



NonProfit**PRO**

2022 MEDIA KIT

Providing tactical fundraising and leadership strategies for the nonprofit industry.

A NOTE FROM THE TEAM



WELCOME

TO NONPROFIT PRO 2022

Thank you for your interest in NonProfit PRO 2022, the premier resource for nonprofit executives and development teams to find inspiration, learn about new technologies, explore new fundraising techniques and manage their nonprofit more effectively.

Our mission is to foster relationships between our advertisers and our subscribers through integrated media programs, video services, events, custom content and e-learning. NPP is here to serve your marketing needs in engaging with nonprofit executives and decision-makers as they strive to find answers to the challenges of running and growing their nonprofits — all while pursuing their missions.

NPP's laser focus on helping nonprofits has helped our subscriber base explode to over 72,000 active and engaged readers.

As you look through the following pages, you will find a powerful and extensive series of marketing and communications platforms and tools designed to deliver the maximum impact and return on your marketing investment.

We are dedicated to helping you grow your business with the most sophisticated combination of lead generation and branding tools available in the market today.

We look forward to working with you in 2022!

CHRIS LYONS

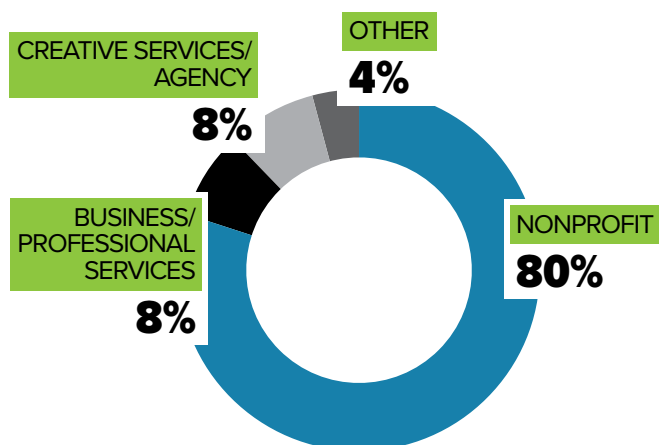
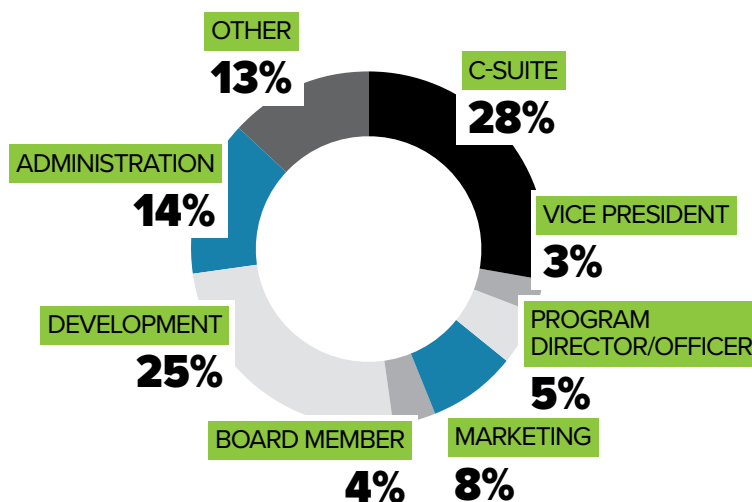
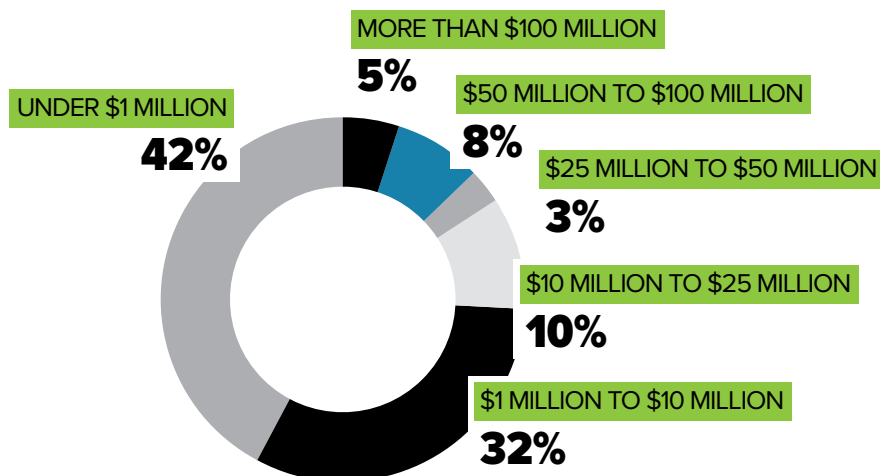
President, NonProfit PRO

A handwritten signature in black ink that reads "Chris Lyons". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

AUDIENCE

72,000 and growing!

NONPROFIT PRO SERVES LEADERS OF THE NONPROFIT SECTOR. OUR AUDIENCE MEMBERS RELY ON US TO BRING THEM NEED-TO-KNOW INFORMATION AND CUTTING-EDGE TECHNOLOGIES THROUGH OUR COMPELLING WEBINARS, WEBSITE CONTENT, E-NEWSLETTERS AND EVENTS.

INDUSTRY**JOB FUNCTION****ANNUAL ORGANIZATION REVENUE****SOCIAL STATS:**

- 17,600+ Twitter Followers
- 1054 LinkedIn Followers
- 5,700+ Facebook Followers

BRAND MAP

LET NONPROFIT PRO MEET YOUR DEFINITION OF SUCCESS THROUGH A MULTITUDE OF CHANNELS AND PRODUCTS THAT REACH, ENGAGE AND EDUCATE OUR AUDIENCE ABOUT YOUR PRODUCT, SOLUTION OR SERVICE.

WEBSITE

NonProfitPRO.com is where nonprofit leaders go for information and advertisers get detailed results.

50,000+ monthly unique visitors



E-NEWSLETTER

NonProfit PRO Today delivers cutting-edge trends, thoughtful commentary and relevant news from recognized industry experts across the country.

28,000 daily delivered



RESEARCH

NonProfit PRO Research can craft custom or editorial research solutions that leverage our engaged audience and subject matter expertise to give you the data and insight you need to grow your business or develop your brand with thought leadership.

4,000 total resource library downloads in 2021



MARKETING SERVICES

The NonProfit PRO team can create the content you need to help get your exact message out. From **custom white papers to best practice surveys, infographics and charts**, we can support your content marketing efforts.



WEBINARS

Webinars are full-service, turnkey, marketing opportunities that generate qualified leads and enhance your brand.

500 average registrants per webinar
Attendance rate: 42%



PODCASTS

Align your messaging with executives at leading nonprofits on our podcast channel, **The Nonprofit Voice**.

9,000+ total downloads annually



VIDEO

NonProfit PRO can help you bring your brand to life and help you interact with customers in a whole new way. Our tailor-made professional videos can focus on your organization, products, events, custom content and more!



EBLASTS

Fill your sales funnel quickly with solo eblasts to NonProfit PRO's responsive email list.

42k+ qualified and emailable addresses



LIVE EVENTS

NonProfit PRO offers one powerful event designed to get you in front of your target audience. 2022 will include our signature event, NonProfit POWER.

Engaging content with unparalleled networking opportunities



E-NEWSLETTER

ALIGN YOURSELF WITH LEADING INDUSTRY STRATEGIES AND BEST PRACTICES!

NONPROFIT PRO E-NEWSLETTER

Delivered Daily to
28,000 subscribers

- A** LEADERBOARD AD
- 728x90 - \$75 CPM or
 - 970x250 (scales to 728x188) - \$2,000
- B** MEDIUM RECTANGLE
- 300x250 - \$1,750

C Featured Resources

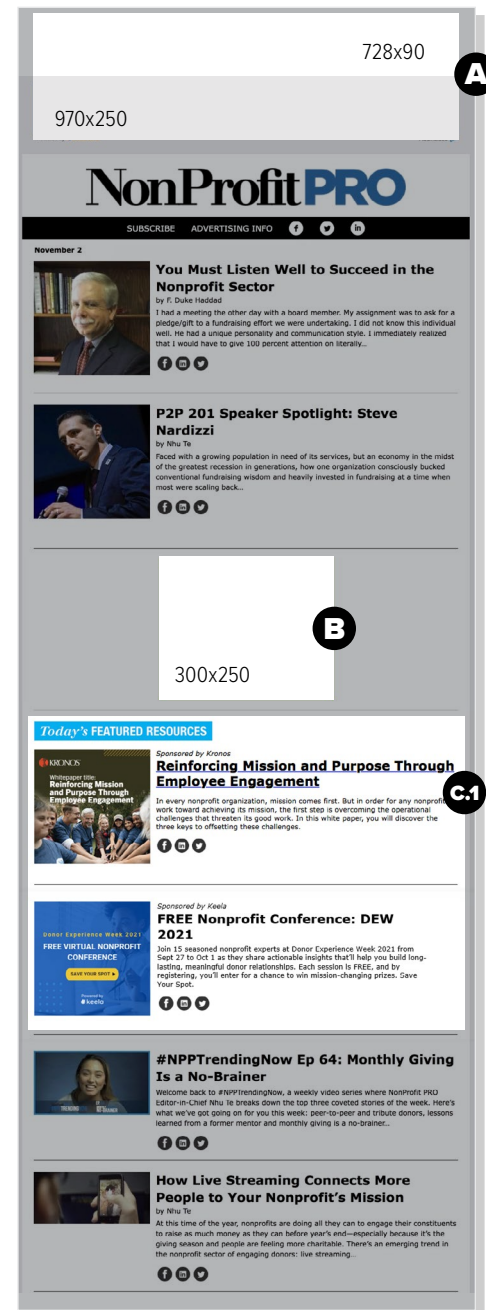
Highlight your white paper, demo, video, webinar or any lead gen asset in the "Featured Resources" section.

- PREMIUM POSITION: \$3,250
- REGULAR POSITION: \$2,500

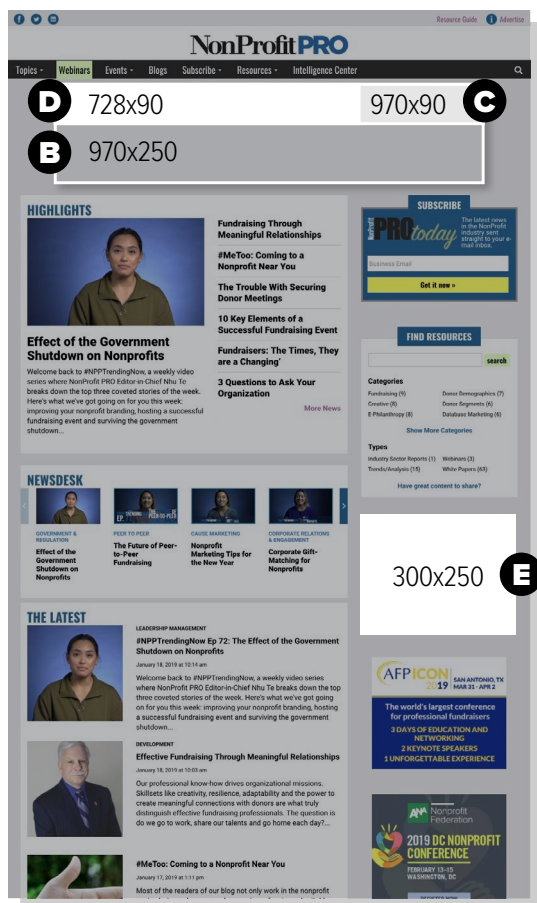
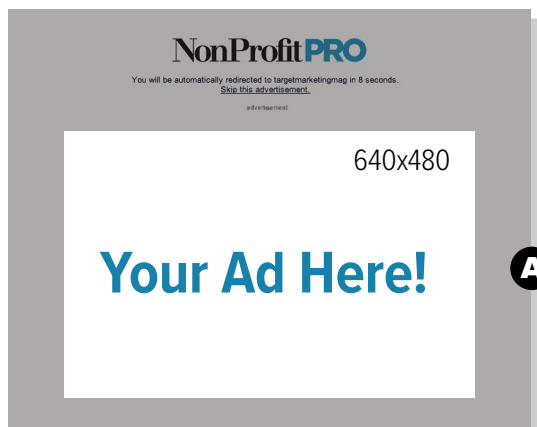
SPECIAL FIRST-TIME RATES AVAILABLE – [CALL US!](#)

Leads, Leads
& More Leads!

DOWNLOAD
E-NEWS SPECS



WEBSITE



NONPROFITPRO.COM

A WELCOME AD
640X480 \$240 CPM

Run-of-Site

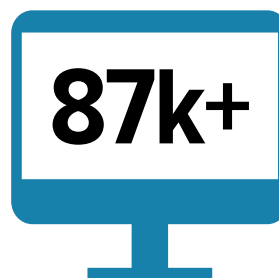
B BILLBOARD AD
970x250 - \$110 CPM

C SUPER LEADERBOARD AD
970x90 - \$90 CPM

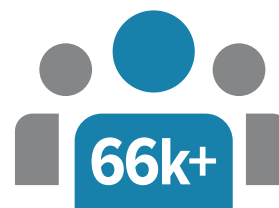
D LEADERBOARD AD
728x90 - \$80 CPM

E MEDIUM RECTANGLE AD
300x250 - \$60 CPM

ALL ADS (EXCEPT WELCOME AD)
WILL RUN FOR 1 MONTH



Monthly
Page Views



Monthly
Web Sessions

DOWNLOAD
WEBSITE SPECS



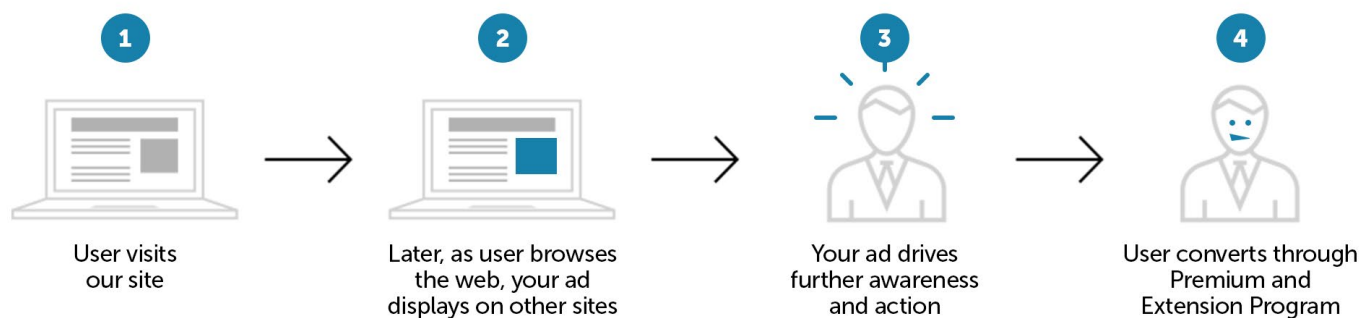
AUDIENCE RETARGETING

EXTENDING YOUR REACH EXTENDS AWARENESS

Follow and retarget our audience wherever they travel on the web. Scale impression inventory by reaching our audience across the web on other websites, social networks and newsletters.

- Address top of funnel audience with components designed for brand awareness AND lead generation.
- Increase contact with your branding using multiple touch points across many contexts to help increase conversion.
- Target our unique audience in the digital channels where it interacts most.
- Use targeted creative to reach our uniquely qualified audience based on where members are in the buying cycle.

HOW IT WORKS



Price: \$35 CPM

Minimum 50,000 Impressions to Participate

WEBINARS

LEAD GENERATION | THOUGHT LEADERSHIP | BRAND AWARENESS

NONPROFIT PRO WEBINARS ARE A **FULL-SERVICE, TURNKEY MARKETING SOLUTIONS** THAT GENERATE LEADS, ENHANCES YOUR BRAND AND IDENTIFY YOUR COMPANY AS A THOUGHT LEADER.

When we create a NonProfit PRO webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when it's all said and done, you'll have an online event that's on-target, expertly marketed, flawlessly produced, and delivers a solid return on investment.

Benefits include:

- Your branded logo prominently placed on all webinar marketing materials and event console.
- A list of all registrants and choice to qualify registrants with custom registration page and/or exit survey questions.
- Content available on-demand, archived on nonprofitpro.com.
- Leads delivered to you immediately after the webinar: registrant contact info, poll and survey Q&As, and attendee usage summary.

WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.

Price: \$13,500

NOTEWORTHY
extras:

NonProfit PRO webinars average:
500 registrants

Samples: nonprofitpro.com/webinars

VIDEO

Need high-quality videos?

BRING YOUR BRAND TO LIFE AND INTERACT WITH CUSTOMERS AND PROSPECTS IN A WHOLE NEW WAY.

Using video gives the first-person experience, and that's the next best thing to a customer standing right in front of you. **From branded product videos and livestreaming to the trade show floor, our end-to-end digital video production services offer a sophisticated blend of creativity and insight to help you enhance your company's dialogue in the marketplace.**

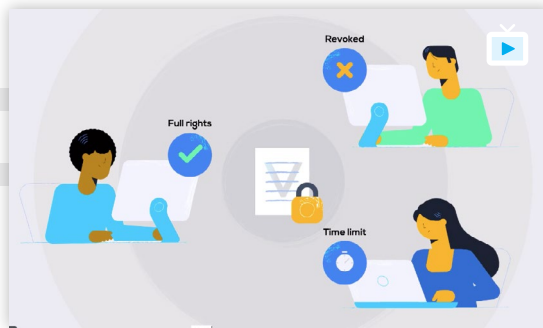
Services Include:

- Video production, from pre-to post-production.
Our capabilities include producing, writing, storyboarding, cinematography, editing, sound design and motion graphics.
- Your video will receive distribution and exposure through NonProfit PRO's various media channels.
- Social media and optimized online video strategy to determine the life and interactivity of your video after the final cut.

Categories:

- Nonprofit mission profiles
- Peer-to-peer events
- Livestreaming
- Product videos
- Branding videos
- Content and editorial videos
- Animation
- PSA
- Explainer

SEE MORE EXAMPLES AT [NAPCOVIDEO.COM](https://naprovideo.com)



CUSTOM PROJECTS

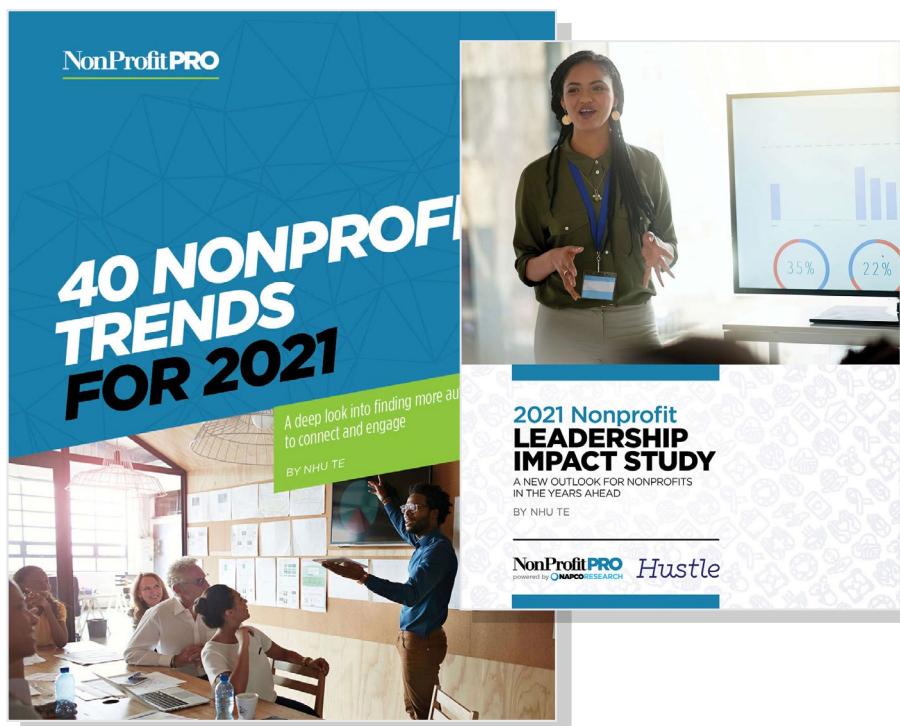
WORK WITH OUR EXPERT EDITORIAL AND RESEARCH TEAM TO MAKE YOUR CONTENT RISE ABOVE THE NOISE. OUR TEAM OF NONPROFIT INDUSTRY PROFESSIONALS MAKES IT EASY FOR YOU TO GET THE RESULTS YOU WANT IN ORDER TO INCREASE SALES AND GAIN A LARGER CUSTOMER BASE.

As the go-to source for nonprofit professionals, the NonProfit PRO team offers:

- Professional writers and editors with outstanding knowledge of the nonprofit industry to develop your content.
- Decades of experience generating leads and nurturing relationships with the nonprofit audience.
- A collaborative process to create engaging content that accomplishes your goals.
- Expertly designed pieces by our experienced team of graphic designers.

A few examples of what we have done for our partners:

- White Papers
- Case Studies
- Infographics
- eBooks
- Custom Publications



CUSTOM DATA-CENTRIC SOLUTIONS

What Can NAPCO Research Do For You?

- We **CRAFT** actionable data-centric solutions that leverage our highly engaged media audiences, industry subject matter experts and in-house research expertise.
- We partner with our clients to **IDENTIFY** their unique business challenges and create solutions that **ENABLE** deeply informed decision-making to **DELIVER** results.
- We **PROVIDE** access to NAPCO Media's & PRINTING United Alliance's engaged audiences of industry executives across key industries.

NAPCO Research Delivers...

Market Intelligence

- Landscape Analysis
- Competitive Assessment
- Analyst Presentations at Events
- Benchmarking
- Industry & Economic Trends
- User Research & Analysis

Business Development

- White Papers & Thought Leadership
- Lead Generation
- Sales Training
- Research-Based Webinars
- Brand Awareness and Market Positioning
- Printer Growth Strategies & Capital Investment Research

ACCESS NAPCO & PRINTING UNITED ALLIANCE'S AUDIENCES & PANELS FOR:

- Surveys, focus groups
- Distribution of thought leadership for lead-generation

The NAPCO Research Difference



AUDIENCE



INDUSTRY EXPERTISE



RESEARCH EXPERTISE



MARKET REACH & EXPOSURE

NAPCO Research Clients



Meet the Research Team



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Get in touch with our research team to arrange your free research consultation. [Contact nsafran@napco.com](mailto:nsafran@napco.com)

NAPCO RESEARCH
a service of **NAPCOMEDIA**

EVENTS



DATE: DECEMBER 2022 | LOCATION: PHILADELPHIA

NonProfit POWER's Value Proposition Is Simple...

As a sponsor, you'll have guaranteed one-on-one time with executive decision-makers. These attendees are responsible for evaluating, purchasing, implementing and managing major technology platforms, tools and solutions at their nonprofits. Attendees will hold titles such as executive director, chief development officer, head of fundraising, head of technology, and more. Our "1:1 Meeting-Boardroom-Case Study" approach creates ROI at a fraction of the cost compared to attending a large industry trade event or traditional conference.

- ➔ **Pre-scheduled 1:1 meetings** with attending senior executives are the ideal way to drive sales and solidify partnerships. Sponsors schedule meetings with attendees beginning about a month before the event through our online scheduling system, as well as on site.
- ➔ **Private case study presentations** involve a rotating groups of 10 to 15 senior executives in the process of reviewing technology tools, services and solutions for implementation at their nonprofits.
- ➔ **Additional networking opportunities** include receptions, breakfasts, luncheons, dinners, casino night, and awards reception where attending executives vote on the best Sponsor products and presentations.
- ➔ **Keynote presentations and panels** discussions feature sponsors whose solutions are driving nonprofit leaders' branded content to new heights.

NonProfit POWER is an exclusive forum where buyers and sellers come together, in an environment facilitated by experts, to share their experiences, needs, products and services. The entire event experience — from meals and entertainment to the venue and conference program — provides attendees and sponsors with first-class networking and unique business development opportunities.

All qualified attendees receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures a cost-effective and quality peer-to-peer experience for attendees and a 100% qualified audience for participating sponsors.

What makes NonProfit POWER different from other events?

NonProfit POWER
is an invitation-only,
hosted-buyer summit

to help nonprofit leaders keep up with all the latest fundraising tactics and evolving technologies. NonProfit POWER will dissect how the modern martech stack, direct marketing tactics, and peer-to-peer fundraising strategy can enable nonprofits to achieve real organizational objectives. Rather than just another trade show or exhibition, NonProfit POWER is focused on building relationships so all stakeholders in these complex ecosystems can better understand and advance their needs.

CONNECT WITH US

Our Team



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