



Direct Marketing Opportunities

Business Finder

Gain exposure to North Carolina's nonprofit sector online every day of the year. Business Finder is a directory of select services provided by businesses to nonprofits. Listings include your logo, keywords, and contact information. Over 20,000 page views annually.

Pricing: \$250 for 12-month subscription; complimentary listing for Sustainers at \$500 and up.
Start here: <https://tinyurl.com/vve6k9v>

Nonprofit Marketplace

A professionally presented exhibition of business vendors held during our fall Conference which attracts 400+ nonprofit board and staff leaders. The Marketplace is integrated into the main ballroom for maximum viewing. Exhibitors receive an 8-foot table and two registrations for conference/lunch.

Pricing: \$925 for one exhibit booth; discounts for Sustainers and Sponsors.

Digital Advertising

The Center produces a monthly e-newsletter publication, *Nonprofit Connections*, with opportunities to advertise your products and services to our member nonprofits; 4,000 recipients per issue.

Pricing: Half banner ads at \$100 and full banner ads at \$150; discounts for Sustainers and Sponsors.
Start here: <https://tinyurl.com/wglk8yc>

Conference Advertising

Program Book

The official program guide for the Conference lists sessions and more. Spiral bound, full-color; 400+ copies printed and distributed to participants.

Pricing: Quarter page ads start at \$225; half and full-page options available. Complimentary ads for Conference sponsors; discounts for Sustainers.

Projection Ads

Projected in looping rotation on 14-foot screens during the plenary and lunch sessions at the Conference; viewed by up to 400+ participants.

Pricing: \$450 each; complimentary ads for Conference sponsors; discounts for Sustainers.



Direct Marketing Opportunities – Pricing & Details

The North Carolina Center for Nonprofits offers several direct marketing opportunities to reach our nonprofit Members and the state’s \$56 billion nonprofit sector.

Opportunity	Description	Full Price	Sustainer Discount
Business Finder	12-month listing hosted on our website Includes company contact information, keywords, website link, & logo <i>* Sustainers at \$500 and up receive a complimentary listing.</i>	\$250	— *
Exhibiting: 2024 Conference	Exhibit table (8’x2’) in main ballroom to present your services during the 2024 conference held at the Sheraton Imperial Hotel in RTP, NC.	\$925	\$725
Advertising: Digital Newsletter	<i>Two sizes:</i> Half banner ad (280 x 75 pixels)	\$100	\$75*
	Full banner ad (600 x 75 pixels)	\$150	\$130
	One banner ad per issue in monthly newsletter Ad image links to your website <i>* Sustainers at \$1,000 and up receive complimentary half banner newsletter ads.</i>		
Advertising: 2024 Conference	Program Book Quarter page (3.5”H x 2.25”W)	\$225	\$158
	Half page (3.5”H x 4.75”W)	\$325	\$228
	Full page (7.5”H x 4.75”W)	\$625	\$438
	Full-color print ad in conference program book. 400 copies printed for use at conference and throughout the year		
	Projection Ad Ad looped on 14-foot display screens at plenary sessions to audience of over 400+ nonprofit professionals	\$450	\$315

Get started today!

Write your Business Finder listing: <https://tinyurl.com/vve6k9v>

Appear in our newsletter: <https://tinyurl.com/wglk8yc>

Prices effective April 2024.

For more information, contact Kim Neustrom Sustainability Director
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