



Reach *Influence*

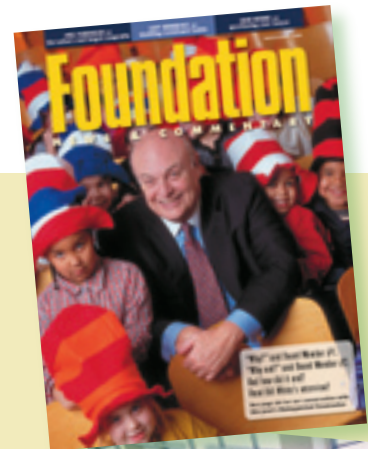
IMPACT

Foundation

NEWS & COMMENTARY

Foundation News & Commentary (FN&C) is the premier publication in the philanthropic market. It serves as a vehicle for information, ideas, analysis and commentary relevant to effective grantmaking. It seeks to enhance understanding of organized philanthropy by grantseekers, policy makers, opinion leaders and the society at large.

Foundation News & Commentary is the flagship publication of the Council on Foundations, a membership organization that serves the public good by promoting and enhancing responsible and effective philanthropy.



Reach Influence IMPACT

Reach

According to the Foundation Center's *2003 Foundation Yearbook*, there are approximately 62,000 foundations in the country, with total assets of more than \$400 billion. Selling to this lucrative but diffuse market is challenging to say the least. With a readership representing nearly 65% of those total foundation assets,¹ *FN&C* can put your company in touch with more foundation executives and trustees than any other publication in the field. *FN&C* will give your marketing the breadth and depth you need to reach prospective customers.

Influence

FN&C readers can be described best as leaders. Our readers give more than \$16 billion in grants to local, national and international charities. They influence public policy and help shape the growth and development of our communities and the nation. They are also at work in the nation's top foundations and nonprofit organizations, making decisions on the types of products and services they need to support their work. Let *FN&C* introduce your company to the people that have the power to act.

IMPACT

In today's world, effective selling necessitates sophisticated branding and marketing. That's why it is more important than ever to include *FN&C* in your marketing mix. *FN&C* is one of the industry's most trusted and respected publications. Whether your goal is to reaffirm your position within the market or to build new awareness and recognition, *FN&C* provides a powerful, effective solution. Turn to the resource that the foundation world turns to most—and watch your brand, visibility and bottom line grow.

¹ Council on Foundations, 2002 Year End Membership Report

Reach

Whether you're the marketing director for a technology company, a lawyer or a consultant, no doubt you have experienced your share of challenges in reaching the philanthropic marketplace. Foundations can be an idiosyncratic bunch—each organization seems to have its own quirks and unique characteristics.

Foundation News & Commentary is the conduit that brings all sectors of the industry together under one umbrella. No other publication will provide your company with better exposure, cost-effective advertising rates or a higher readership of foundation executives and trustees than *FN&C*. In fact, *FN&C* delivers more foundation executives and trustees than any other publication in the sector. Written by grantmakers for grantmakers, the magazine reaches executives and trustees from more than 2,000 of the nation's largest, most influential foundations. We also reach 3,000 of the savviest nonprofit executives that turn to *FN&C* for the inside scoop on the foundation world.

Circulation

Total Paid Subscribers — 6,600

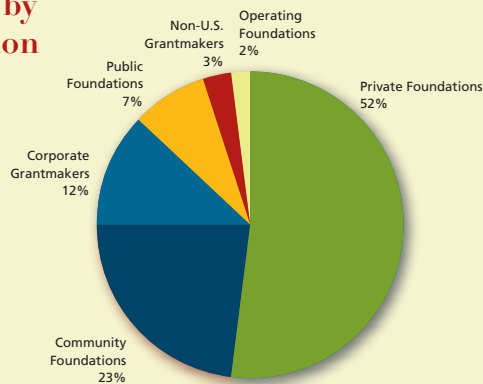
**Foundations/
Grantmakers
3,400**

**Nonprofits/
Grantseekers
3,200**

Total Readers per Issue — 12,900

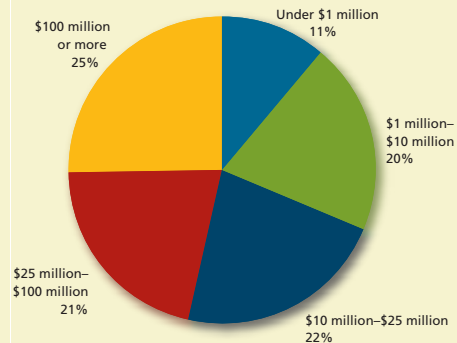
(includes bonus distribution and pass-along readership)

Readers by foundation type



Council on Foundations, 2002 Year End Membership Report

Readers by asset size



Foundation News & Commentary, 2003 Reader Survey

"They offer a variety of content that fits the philanthropy market, which is a very big tent, from liberal to conservative, large and small, independent and family."

John Stanley
President
The Legacy Group, Inc.

Influence

FN&C readers clearly have a bond with the magazine. This connection to the editorial content generates an advertising environment that spurs readers to take action.

Foundation News & Commentary is the most used membership benefit according to a 2002 survey of Council on Foundations members.

FN&C inspires readers to act

79% have read 3 of 4 issues

61% use the magazine for ideas

37% save every issue for future reference

14% made a decision based on something read

FN&C readers are your company's best prospective customers

56% are CEO's, trustees or vice presidents

56% foundation readers have grantmaking budgets of \$1 million or more

35% of readers have investment portfolios of \$50 million or more

Foundation News & Commentary, 2003 Reader Survey



"I find the magazine to be an excellent window into an otherwise closed world of old money."

Philip Cubetta, CLU, ChFC, MSFS
Chief of Staff
The Nautilus Group

"FN&C is timely, accurate, and a real pleasure to find in the mailbox. I read it as soon as I get it, then pass it along, full of 'Hey! Read this!' notes."

Victoria McGovern, Ph.D.
Program Officer
Burroughs Wellcome Fund

IMPACT

"Magazines are the strongest media contributor to ROI regardless of budget, category position, seasonality and brand loyalty."

Marketing Management Analytics, Magazine Publishers of America

FN&C readers purchase a variety of products and services targeted at the nonprofit and philanthropic markets. And 71% of our readers have decisionmaking authority. *FN&C* provides your company with a premier vehicle for reaching the prospective buyers and clients that can make a difference to your bottom line.

For more detailed information about reader demographics and the products and services purchased, please see the advertiser portion of our website at www.foundationnews.org.



Products currently purchased/used

Service	% Readers that Use/Purchase	Typical Amount Spent per Purchase
Audit/Accounting/Tax Services	82%	\$5,000–\$10,000
Computer Software	75%	up to \$5,000
Consulting Services	60%	more than \$10,000
Legal Services	58%	up to \$5,000
Investment Management	50%	more than \$10,000
Website Design/Development	50%	up to \$5,000

Foundation News & Commentary, 2003 Reader Survey

Foundation News & Commentary offers you a variety of advertising options to meet your marketing needs.

DISPLAY ADVERTISING

Foundation News & Commentary is published six times per year with guaranteed bonus distribution at all Council on Foundations conferences and events. Please consult the accompanying 2004 Editorial Calendar for information on specific features and special sections. Color and black and white ads are available. The accompanying rate card provides more detailed information on ad rates, specifications and closing dates.

FN&C PHILANTHROPY MARKETPLACE—NEW!

Stand out as a leader in the market. The *FN&C Philanthropy Marketplace* is the go-to source for the foundation executive, manager and trustee. Available to the entire field through the *FN&C* and Council on Foundations websites, the *FN&C Philanthropy Marketplace* is a comprehensive listing, offering informative overviews of key business areas such as consulting, financial management and legal services, in addition to detailed information on the companies that serve the philanthropic market. Searchable by company name, location and business category, the *FN&C Philanthropy Marketplace* offers your company exceptional visibility. Most importantly, you can position your company as an industry expert by presenting our readers with case studies, reports and other information on your products.

The *FN&C Philanthropy Marketplace* is a new service and will be launched in early 2004. There are special opportunities to serve as a charter partner for the launch. Please refer to the accompanying rate card for more information on this unique resource.

OTHER OPPORTUNITIES

Boost the impact of your ad by sponsoring *FN&C* cover wraps and inserts. There are special opportunities available for designated conference issues. In addition, we can target your message to specific segments of our readership. Call us to craft the ideal package that will deliver the reach and impact you need for sales success.

SPONSORSHIP/EXHIBIT OPPORTUNITIES

Enhance your company's visibility at Council on Foundations conferences with advertising/exhibiting and/or sponsorship packages. To learn more about the right option for your company, please contact Amy Delia at 202/467-0388 or by e-mail at delia@cof.org.

DESIGN SERVICES

FN&C's design staff is available to help you create a display ad that will get you noticed. To take advantage of this service, please contact Heather Peeler, Managing Editor, at 202/467-0453 or peelh@cof.org for more information.

For all inquiries and/or material submission, please contact:

Heather Peeler, Managing Editor
Foundation News & Commentary
Council on Foundations
1828 L Street, NW, Suite 300
Washington, DC 20036
Phone: 202/467-0453
Fax: 202/785-3926
Email: peelh@cof.org

"FN&C is the 'go-to' publication for the nonprofit sector. It provides insightful writings about the profession, sage advice from leaders in the field, and news and resources for thoughtful and effective grantmaking."

Keith Cruickshank, Executive Director, Kids In Sports

FN&C ADVERTISING POLICIES

Contract space must be used within one year from the first insertion. Frequency rates are applicable for space used within one calendar year from the first insertion. Written insertion orders are requested for each ad and must be received before the closing dates. Space cancellations must be received in writing prior to the space reservation deadline, or advertiser will be liable for charges.

All contents of advertisements are subject to publisher's approval. Only publication of an advertisement shall constitute final acceptance of the advertiser's order. Positioning of advertisements is at the discretion of the publisher.

Please consult the accompanying *FN&C* rate card and editorial calendar for additional information.

Reach Influence IMPACT

Foundation
NEWS & COMMENTARY

1828 L Street, NW, Suite 300, Washington, DC 20036-5168
202/466-6512 • www.foundationnews.org

Every issue of *Foundation News & Commentary* presents issues that are most important to the philanthropic field—information that our subscribers can't find anywhere else. In addition to in-depth features, our regular columns and departments are highly regarded by our readers.

Reach Influence IMPACT

Proposed Editorial Line-up

<p>ISSUE DATE: January/February</p> <p>COVER: Family Foundations</p> <p>HIGHLIGHTS:</p> <ul style="list-style-type: none"> • Family Foundations closing out • Divergent Family Foundation interests • Discretionary grants • Succession Planning tips for family foundations • Inheritance tax update <p>CLOSING DATE: December 3, 2004</p> <p>MATERIALS DEADLINE: December 10, 2004</p> <p>BONUS DISTRIBUTION: COF Family Foundation Conference</p>	<p>ISSUE DATE: March/April (February 28, 2005)</p> <p>COVER/SPECIAL SECTION: Accountability II (Promoting Annual Conference)</p> <p>HIGHLIGHTS:</p> <ul style="list-style-type: none"> • Spotlight on San Diego Philanthropy • Strong Commentary on Self-Regulation • Newcomer Expectations (20 things I'd wish I'd known) • Leadership challenges and opportunities for grantmakers • Announcing COF Wirthlin Research Results • Legal Brief: Tips on Tax Returns <p>COF AWARDS WINNERS ROUNDUP:</p> <ul style="list-style-type: none"> • Conversation with 2005 Scrivner Award winner • Conversation with 2005 Distinguished Grantmaker • 2005 Wilmer Shields Rich Awards Winners <p>CLOSING DATE: February 4, 2005</p> <p>MATERIALS DEADLINE: February 11, 2005</p> <p>BONUS DISTRIBUTION: COF Annual Conference, April 10–12</p>
<p>ISSUE DATE: May/June (April 29, 2005)</p> <p>COVER/SPECIAL SECTION: Corporate Giving (Promoting Corporate Summit)</p> <p>HIGHLIGHTS:</p> <ul style="list-style-type: none"> • Essay on summit theme/highlights. • Profile on San Francisco Corporate Grantmaker • Polybag Corporate Stewardship Principles (?) • Capacity Building Nightmares: Best of the Worst • What happens when a foundation's under fire? • Legal Brief: Tips on Selecting an Auditing Firm <p>CLOSING DATE: March 25, 2005</p> <p>MATERIALS DEADLINE: April 1, 2005</p> <p>BONUS DISTRIBUTION: Corporate Grantmakers Summit</p>	<p>ISSUE DATE: July/August (June 30, 2005)</p> <p>COVER/SPECIAL SECTION: Promoting Fall Conference/Institutes</p> <p>HIGHLIGHTS:</p> <ul style="list-style-type: none"> • Essay on fall conference theme • Spotlight on Seattle philanthropy • International Community Foundations • Capacity Building Nightmares (Best of Worst) • Live AID 20th Anniversary Interview with Bob Geldoff <p>CLOSING DATE: May 27, 2005</p> <p>MATERIALS DEADLINE: June 3, 2005</p>
<p>ISSUE DATE: September/October (August 31, 2005)</p> <p>COVER/SPECIAL SECTION: Tools for Grantmakers</p> <p>HIGHLIGHTS:</p> <ul style="list-style-type: none"> • Technology Update • Managing your workload • Discretionary Grants • Investment Performance Portfolio item <p>CLOSING DATE: July 22, 2005</p> <p>MATERIALS DEADLINE: July 29, 2005</p> <p>BONUS DISTRIBUTION: COF Community Foundation Conference, Regional Associations of Grantmakers and Affinity Group annual meetings</p>	<p>ISSUE DATE: November/December (October 31, 2005)</p> <p>COVER/SPECIAL SECTION:</p> <p>HIGHLIGHTS:</p> <ul style="list-style-type: none"> • Funding and Immigration • Trends in International Grantmaking • Who Funds What: Top 5 Listings • Inheritance Grants Updates <p>CLOSING DATE: September 23, 2005</p> <p>MATERIALS DEADLINE: September 30, 2005</p> <p>BONUS DISTRIBUTION: Regional Associations of Grantmakers and Affinity Group annual meetings</p>

DISPLAY ADS

FOUR COLOR	1X	3X	6X	DIMENSIONS
2 Page Spread	\$6,292	\$6,065	\$5,840	17" x 11 1/4"
Cover 2	\$4,035	\$3,925	\$3,740	8 3/8" x 11 1/4"
Cover 3	\$3,960	\$3,815	\$3,630	8 3/8" x 11 1/4"
Cover 4	\$4,195	\$4,035	\$3,840	8 3/8" x 11 1/4"
Full Page	\$3,495	\$3,375	\$3,225	8 3/8" x 11 1/4"
2/3 Page Vert	\$3,090	\$2,990	\$2,880	4 5/8" x 9 11/16"
1/2 Page Horiz	\$2,645	\$2,555	\$2,475	7 1/8" x 4 13/16"
1/3 Page Sq	\$2,330	\$2,250	\$2,195	4 5/8" x 4 3/4"
1/3 Page Vert	\$2,330	\$2,250	\$2,195	2 1/4" x 9 11/16"

BLACK-AND-WHITE 1X	3X	6X	DIMENSIONS	
2 Page Spread	\$3,935	\$3,710	\$3,480	17" x 11 1/4"
Full Page	\$2,320	\$2,195	\$2,015	8 3/8" x 11 1/4"
2/3 Page Vert	\$1,915	\$1,815	\$1,700	4 5/8" x 9 11/16"
1/2 Page Horiz	\$1,475	\$1,380	\$1,300	7 1/8" x 4 13/16"
1/3 Page Sq	\$1,150	\$1,070	\$1,020	4 5/8" x 4 3/4"
1/3 Page Vert	\$1,150	\$1,070	\$1,020	2 1/4" x 9 5/8"
1/6 Vert.	\$ 785	\$ 730	\$690	2 1/4" x 4 3/4"

Second Color Rates

Each additional PMS (Match) color: \$575
One Metallic or fifth color: \$815

Special Placement

Special placement of your advertising is billed at the current rates plus a 15% Guaranteed Position Surcharge.

Bind-in cards, cover wraps and polybagging opportunities are available in combination with print advertising only. Bind-in dimensions are 5 1/2" x 4 1/4". Contact Camille Tilley-Mayfield at 202/467-0453 for more details.

Mechanical Specifications

Foundation News & Commentary is printed on web offset. Ink run to SWOP standards.

Trim size: 8 1/4" x 10 7/8". Keep all live matter 3/8" from head and foot trim and 5/8" from outer trim.

Binding: Saddle stitched
Bleed specifications: 8 3/8" x 11 1/4"

Material Specifications

Accepted file formats: High-resolution PDF, .eps, .tif, Quark, InDesign, Illustrator, and Photoshop. Please send files on CD to the FN&C offices. For electronic transmission, please contact Camille Tilley-Mayfield at tillc@cof.org for instructions to access our advertising e-room.

If you are submitting your materials in film, 150-line screen accepted. Should be in one-piece, right-reading, emulsion side down. For chromalins or matchprints, one-piece laminated proofs are preferred.

All four-color ads should have an accompanying high-quality color proof with crop marks and color bars.

FN&C Philanthropy Marketplace

Available online and in-print, the FN&C Philanthropy Marketplace is a comprehensive listing of companies that provide products and services to the philanthropic market. All listings are presented online by business category and are searchable by company name and location. There are three levels of participation. All pricing is on an annual basis.

Gold Listing

Listing in six issues of FN&C—print only
"Top-of-Page" placement—online only
Advertorial content—online only
One PDF link—online only
Descriptive text (100 words)
Hyperlink to company website—online only
Full contact information (company name, contact name, mail and web address, phone and fax numbers)
Price: \$1,200

Deluxe Listing—online only

Priority placement on search results and category pages
Descriptive text (50 words)
Hyperlink to company website
Full contact information
Price: \$750

Basic Listing—online only

Descriptive text (25 words)
Hyperlink to company website
Full contact information
Price: \$500

For information, reservations and material submission, please contact:
Camille Tilley-Mayfield, Interim Managing Editor
Council on Foundations, 1828 L Street, NW, Washington, DC 20036
Phone: 202/467-0453 Fax: 202/785-3926 Website: www.foundationnews.org
Email: tillc@cof.org

TERMS

Rates

- All rates quoted are per insertion.
- Rates are effective through the Nov/Dec 2005 issue of *Foundation News & Commentary*.

Payment Terms

- First time advertisers must submit payment with the Advertising Contract. All subsequent advertising insertion orders will be invoiced after publication. Payment is due within 30 calendar days from the date of the invoice. Publisher reserves the right to require full payment in advance for companies whose accounts are outstanding for 60 days or more by the closing date of the current issue. The advertiser and/or its agency shall be jointly and severally liable for all moneys due and payable to *Foundation News & Commentary* for advertising that the advertiser or its agency ordered.
- A 15% agency discount is available to recognized advertising agencies. All agency discounts are at the sole discretion of the Publisher and are not guaranteed. Any agency discount will not apply to typesetting, illustration or other special services.

Insertions

- Contract space must be used within one year from the first insertion. Frequency rates are applicable for space used within one calendar year from the first insertion.
- Written insertion orders are requested for each advertisement and must be received before the closing dates. Any extension of this date must be approved in writing by the Publisher. Such extensions are at the Publisher's sole discretion.

Cancellation

- Space cancellations must be received in writing prior to the space reservation deadline, or advertiser will be liable for charges for the contracted space. If the advertiser has previously advertised, the Publisher reserves the right to repeat the former advertisement at the full rate. If the advertiser has not previously run an advertisement, the advertiser will be charged for the space reserved.
- An advertiser who has been billed at a frequency discount rate and fails to advertise at the frequency upon which the discount was based will be billed for the difference between the discount rate and the then standard rate for the number of actual insertions.

Advertisement Content and Placement

- All contents of advertisements are subject to Publisher's approval. Only publication of an advertisement shall constitute final acceptance of the advertiser's order.
- Positioning of advertisements is at the discretion of the Publisher.
- The Publisher reserves the right to place the word "Advertisement" with copy that, in the Publisher's opinion, resembles editorial matter.

Publisher's Liability and Indemnity

- The Publisher shall not be liable for failure to print, publish or circulate any or all portions of an issue to the extent that events beyond the Publisher's reasonable control, such as labor strikes, picketing, acts of God, severe weather, acts of terrorism, civil disturbances, shortages of materials, or governmental intervention, materially affect the Publisher's ability to perform. The Publisher's liability for failure to publish an advertisement for any other cause will be limited to the cost of the contracted space in the issue.
- The Publisher shall assume no liability from any claims arising from the publication of the advertisement; in this regard, the advertiser and/or its agency agree to indemnify and hold the Publisher harmless from any claims arising from the content of the advertisement.
- In no event shall the Publisher be liable to any party for indirect, special, incidental or other consequential damages arising out of its performance of the obligations under this agreement, including, without limitation, any lost profits or business interruption, even if Publisher has been expressly advised of the possibility of such damages. In no event shall the Publisher's liability exceed the cost of the contracted space.