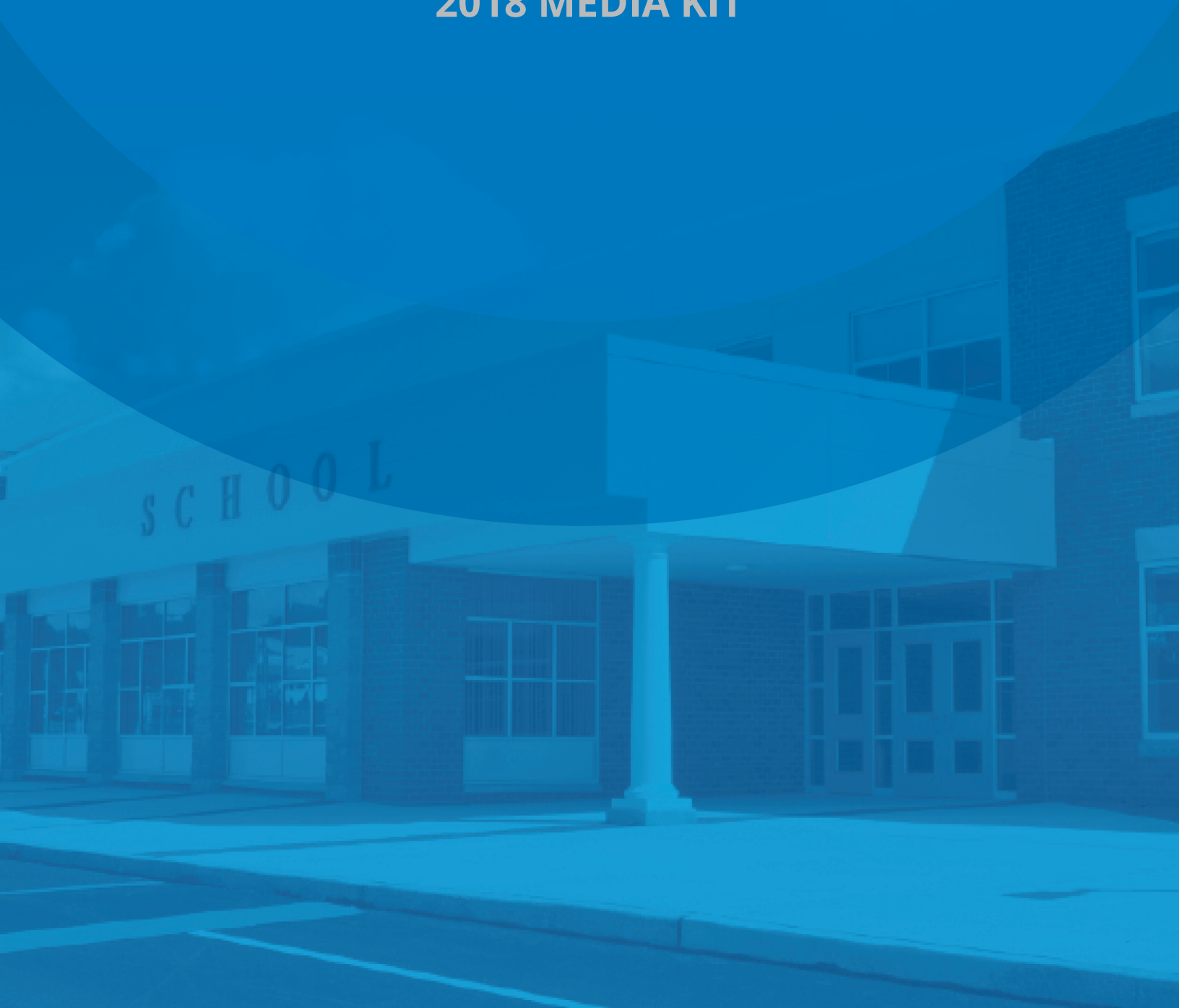


# BoardSource SmartBrief

**BoardSource**

**2018 MEDIA KIT**



**SmartBrief**

32,000

SUBSCRIBERS

Subscription-only News Service  
Published Daily

## The Smarter Way to Reach Non-Profit Leaders

BoardSource SmartBrief is a subscription-only news service dedicated to informing non-profit decision-makers and funders of the latest stories shaping non-profit governance. Developed in exclusive partnership with BoardSource, it provides a daily summary of essential non-profit news.

*"Partnering with SmartBrief has been one of the single best advertising decisions our marketing team has made. The key three things they have provided my team are relief, resources, and revenue... [they] understand our goals and provide a level of expertise that ensures we spend our money on the most effective strategy."* — Director, Demand Generation, Upserve

*"The SmartBrief publications have been a valuable investment for us. From an audience, engagement and cost per lead perspective — these programs are driving a positive impact on our demand generation initiatives."* — Marketing Manager, Salesforce ExactTarget Marketing Cloud

Contact:

Aaron Lawrence, Associate Publisher at (202) 499-2123 or [alawrence@smartbrief.com](mailto:alawrence@smartbrief.com)

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](#) [v](#) [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](#) [v](#) [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 \(free registration\)](#) (12/9)  
[in](#) [v](#) [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.  
[Start writing with this free template >>](#)

ADVERTISEMENT

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)  
[in](#) [v](#) [f](#) [G+](#) [e](#)

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 Vogl. 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](#) [v](#) [f](#) [G+](#) [e](#)

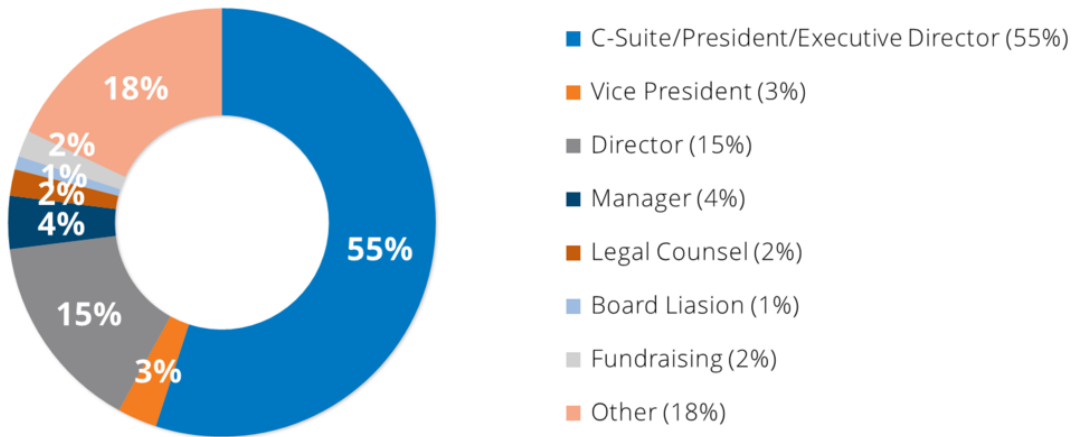
SECTOR ANALYSIS AND IMPACT

**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](#) [v](#) [f](#) [G+](#) [e](#)

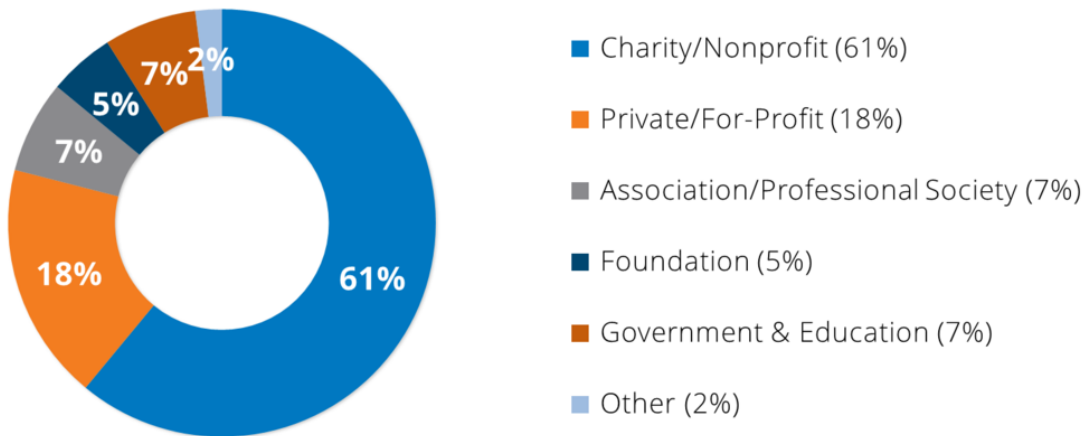
**BLF SEATTLE** BOARDSOURCE LEADERSHIP FORUM 2017 Register now and save \$200! Early bird rate expires December 16.

ADVERTISEMENT

### Who Reads BoardSource SmartBrief?



### BoardSource Readers by Organization Type:



### BoardSource Readers Include:

Google	YMCA	Boys & Girls Clubs of America
UBS Financial Services	USA Swimming	Habitat for Humanity
American Lung Association	The Salvation Army	Make-a-Wish Foundation
	Big Brothers Big Sisters of America	

# SmartBrief is the leading digital media publisher of targeted business news.



By combining industry expertise and a highly engaged network of readers, SmartBrief is a proven performer in strategizing, developing and distributing information that cuts through the clutter and provides real solutions to your audience's needs.

## UNMATCHED ACCESS

Working in exclusive partnership with leading trade associations and professional societies, SmartBrief provides unmatched access to business leaders and professionals who rely on timely and relevant news to make smart decisions.

## HIGHLY ENGAGED AUDIENCE

SmartBrief leads the industry in engagement rates. Our publications are continuously tested and optimized for the best reader experience. As a result, you can trust that you're reaching your target audience where they want to be.

## SOLUTIONS-BASED APPROACH

Whether you're building your thought leadership or sales pipeline, SmartBrief helps you strategize the right mix of advertising and content solutions to achieve your goals.

## PROVEN ROI

Moving past impressions and clicks, SmartBrief's reporting and dedicated account support provides in-depth data on companies and titles to show you how the audience engages with your content. We are committed to providing you with optimal performance and campaign insight.

# SmartBrief Solutions

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



## BRAND AWARENESS

Keep your organization top of mind with your industry's top business leaders and professionals. Premium banner advertising, in combination with 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 existing brand assets or utilize our subject-matter experts to create white papers, webinars and blog posts that resonate with prospects and power your campaigns.



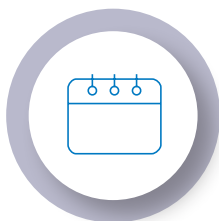
## LEAD GENERATION

SmartBrief subscribers make or influence purchasing decisions. Combine targeted advertising with exclusive sends and landing pages to **generate demand and drive qualified leads.** Our in-depth reporting provides the information you need to qualify conversions and continue the conversation.



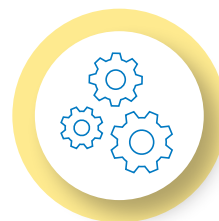
## PRODUCT PROMOTION

Build a campaign to **generate buzz around a new product launch.** Our top-performing ad units, exclusive sends and video can promote demos, case studies and other product information to help you effectively reach influential business leaders.



## EVENT PRESENCE

**Drive booth traffic or build thought leadership** before, during and after a show with targeted advertising and sponsorship of a conference report offering 100% share of voice alongside the show's memorable highlights and keynotes.



## CONTENT CREATION

Along with dedicated account support, **work with our subject-matter experts** to develop compelling, meaningful content — including white papers, blog posts and webinars — and a strategy for distributing it through targeted advertising and exclusive sends and sponsorships.

## 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.

[View Sample](#)

[View Specs](#)

#### 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.

[View Sample](#)

[View Specs](#)

#### 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.

[View Sample](#)

[View Specs](#)

#### 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.

[View Sample](#)

[View Specs](#)

#### 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.

[View Sample](#)

[View Specs](#)

## 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.

[View Sample](#)

[View Specs](#)

#### 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.

[View Sample](#)

[View Specs](#)

#### 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.

[View Sample](#)

[View Specs](#)

#### 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.

[View Sample](#)

[View Specs](#)

## 2018 PRICING

### Display & Native Advertising

Leaderboard (Top Banner)	\$625/issue
News 1	\$625/issue
News 2	\$440/issue
News 3	\$250/issue
News 4	\$225/issue
Featured Content	\$925/issue

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

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

### Exclusive Opportunities

Special Report Single Issue	\$3,950
Special Report Series	\$3,025/issue
Dedicated Send	\$6,650
Spotlight	\$6,650
Best Of	\$7,850