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Website and Newsletter Advertising

The National Council of Nonprofits is a recognized leader and resource for America's charitable nonprofits. With more than 1.5 million site visitors annually and more than 40,000 opt-in newsletter subscribers, we can help your organization connect with the nonprofit audience you need to reach.

***Nonprofit Essentials* Newsletter**

With more than 40,000 opt-in subscribers, *Nonprofit Essentials* is a trusted voice connecting nonprofits with the latest resources to build their capacity. The e-newsletter is published once a month.

[View audience information and newsletter metrics](#)

There are three options for advertising in *Nonprofit Essentials*:

- Top Content ads (\$1,050/issue) appear in the body of the newsletter, “above the fold,” and will link to a landing page of your choice.
- Mid Content ads (\$750/issue) appear in the body of the newsletter, usually after the first two featured stories, and will link to a landing page of your choice.
- Bottom Content ads (\$500/issue) appear in the body of newsletter, after the main features, and will link to a landing page of your choice.

Ads are preferred in .PNG format but can be accepted as .GIF, or .JPG. Ads should be no larger than 534 x 100 pixels, resolution of 300 dpi, and file size not to exceed 30kb. We cannot accept animated ads.

Only these three content ads are available per newsletter issue. The ads are typically booked months in advance, so reserve yours early. No frequency discounts are available. To reserve ad space, a non-refundable 50% deposit and a signed agreement are required.

Note: All 2024 newsletter ads are sold out. We are now taking reservations for 2025 advertising space.

2025 Publication Dates

	Top	Middle	Bottom
January 22	Sold	Sold	Sold
February 19	Sold	Sold	Sold
March 19	Sold	Sold	Sold
April 16	Sold	Sold	Sold
May 14	Sold	Available	Available
June 11	Sold	Sold	Sold
July 23	Sold	Available	Available
August 20	Sold	Sold	Available
September 17	Sold	Sold	Sold
October 15	Sold	Available	Available
November 12	Sold	Sold	Available
December 10	Available	Available	Available

[Browse past issues of *Nonprofit Essentials*.](#)

Contact [Rob Hoshaw](#) for information on availability and to reserve your space.

Website Advertising

Advertising opportunities are available in the form of a 728 pixels wide x 90 pixels tall image. Website ads will be accepted in .PNG, .GIF, or .JPG format, resolution of 72 dpi, and file size not to exceed 30kb. Your ad will have exclusive placement on the selected webpage during the advertising term. Here's an example:



sample advertisement

Pricing: Ad placements on most individual pages are \$250 per page per month. Premium pages are \$450 per month.

For more information on available pages and traffic, contact [Rob Hoshaw](#).

All ad placements are subject to the approval of the National Council of Nonprofits.

Terms and Conditions

All advertisements and sponsorships are subject to approval of the National Council of Nonprofits and may be declined. Ad placement within newsletters and on webpages will be at NCN's discretion. 50% deposit must be paid to reserve ad space. While the NCN will strive to ensure delivery of publications on advertised publication dates, NCN is not liable for any delays in such delivery.

Only organizations with an active, formal license agreement in place are licensed to use the National Council of Nonprofits' name, logo, and other marks in communications. **Advertisers, event sponsors, and other supporting organizations are not licensed for such use.**