



# SECTORNews

## 2013 Ad Rates & Specs

### *Why advertise in the Massachusetts Nonprofit Network's SectorNews?*

- MNN SectorNews is the biweekly update for the entire nonprofit sector in Massachusetts.
- Recently redesigned, it includes timely nonprofit headlines as well as features by and for members of our network. Its clean aesthetic is ideal for highlighting eye-catching advertisements in the sidebar.
- MNN SectorNews reaches over 3,000 nonprofit professionals every two weeks, with an open rate of 20% and climbing.

	1 issue	2 issues	3 issues	4 issues
<b>Half size</b> (157 pixels wide x 120 pixels tall)	\$40	\$72	\$108	\$134
<b>Full size</b> (157 pixels x 240 pixels tall)	\$60	\$108	\$162	\$216

## AD GUIDELINES

- Posted ads will link to website.
- Ads must be in JPG or GIF format.
- The resolution of the image must be 300 dpi (minimum).
- Ads must be submitted to [communications@massnonprofitnet.org](mailto:communications@massnonprofitnet.org) by 4PM on the Friday prior to publication to appear in that week's issue.
- Ads will run on a first come, first serve basis.
- Only nonprofit and affiliate members of MNN may submit bulletin ads.