

Hilborn: Charity eNews



ADVERTISING OPPORTUNITIES

Reach over 12,500 nonprofit managers and fundraisers

Hilborn has been updating nonprofit leaders on news, trends, tips and analysis of developments in the fields of fundraising and nonprofit management since 1991.

Hilborn Charity eNews: Popular electronic newsletter published every Thursday.

hilborn-charityenews.ca, the most trusted website in the Canadian nonprofit sector with over **10,000 unique visitors** and over **40,000 page views** per month!

Our Readers

Percentages will not total exactly 100% due to rounding.

REACHING OVER

12,500



Senior managers and fundraisers

AGE RANGE

36-65

OVER 71%

GENDER

 77%  23%

DECISION MAKERS

55%



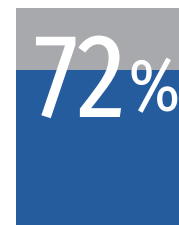
Supervisors, senior managers, executive directors, CEOs and equivalent.

56%



3+ to over 15 yrs at organization

SIZE OF ORGANIZATION



5+ staff



30+ staff

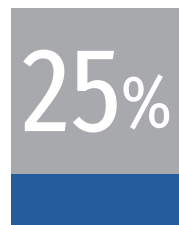
EDUCATION

64%

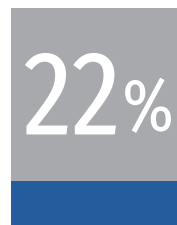


University degree or higher

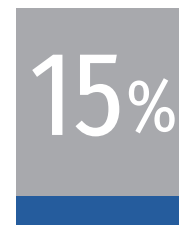
EMPLOYMENT SECTORS



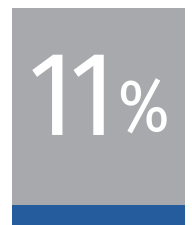
Health and Education



Social services



Community/
Arts & culture



Children and Family

Logo/Sign Post Ads

- Ad is linked to an appropriate page on your website.
- Your ad will appear in between articles with a link and tagline that highlights your niche/offering for the sector.
- Provides you with corporate branding recognition and visibility.
- Receive a monthly statistical report to assist in your marketing impact analysis.

FREQUENCY	COST PER INSERTION
One time only	\$525
2 - 3 appearances	\$475
4 - 8 appearances	\$425
9 - 12 appearances	\$375
12+ appearances	\$325

Logo ad: 200 pixels x 70 pixels (horizontal)

Sign Post ad: 110 pixels x 165 pixels

Pricing is the same for both Logo and Sign Post ad sizes.

Sponsored News Story

- Specially-created teasers, hot-linked to the full article on our website, to help you tell a particular story of importance to your organization.
- We retain final editorial right of approval, but this section is recognized as the leading sector suppliers' forum.

FREQUENCY	COST PER INSERTION
1 - 2 appearances	\$875
3 or more appearances	\$650

Hilborn Charity eNews
gives you direct access to
over 12,500 senior nonprofit
managers and fundraisers
across Canada.

Logo ads (200 x 70 pixels)



Signpost ad (110 x 165 pixels)

Sponsored News Story



Hotlinked Headlines

- Our trackable 10 - 20 word headlines drive readers to your website using carefully crafted, separately boxed headlines running *in between* our regular newsletter articles.
- We work with you to maximize trackable response.

FREQUENCY	COST PER INSERTION
One time only	\$575
2 - 4 appearances	\$525
5 - 12 appearances	\$500
13 - 25 appearances	\$450
26 - 39 appearances	\$375
40 - 52 appearances	\$325

Hotlinked Headline



Live Webinar: Embracing Digital Transformation at Canadian Nonprofit Organizations featuring "The Canadian Centre for Nonprofit Digital Resilience"

Creative Deviations
Pre-order your copy now

eNews is proud to sponsor
RISE AGAIN
NAVIGATING THE FUTURE
HALIFAX, NOVA SCOTIA - JUNE 14-16, 2022
CAGP's 28th National Conference on Strategic Philanthropy

WORK LIFE | Having a "Side Hustle" – Beyond the Financial Perks
by Michelle Harder

Having a second job, paid or unpaid, can deliver meaningful experiences, new skills and value beyond an additional paycheck.

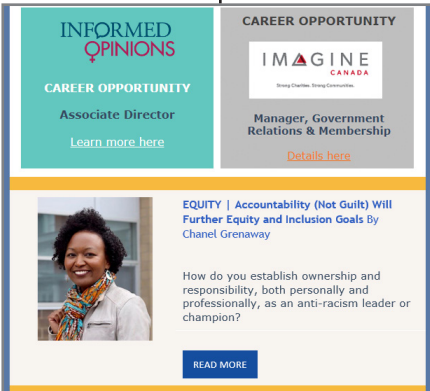
[READ MORE](#)

Career Opportunity Ads

- The fastest way to get your message into the hands of the most appropriate Canadian nonprofit managers.
- Our readers will spot the ad, specially designed to stand out between our regular articles, and immediately forward it to someone interested.
- Includes logo, job title and location, with links to the detailed description on your website.

FREQUENCY	COST PER INSERTION
One appearance	\$350
Multiple insertion rates available upon request.	

Career Opportunity ads



INFORMED OPINIONS
CAREER OPPORTUNITY
Associate Director
[Learn more here](#)

CAREER OPPORTUNITY
IMAGINE CANADA
Strong Charities. Strong Communities.
Manager, Government Relations & Membership
[Details here](#)

EQUITY | Accountability (Not Guilt) Will Further Equity and Inclusion Goals By
Chanel Grenaway

How do you establish ownership and responsibility, both personally and professionally, as an anti-racism leader or champion?

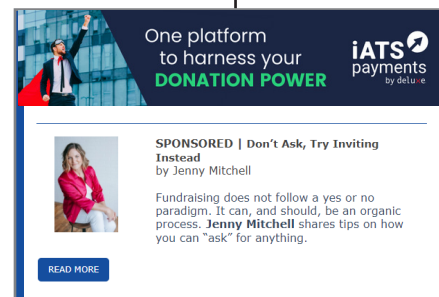
[READ MORE](#)

Newsletter Banner ads

A powerful large-format (590 x 130 pixels) advertisement, designed to deliver maximum exposure and visibility in the newsletter. Trackable link drives readers to your website.

FREQUENCY	COST PER INSERTION
One time only	\$875
2 - 3 appearances	\$750
4 - 8 appearances	\$675
9 - 12 appearances	\$625
12+ appearances	\$600

Newsletter Banner ad



eBLAST ADVERTISING

eBlasts

We distribute your completed HTML eBlast message, giving you access to Hilborn's database of 12,500 nonprofit managers and fundraisers across Canada.

- Your eBlast is a separate email dedicated exclusively to your company and includes trackable links.
- We can distribute your eBlast on any weekday except Thursdays and we provide you with a report on the click-through visitors to the URLs provided in your eBlast.

FREQUENCY	COST PER EBlast
One time only	\$2025
3 during any 12 month period	\$1700
4 - 6 during any 12 month period	\$1500
7 - 12 during any 12 month period	\$1400



Website Advertising on hilborn-charitynews.ca

- Website homepage **LARGE BANNER** ad (1200 x 215 pixels), full article width for maximum impact – top or bottom placement.
- Square **DISPLAY** ads (230 x 230 pixels) appear in the right column beside the eNews articles, and are seen by anyone who clicks through on any article.
- Use your ad to offer a special report, issue an invitation, make an announcement or promote a service or event.

Advertise your message on the most trusted website in the nonprofit sector in Canada. The Hilborn website hilborn-charitynews.ca has over **10,000 unique visitors** and over **40,000 page views** per month!

FREQUENCY	BANNER – TOP	BANNER – BOTTOM	DISPLAY
	1200 x 215 pixels cost per month	1200 x 215 pixels cost per month	230 x 230 pixels cost per month
1 month	\$1375	\$1050	\$715
3 months	\$1325	\$1000	\$625
6 months	\$1275	\$950	\$555
9 months	\$1225	\$900	\$525
12 months	\$1150	\$800	\$475

The screenshot shows the Hilborn Charity News website layout. At the top, there's a navigation bar. Below it, a large banner area is marked with 'PLACE YOUR AD HERE' and 'Click to find out more'. The main content area features an article titled 'EQUITY | Decolonization From the Inside Out – Part 3'. To the right of the article, there's a 'Most Popular' section with links to various articles. At the bottom of the article, there's another 'PLACE YOUR AD HERE' area. On the right side of the page, there are two promotional boxes: one for a 'Free Fundraising Newsletter' and another for a 'donorperfect' design guide.

Large Banner ad – Top
(1200 x 215 pixels)

Large Banner ad – Bottom (1200 x 215 pixels)

Display ad (230 x 230 pixels)