

media kit





ADVERTISE

Wisconsin Nonprofits Association Email Newsletter

Delivered free to over 5700 readers each month, the Wisconsin Nonprofits Association publishes an email newsletter summarizing important news and resources from the sector into quick, easy-to-read briefings along with original editorial content from staff and guest contributors. All readers have opted in, so rest assured that your messaging will be seen by active, interested readers.

You'll do much more than simply advertise. By supporting WNA's newsletter, you show your support for Wisconsin's nonprofit sector and increase its economic impact.

BUY FIVE ADS

receive 15% discount

**We offer three
types of advertising/rates.**

BANNER AD IMAGE | 600px x 100 px

\$150/issue

Formats: .gif, .jpg (image files only)

Max file size: 30K

URL: One URL linked to image

LOGO-TEXT AD | 125px x 125 px

\$75/issue

Formats: .gif, .jpg (image files only)

Max file size: 30K

Text: 250 characters or less

URL: One URL linked to image and text

TEXT ONLY AD | 350 CHARACTERS

\$50/issue

URL: One URL linked to text

Text: Please specify preferred formatting of text



EDITORIAL calendar

AUG
15 | Advocacy Issue

SEPT
12 | Education Issue

OCT
17 | Human Resources
Issue

NOV
7 | Fundraising Issue

DEC
5 | Membership Issue

CONTENT sections

NONPROFIT SPOTLIGHT

Stories of impact from area nonprofits.

SECTOR NEWS & VIEWS

Curated selection of latest sector news.

BLOG FROM THE BIG CHAIR

Topics that our CEO is passionate about.

ADVOCACY IN ACTION

Pertinent local and national issues.

YOUNG PROFESSIONALS SPOTLIGHT

Achievements of up-and-coming talent.



I volunteer – so can you!

inspire
by example

VolunteerMilwaukee.org

ONLINE presence

EMAIL NEWSLETTER

5,742

subscribers receive our newsletter once a month

36 %

average open-rate

6 %

average click-through rate

*nonprofit sector average

24.98% click-through, 2.76% open-rate

WEBSITE ANALYTICS

8,000

Average page views per month

SOCIAL MEDIA

2523

followers on twitter

3228

likes generated on facebook

1389

connections on linkedin

CREATIVE specifications

Accepted formats: JPEG, JPG, PNG, GIF

File requirements: <50KB, 72dpi, RGB

Links: provided by final submission date

*Creative deadline: 5 business days prior to publication start date

*Ads cannot use Flash or rich media

AD trafficking

WNA will facilitate workflow and communication ensuring that deadlines are met from inception to placement of your advertisement. We're happy to report on the status and performance of advertisements, but cannot accommodate third-party ad tags or trafficking codes for email newsletter ads.

AD reporting

WNA is happy to report on the status and performance of advertisements (click-rates). Please note, we cannot accommodate third-party ad tags or trafficking codes for email newsletter ads.

Questions?

Please contact Martha Cannon with question about WNA's email newsletter.

Martha Cannon

WNA Communications

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