



**BoardSource SmartBrief**  
BoardSource

**2017 Media Kit**

# 32,170

**SUBSCRIBERS**  
**Opt-In E-mail Newsletter**  
**Published Daily**

## What is BoardSource SmartBrief?

An opt-in, daily email newsletter read by highly engaged nonprofit leaders and funders. Comprised of the day's top news about nonprofit governance, sourced from hundreds of top media outlets and trade publications.

## A Hit with Subscribers!

"It's about more than just awareness building. It has had a definite impact on how I do business. The information is so timely and far reaching that it helps me to think about innovation and development going forward." **-Executive Director**

"When I meet with clients I am better informed. I know things that [they] haven't heard yet, and it allows me to speak knowledgeably about a wide range of topics. It is a great confidence builder." **-President & CEO**

December 13, 2016

**BoardSource SmartBrief**  
Empowering Boards. Inspiring Leadership.

Daily news for nonprofit decision-makers SIGN UP - FORWARD

NONPROFIT HEADLINES Network For Good.

**Nonprofit, Beats and Rhymes Crew debut "Grow Food" single**  
A group of rappers known as the Beats and Rhymes Crew has partnered with Appetite for Change on a single dubbed "Grow Food" about the benefits of urban farming. The track seeks to raise awareness about the importance of maintaining a healthful diet in food deserts, an issue that affects about 23.5 million low-income Americans.  
[The Huffington Post](#) (12/9)  
[in](#) [t](#) [f](#) [G+](#) [e](#)

**Mobile tech, storytelling to be among 2017 nonprofit trends**  
The nonprofit sector will see an upswing in storytelling, the use of mobile technology to simplify the giving process and an increased emphasis on finding millennial and Generation X board members in 2017, according to this piece. Observers say next-gen board members can help nonprofits increase fundraising and networking.  
[Forbes](#) (12/13)  
[in](#) [t](#) [f](#) [G+](#) [e](#)

**12 L.A. nonprofits to receive Goldhirsh Foundation grants**  
The Goldhirsh Foundation has selected 12 nonprofits in Los Angeles to receive funds under its annual \$1 million My LA2050 Grants Challenge. Each organization will receive between \$25,000 and \$100,000 for projects that seek to improve the Los Angeles area.  
[Los Angeles Business Journal \(free registration\)](#) (12/8)  
[in](#) [t](#) [f](#) [G+](#) [e](#)

**Year-End Appeals for Procrastinators**  
A well-crafted appeal is crucial to reaching your goals, especially when so many organizations are clamoring for gifts. Not sure how to get started? We've got you covered.  
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BOARDS IN ACTION

**Nonprofit leader: Scary clowns interfering with our mission**  
Scary clowns popping up across the country are interfering with Clowns Without Borders USA's mission, said board member Tim Cunningham. The organization, which partners with groups like UNICEF and CARE, strives to bring "resilience through laughter" to crisis zones.  
[The NonProfit Times \(Morris Plains, N.J.\)](#) (12/12)  
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STRATEGIC LEADERSHIP

**Strong communities build strong leaders**  
Leaders should endeavor to make sure that they are surrounded by or are part of a true community because the support makes them more likely to accomplish their goals, writes Charles Vögl. To build a sense of community, leaders can make sure members know they are personally invested in their success and growth.  
[SmartBrief/Leadership](#) (12/9)  
[in](#) [t](#) [f](#) [G+](#) [e](#)

SECTOR ANALYSIS AND IMPACT

**Pilgrim Bandits partners with ad team on Christmas promotion**  
Pilgrim Bandits has teamed up with two advertising specialists to develop Nutcracker figurines with one arm and a prosthetic leg in honor of wounded soldiers. "We thought the Decorated Heroes project would be a great way to bring attention to our wounded this Christmas and a simple way for people to support our work to helping them live life to the full," said a spokesman for the nonprofit.  
[CampaignLive.com \(U.S.\)](#) (12/13)  
[in](#) [t](#) [f](#) [G+](#) [e](#)

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December 13, 2016

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### NONPROFIT HEADLINES

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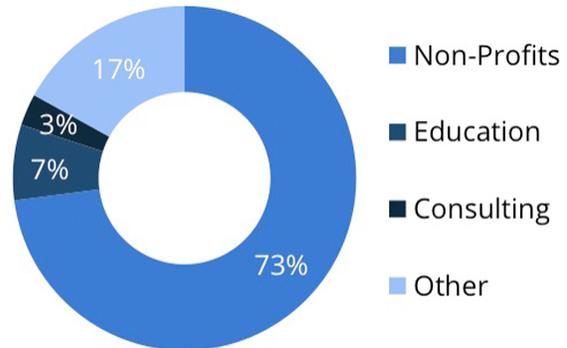
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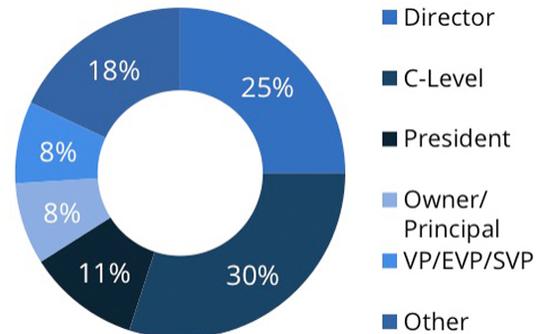


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## Subscribers by Company Type:



## Subscribers by Position Level:



## BoardSource Readers:

1. YMCA
2. Big Brothers Big Sisters
3. Boys & Girls Clubs of America
4. Habitat for Humanity
5. United Way
6. Susan G. Komen for the Cure
7. Make-A-Wish Foundation
8. Goodwill Industries
9. US Lacrosse
10. American Lung Association

Click image for full issue

## Advertising with SmartBrief

SmartBrief is the leading digital publisher of targeted business news, providing **unmatched access to and engagement among decision-makers and senior executives** who rely on industry trends and timely news to make smart decisions.

### Highly Engaged Audience

By combining industry editorial expertise with on-demand reader data, SmartBrief leads the industry in engagement rates. Our newsletters are also routinely tested and optimized for the best reading experience across devices and platforms. As a result, your message is guaranteed to cut through the clutter and **reach your target audience where it is** – without risking ad blocking or banner blindness.

### Solutions-Based Marketing

SmartBrief provides a variety of products for every stage of the buying cycle. Whether you're building your brand's reputation in the industry or filling your sales pipeline, your dedicated account support will help you **develop the optimal mix of advertising and content marketing solutions** to meet your goals. Maximize your current resources or use our editorial team for full-service content development and strategy.

### Measurable Performance

Moving past impressions and click data, SmartBrief provides the titles and company names of the people engaging with your ads and content. This in-depth data and hands-on account support make SmartBrief **a proven performer for our advertisers**.



Reach leaders  
and professionals  
who make or influence  
purchasing decisions



## SmartBrief Solutions

Whether you're launching a new product, driving traffic to an event or building out your sales pipeline, your dedicated SmartBrief account team can help you identify the right mix of advertising and content marketing solutions to achieve your goals.

### Brand Awareness



Keep your organization top of mind. Premium banner advertising and sponsorship of special reports can elevate and validate your brand among our readers.

### Thought Leadership



Establish your reputation and create a meaningful connection with your target audience by driving traffic to your assets or utilize our content specialists to create content for you.

### Lead Generation



Combine native newsletter advertising, exclusive sends and landing pages to generate demand and drive qualified leads. Our reporting provides the in-depth information you need to qualify conversions.

### Product Promotion



Build a campaign to generate buzz around a new product launch. Our top-performing ad units can promote demos, case studies and other product information to help you reach influential industry decision-makers.

### Event Presence



Gain exclusive access to trade association members and event attendees. Drive traffic to your booth, or highlight your thought leadership before and after a show by advertising in a SmartBrief or sponsoring a conference report.

### Content Creation



In addition to quality account support, rely on our editorial expertise to help you develop original content and a strategy for deploying that content through integrated advertising and native formats.

## Advertising Opportunities

### Display & Native Advertising

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#### Leaderboard

As the top banner above the SmartBrief publication masthead, the Leaderboard is the first thing our readers see when they open the newsletter. Such prominent placement is great for branding and staying top-of-mind with our readers, and being above-the-fold will ensure your ad is seen by the maximum number of readers.

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#### Medium Rectangle

SmartBrief's Medium Rectangle is a prominent ad placement within our news sections. This image-driven ad unit is perfect for branding and a great way to catch readers' attention with eye-catching creative.

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#### Rectangle-Text Ad

SmartBrief's news section sponsorships allow you to seamlessly align your brand message with our editorial content, positioning you as an industry resource. Make use of both images and text to provide useful resources, case studies or information about the features and benefits of a product using our high-performing advertising unit.

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#### Video-Text Ad

Stand out from the crowd as one of the first to present video in the inbox. Supercharge engagement by using a combination of video and text to drive video views and website traffic.

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#### Featured Content

The Featured Content section gives you exclusive ownership of an entire newsletter section. Featured Content is ideal for promoting branded content. Through a Featured Content news section sponsorship, you can showcase your thought leadership in the context of a trusted news resource.

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## Advertising Opportunities

### Exclusive Opportunities

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#### Special Report

The Special Report is an excellent way to align your brand with critical industry topics. SmartBrief editors supplement the daily newsletter with a one- or two-part send on a topic you choose related to trending news and industry developments.

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#### Conference Report

As the exclusive sponsor of the official Conference Report, your organization can reach attendees before and after the event with customized, relevant content. The two-part series offers readers a pre-show overview of conference themes and events, and a post-conference look back at key takeaways and highlights.

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#### Spotlight

The Spotlight allows you to engage your target audience with useful, relevant information on a topic of your choice. Your branded content runs in a stand-alone send to a SmartBrief newsletter audience, supported by relevant news and information summarized by the SmartBrief Content Services team.

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#### Dedicated Send

The Dedicated Send is an opportunity to send a stand-alone promotional e-blast to the audience of one of our SmartBriefs, with 100% of the message content coming from the advertiser. You provide the HTML for the send so you control the look of the message, including images and layout.

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## BoardSource SmartBrief 2017 Pricing

Display & Native Advertising	
Leaderboard (Top Banner)	\$525/issue
News 1	\$525/issue
News 2	\$375/issue
News 3	\$200/issue
News 4	\$175/issue
Featured Content	\$800/issue

News Section ads include the Rectangle-Text Ad, Medium Rectangle or Video-Text Ad

Upgrade any news section placement to a Video-Text ad - 25% premium

Exclusive Opportunities	
Special Report Single Issue	\$3,425
Special Report Series	\$2,625/issue
Dedicated Send	\$5,775
Spotlight	\$6,825
Best Of	\$6,825