for 3 Week Insertion
The Gazette Papers	\$525	\$650
The Maryland Daily Record	\$275	\$375
Full Run (All Papers)	\$685	\$835

My total cost for participation in the 2009 Giving Guide Campaign is: \$ _____

Payment (Reservations will not be guaranteed until payment is received in full):

Credit Card Visa MasterCard

Account #: _____

Name on card: _____ Exp. Date: _____

Check (enclosed, payable to Maryland Nonprofits)

Please submit ad text (35 words or less, plus phone & website) and logo electronically to Guide2009@mdnonprofit.org in order to process your order.

Please Note:

- **Deadline for all orders is February 20, 2009.**
- All ads are sold on a first-come basis.
- Insertions must be paid in full before listings will be confirmed.
- Ads have space for only one logo. Seal of Excellence will also be included for Standards for Excellence® Certified Groups.
- We cannot add pages or weeks to this campaign – it could sell out!

Go to www.marylandnonprofits.org for additional information, or contact Paul Rihani at 877-565-0707 x18 or Guide2009@mdnonprofit.org

Return form and payment to:

Maryland Association of Nonprofit Organizations
8720 Georgia Avenue, Suite 303
Silver Spring, MD 20910

Or FAX to 301-565-0606