



Our mission is to help nonprofits cope with uncertainty, teaching nonprofits to manage their risks and help them reduce claims.

Advertise with us because your advertising never goes away

All *Risk Management Essentials* and *eNews* issues are archived and available on our Website. Your capacity to connect with nonprofit leaders is far reaching and never ending.

Advertising benefits with the Nonprofit Risk Management Center include:

- Reaching nonprofit risk management, finance, and insurance program decision makers
- Increasing your company's exposure with leaders in search of risk management resources
- Giving visible support for the Center's mission and programs

About Our Print Newsletter

[Risk Management Essentials](#)—Tips, Knowledge and Tools for Nonprofit Organizations

Risk Management Essentials, a 16-page newsletter, is published three times each year, in the winter, spring and fall. *RME* is distributed to thousands of nonprofits via print, an online interactive magazine-style layout, and PDF format.

About Our e-Newsletter

[eNews](#)—“A source for tools, advice and training to control risks ... so you can focus on your nonprofit's mission”

Each week, our 9,500+ subscribers, receive the Center's weekly reflections and practical tips on managing risk and reward. Our *eNews* readers are loyal:

- Average open rate of 20.6% with a click through rate of 11.6%
- Opt-out rate consistently at 0.1% with each distribution
- Virtually no spam reports from our subscribers

Every page on the Center's Website features an *eNews* sign-up link and we average 25-30 new subscribers to our *eNews* each week.

About Our Website Marketplace

[Risk Management Marketplace](#)

Our subscribers are a click away from your company's Website when you advertise in *Risk Management Essentials* and the Center's *eNews*. Your listing includes a dedicated webpage with your logo, a description of services, contact information, and a click-through link to a landing page on your company Website.

Contact Sue Weir Jones, at (202) 785-3891 or Sue@nonprofitrisk.org with any inquiries.

2012 Advertising Insertion Form

Fax the completed form to 703-443-1990 or email to sue@nonprofitrisk.org.

The following ads placements are available:

Option	Rate	<i>eNews Banner Ad</i> 15 placements	<i>Risk Management Essentials Ad</i> 3 placements	<i>Website Marketplace</i> 2011 placement
<input type="checkbox"/> A	\$7,500	Location #1 200x200 pixels*	Full page ad in all three issues	2011 Complimentary listing
<input type="checkbox"/> B	\$5,500	Location #2, 3 or 4 200x100 pixels**	½ page ad in all three issues	2011 Complimentary listing
<input type="checkbox"/> C	\$2,900	None	½ page ad in all three issues	Additional \$950
<input type="checkbox"/> D	\$1,800	None	¼ page ad in all three issues	Additional \$950

*3 available for location #1; **9 available for locations #2, 3, or 4 with location chosen by NRMC

Advertiser Information

Advertiser: _____

Contact Person: _____ Title: _____

Address: _____

City _____ State: _____ Zip: _____

Telephone: _____ Ext. _____ Fax: _____

E-mail: _____

Billing Information (if different than above):

Name: _____

Company: _____

Address: _____

City _____ State: _____ Zip: _____

Special Instructions or Requests: _____

NOTE: All advertising contracts are payable in full at the beginning of the contract year.

Contact Sue Weir Jones, at (202) 785-3891 or Sue@nonprofitrisk.org with any inquiries.