



Nonprofit
Risk Management
Center

2017 ADVERTISING GUIDE & EDITORIAL CALENDAR

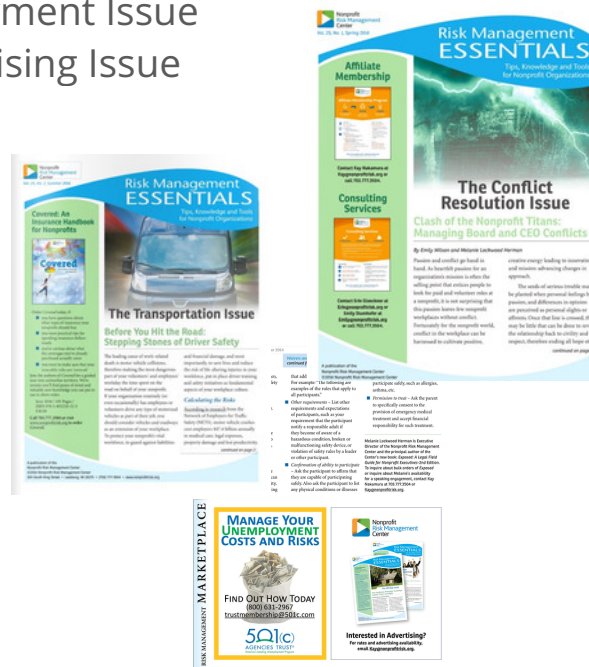
About Our Publications Print Newsletter

Risk Management Essentials

Tips, Knowledge and Tools for Nonprofit Organizations

Risk Management Essentials features thoughtful articles on topics related to a theme, such as transportation, youth protection, employment practices and more. For example:

- The International Issue
- The Transportation Issue
- The Conflict Resolution Issue
- The Employment Issue
- The Fundraising Issue



About Our Publications Electronic Newsletter

Risk eNews

**"A source for tools, advice and training to control risks...
so you can focus on your nonprofit's mission."**

Each week, our 6,900+ active subscribers, receive our weekly reflections and practical tips on managing risk and reward. Our 28% open rate is above the industry average and our click-through rate is 8%.

The Risk eNews is a quick-read newsletter with tangible tips on topical concerns. Readers tell us they look forward to receiving and sharing the practical insights in the Risk eNews. Recent Risk eNews issues have addressed:

- Networking Know-How
- Risk-Savvy Year-End Fundraising Appeals
- Valiant Volunteerism
- Termination Trepidation



Editorial Calendar

Our publications reach nonprofit leaders across North America and in more than 5 countries. Every issue delivers actionable advice about hot-topic risk issues. The following is a partial list of topics our publications may address in the coming year.



International Issues

What are the commitments to safety that you should make when sending staff members into new territory?



Building a Risk Management Toolkit

This special report will highlight developments in risk management tools and reporting.



Board Governance

Empower your board to lead, what organizational risk should board members consider, and how can a struggling board be reinvented?



Risk and Reward of Volunteers

Develop a community of engagement where volunteers are encouraged to identify and mitigate risks.

Our Mission

The Nonprofit Risk Management Center inspires effective risk management and Risk Champions across the nonprofit sector.

We enable nonprofit leaders to identify and manage risks that threaten their missions and operations while empowering them to leverage opportunities and take bold, mission-advancing risks.

We envision a nonprofit sector in which nonprofit leaders make risk-aware decisions that position their organizations to remain resilient in the face of uncertainty.

Audience & Readership Statistics

Risk eNews Circulation: 6,900+

Target Audience



Nonprofit CEOs, CFOs, COOs, Finance Directors, Directors of Human Resources, General Counsel and other senior staff



Professional Risk Managers, Directors of Risk Management, Directors of Risk and Compliance, Directors of Risk & Quality from nonprofits and public entities



Insurance professionals serving nonprofits, associations and religious organizations



Professional advisors and consultants serving nonprofits, including lawyers, CPAs, management consultants and more.

Advertising Rates



PRINT AD SIZE

RATE

Full Page RME + 15 Risk eNews*	\$7,950
1/2-Page RME	\$3,200
1/4-Page RME	\$1,950

*At least 10 placements before June 30, 2017.

Additional advertising pricing options are available for multiple placements.

For more information about Nonprofit Risk Management Center advertising rates & corporate partnership packages, please contact:
 Kay Nakamura
 703.777.3504
 Kay@nonprofitrisk.org.

Advertising Specs & Submissions

ACCEPTABLE FILE FORMAT: Press-ready PDF. The finished PDF should be high resolution (300 dpi+) with all fonts and images embedded. Prior to the creation of the PDF, all colors and images should be converted to CMYK (no spot colors or RGB).

Print Ad Requirements

Full Page

7.25 x 9.00

1/2 Page

7.5w x 4.75h

1/4 Page

3.5w x 4.75h

Electronic Ad Requirements

Banner Ad

600 px wide and 100 px high

2017 Editorial Deadlines

Spring Issue: 03/01/2017

Fall Issue: 06/30/2017

Winter Issue: 11/01/2017

Contact Us

For further information or to place an advertisement, please contact:

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