



# ADVERTISE WITH US

## It's Time To Stand Out!

**The nonprofit community is a major economic force.**  
**In Canada, it is estimated that the sector **spends \$86 billion each year!****  
CharityVillage® offers you several ways to reach this audience.

## Our Audience & Reach

Reach Our **125,000+** Unique Monthly Website Visitors

Over **115,000+** Weekly Newsletter Subscribers and Growing!

Target **1,000's** of Professionals in the Nonprofit & Charitable Sectors



## Our Advertising Services

### Website Advertising

Leaderboard and block ad elements are available to suitable advertisers that include the most popular pages at CharityVillage®. We've designed a high-value, cost-effective program based on the current research on leaderboard and block ad effectiveness.

### eNewsletter

Village Vibes is a weekly eNewsletter that has developed a loyal audience of more than 115,000 of our most enthusiastic and engaged community members. You can focus your message on these movers and shakers with short ads in Vibes .



### Contact Us

✉ [hannah@charityvillage.com](mailto:hannah@charityvillage.com)

🐦 @charityvillage

📷 @charityvillage

📘 @charityvillage



# YOUR ADVERTISING OPTIONS & PRICING

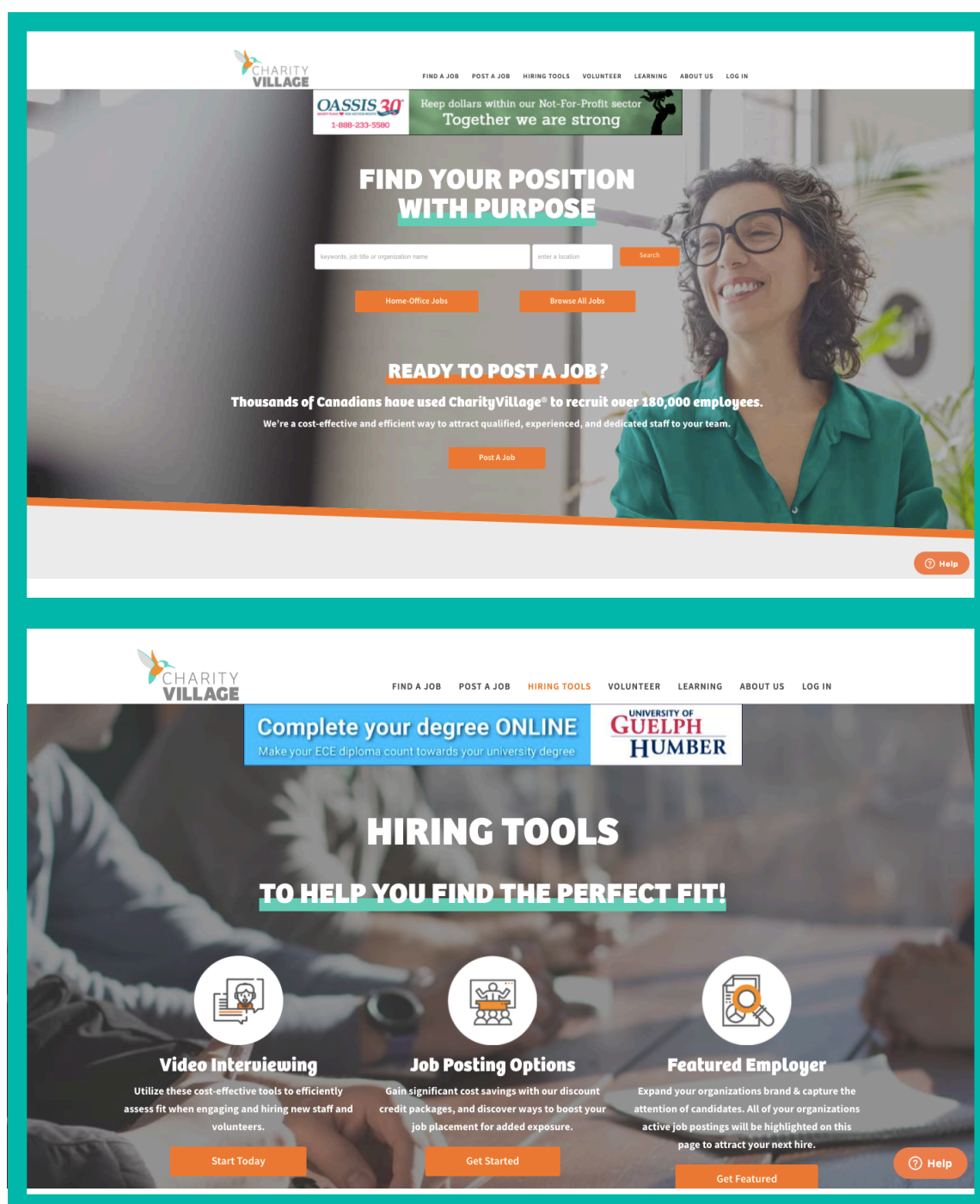
## Website Advertising

These ad placements give your company the attention it deserves in front of your target audience. Reach thousands of Canadian Charities and Nonprofits.

### Leaderboard Ad

This campaign consists of one large format banner advertisement at the top or bottom of the home page and within interior pages of the site. All ad elements are run-of-site and have equal share-of-voice with all suitable advertisers.

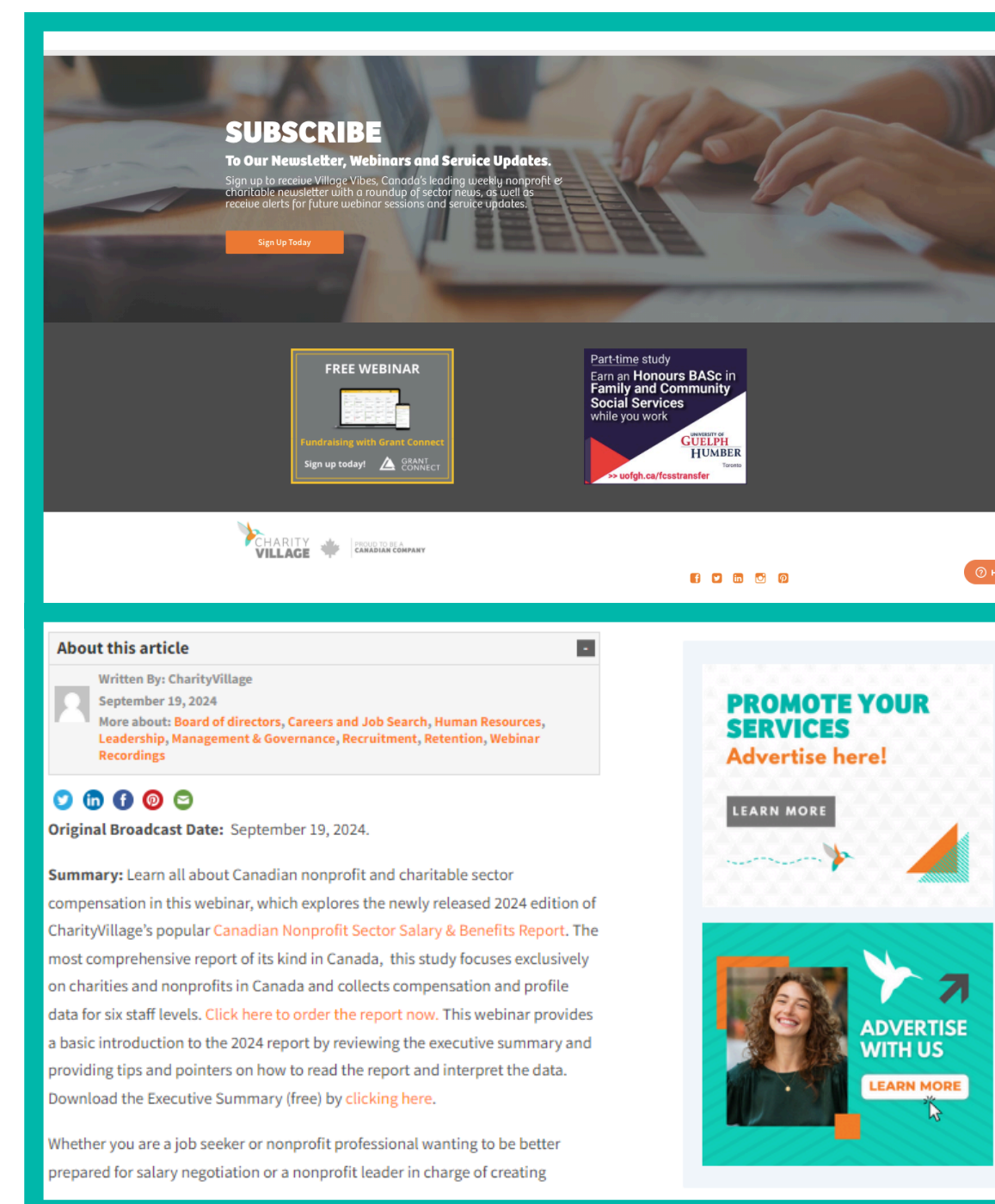
Specifications: 728 x 90px & 320 x 50px



### Block Ad

This campaign element consists of one large format block advertisement at the top (or bottom) of the home page and within interior pages of the site. All ad elements are run-of-site and have equal share-of-voice with all suitable advertisers

Specifications: 300 x 250px



## Campaign Options

	12 Months	6 Months	3 Months
Leaderboard Ad	\$8,500	\$5,500	\$3,500
Block Ad	\$6,000	\$4,000	\$3,000
Leaderboard & Block Ad Combo	\$11,000	\$7,000	\$5,000



# YOUR ADVERTISING OPTIONS & PRICING

## Webinar

CharityVillage® offers free, monthly webinars to nonprofit and charity leaders, staff, and volunteers focused on a variety of topics of interest to professionals working in the Canadian nonprofit sector. We invite subject matter experts to co-host webinar sessions and receive brand exposure through the active promotions of the webinar and facilitation of the session.

### Webinar Package

Webinars are 60 minutes in length. All webinars are recorded and kept live on the CharityVillage site and YouTube channel. The recordings are sent to registrants who could not attend the live session. CharityVillage webinars generate a range of 1,000 to 3,000 registrants, all reliant on the subject matter. The live attendance rate is 25-30% of the total number of registrants - higher levels are generated with subject-matter resonating with a broader audience. Below is a list of what is included within a webinar package, which is very fulsome.

- Dedicated **Landing Page** to promote the session, with the option of branded graphics.
- **Dedicated Eblast** to the CharityVillage webinar subscription list of more than 115,000 active subscribers.
- **Featured Article** distributed in Village Vibes and on **Social Media**.
- Registration page is promoted throughout the promotional period in **Village Vibes, Webinar Round Up Eblasts**, and on social media.
- Advertisers receive a **Lead List** comprised of attendees who have expressed interest in being contacted by the presenter.

### Pricing

**\$9,000 per webinar package.**

## Advertiser Eblasts

CharityVillage® offers advertisers the opportunity to promote dedicated eblasts to our Partner List of over **135,000** active subscribers averaging **20-30%** open rates. Eblasts can range from new research reports for the sector to upcoming conferences that may be of interest to nonprofit professionals.

### Pricing

**\$6,000 per eblast.**

## Testimonial

*"I've recently had the pleasure of working with Marina and Mercedes from the CharityVillage webinar team on a big presentation. It is such a joy to collaborate with professionals who know how to take the stress out of the operations of delivering a webinar to a large audience. From the setup to the technical checkout, and the introductions to managing the curation of the questions in the QA segment, there is really nothing more they could have done. As a speaker, I felt very well taken care of and empowered to deliver my best work!"*

**Daryl Hatton,**  
**Founder & CEO of FundRazr**

**NEW REPORT**  
blackbaud

Canada Giving Focus  
Access insights impacting nonprofits like yours.

Download now

**Inspiration to Boost Fundraising in 2023**

Looking for a comprehensive view of the state of the Canadian nonprofit and charitable sector? Check out the release of Blackbaud's new **Canada Giving Focus Report**.

With this latest publication, you will gain access to income trends, consumer-led fundraising insights and challenges across the sector, plus a deep-dive into Canadian donor behaviour.

Download your copy to access:

- A Foreword with an overview of the fundraising landscape by Brady Carballo-Hambleton, Senior Vice President, Ontario & Nunavut, Heart & Stroke Foundation
- Nonprofit benchmarks from the Status of Canadian Fundraising Report
- Preferences of Canadian donors from the Donor Behaviour Insights Report
- Actions your organization can take to expand your plan for fundraisers in 2023

Get The Report

**THE FUNDAMENTALS OF EMAIL MARKETING FOR NONPROFITS**

keela

Email Marketing 101:  
The Fundamentals of Email Marketing for Nonprofits

Webinar presented by:  
The Keela Team

About this article

Written By: CharityVillage  
November 17, 2022  
More about: Fundraising, Individual Giving, Major gifts, Marketing, Marketing & Communications, Newsletters, Online Giving, Webinar Recordings

Original Broadcast Date: November 17, 2022.

**Summary:** Email marketing is an important communication channel for nonprofits. Whether you're sending newsletters or fundraising appeals, you can personalize your messages and connect with donors via emails better than you can with traditional advertising. But, how can you get the most out of your email marketing campaigns?



# YOUR ADVERTISING OPTIONS & PRICING

A

 **Great Canadian Giving Challenge**  
You could WIN \$20,000 for your charity! Join the challenge, and rally your donors around this limited-time opportunity to boost your summer donations. [Learn More](#)

**Village Vibes**  
Your Weekly Round-Up of Nonprofit News and HR Resources 

B

**Boost your fundraising knowledge and confidence**  [Learn More](#)

 **CHARITYVILLAGE CONNECTS**  
**HOW BILL S-216 COULD TRANSFORM THE NONPROFIT SECTOR FOREVER**  
[LISTEN NOW](#)

**Bill S-216: The Effective and Accountable Charities Act**  
Bill S-216 seeks to amend the Income Tax Act to empower charities by allowing them to more effectively collaborate with a wider range of organizations, including those without charitable status, which the Act refers to as "non-qualified donees." What would this mean for the nonprofit sector? [LISTEN NOW.](#)

B

 **Playing catch-up with HR Compliance?** [Get Expert Help](#)

## [2022 Canadian Nonprofit Sector Salary & Benefits Survey](#)

We are excited to announce our 2022 Canadian Nonprofit Sector Salary & Benefits Survey. The purpose of the study is to gather accurate compensation information specific to the nonprofit sector. Your participation is vital to creating a robust report that will give us a better understanding of how the pandemic has impacted salaries and benefit programs in Canadian nonprofits and charities.

Participate now to receive 50% off the final report when it is published! \*Surveys must be completed on or before June 24, 2022, to be included in the results and to qualify for the 50% discount. [TAKE THE SURVEY.](#)

 **PRESENTING**  
**2022 CANADIAN NONPROFIT SECTOR SALARY & BENEFITS SURVEY**  
**50% OFF THE REPORT** [PARTICIPATE NOW](#)

**FIND YOUR NEXT JOB ON CHARITYVILLAGE:**  
Browse hundreds of job listings on [CharityVillage](#)

- [Executive Director](#)
- [Communications](#)
- [Finance](#)
- [Research](#)
- [Remote Jobs](#)



[FIND JOBS ON CHARITYVILLAGE.COM](#)

## [What would you do if you knew you could not fail?](#)

Are you feeling stuck, unfulfilled, or bored? Or at a midpoint in your career and trying to figure out where to go next? Learn how to find or refocus your career/life path by digging deep and analyzing where you are now and where you want to be. [READ MORE.](#)



## eNewsletter Advertising

**Over 115,000 CharityVillage members subscribe to **Village Vibes** to stay up-to-date on the latest industry news and events. With its average 26% open rate, Village Vibes associates your brand with relevant content and puts your message in front of nonprofit professionals each week.**

We offer a **13 Consecutive Week Ad Placement** in our Village Vibes eNewsletter

\*Please note that advertising rates & availability are subject to change at any given time, without warning.

### A. Leaderboard - \$5,700

Image Dimensions: 728 x 90px

File formats: JPEG, animated GIF

Maximum file size: 40k & Resolution: 72 DPI

### B. Lower Leaderboard - \$4,100

Image Dimensions: 728 x 90px

File formats: JPEG, animated GIF

Maximum file size: 40k & Resolution: 72 DPI



# YOUR ADVERTISING OPTIONS & PRICING

## eNewsletter Advertising Continued

We offer a **13 Consecutive Week Ad Placement** in our Village Vibes eNewsletter

\*Please note that advertising rates & availability are subject to change at any given time, without warning.

C  
D  
E

**PRODUCT SHOWCASE**

**Vancity Community Investment Bank**  
**Impact GIC**  
Competitive return,  
100% impact  
VCIB.CA/GIC

**Invest with your organization's values**

The Impact GIC from [Vancity Community Investment Bank](#) (VCIB) offers non-profits the ability to support transformational work in the community while investing at competitive rates. When you invest with VCIB, 100% of your funds contribute to affordable and sustainable communities across Canada. [Learn more.](#)

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**Six tips for successful executive director performance reviews**

Let's be honest: most people are not big fans of the annual performance review process – regardless of what side you are on. Managers typically see them as an inconvenience and employees tend to dread them. Add in awkward vibes and convoluted processes and you've got the potential for a lot of blood pressure to rise! So knowing the above, how does this play out for the Executive Director/CEO of a non-profit? [READ MORE.](#)

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**NONPROFIT NEWS**

*Our News section rounds up the best of the past week's Canadian nonprofit sector news and announcements.*

- CharityVillage's 2022 Canadian Nonprofit Salary Survey
- 3 In 10 Canadian workers considering job change in second half of 2022
- London area employers in the care economy facing significant labour challenges
- Make a submission to the Federal Housing Advocate
- Canadian workers report highest engagement levels and best job climate in the world, despite higher stress levels for women
- Survey of US nonprofits: The pandemic and an increased focus on racial equity are changing the sector

*Stay up to date on nonprofit sector news - [click here](#) to browse all our news articles.*

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**PRODUCT SHOWCASE**

The Great Transfer of Wealth: How to Reach The Next Generation of Donors  
keela  
Webinar presented by  
Najeed Kassam  
CEO of Keela

**The Great Transfer of Wealth: How to Reach The Next Generation of Donors**

On June 23, join us for a free webinar to learn how your organization can reach the next generation of donors. Nonprofit organizations can proactively prepare for this shift by cultivating better relationships with the younger generations.

You will learn how to implement key donor cultivation and fundraising strategies to attract and retain younger donors.

[REGISTER NOW.](#)

SPECIAL AWARENESS CALENDAR

**Download a free copy of our special awareness days calendar**

We know that keeping up with all of the holidays and recognition days seems impossible. If you've been looking for a comprehensive list of all the special awareness events acknowledged by Canadian nonprofits, look no further! CharityVillage has developed a Special Awareness Calendar for nonprofits to reference when creating social media campaigns and other program initiatives.

[LEARN MORE.](#)

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Liked this content? Feel free to share!

Have a question?

Contact Us | About | Find a Job | Post a Job | [www.CharityVillage.com](#)

Connect with Us

### C. Product Showcase - \$6,000

Image Dimensions: 275 x 175px

File formats: JPEG, GIF

Maximum file size: 40k & Resolution: 72 DPI

5 Word Headline, 50 Words of Text

\*This ad may incorporate more than one URL

### D. Newsletter Featured Article - \$850 (One Week)

This will link to an article published on the organization's behalf on the CharityVillage website.

Article: 750-1000 words maximum of value-added content that provides resources and transfers knowledge for our audience (non sales-related).

### E. Newsletter Featured Spot - \$850 (One Week)

5 Word Headline, 50 Words of Text

Link to advertiser's website

Image Dimensions: 300 x 250px & 1080 x 1080px

File formats: PNG, GIF

Maximum file size: 40k & Resolution: 72 DPI

This feature will also be shared on social media in the form of a post.



# YOUR ADVERTISING OPTIONS & PRICING

## Podcast Advertising

The CharityVillage podcast is an opportunity to discuss important ideas and trends impacting the Canadian nonprofit sector. Hosted by CharityVillage President and former CBC journalist Mary Barroll, our podcast covers hot-button issues of importance to Canada's nonprofit sector and the professionals who work within it. Each episode features interviews with subject matter experts to provide a holistic discussion of the complex issues facing the nonprofit sector today.



To learn more about CharityVillage Connects and podcast advertising, [click here](#).

## Packages

### PODCAST EPISODE SPONSORSHIP

Includes:

- 20 second advertisement within episode, read by our podcast host or co-host (opening)
- Thank you message from host (closing)
- Your company name recognized in the episode and show notes, with the inclusion of your chosen website links
- Distribution across all available podcast platforms, including hundreds of third-party apps
- Recognition as podcast Episode Sponsor in weekly newsletter episode promotions
- Inclusion on the CharityVillage podcast website
- Inclusion in all social media channel episode promotions

### EPISODE SPONSORSHIP & PODCAST GUEST SPOT

Includes:

- 20 second advertisement within episode, read by our podcast host or co-host (opening)
- Podcast guest speaking opportunity
- Thank you message from host (closing)
- Your company name recognized in the episode and show notes, with the inclusion of your chosen website links
- Distribution across all available podcast platforms, including hundreds of third-party apps
- Recognition as podcast Episode Sponsor in weekly newsletter episode promotions
- Inclusion on the CharityVillage podcast website
- Inclusion in all social media channel episode promotions

### EXCLUSIVE SERIES SPONSORSHIP

Includes:

- 2 x's 30 second advertisements within all 12 series podcast episodes, narrated by our podcast host or co-host (opening and closing)
- 1 ad space in our weekly newsletter (100,000 subscribers)
- 1 Featured Infotorial in our weekly newsletter
- Your company name recognized in all episodes and show notes, with the inclusion of your chosen website links
- Distribution across all available podcast platforms, including hundreds of third-party apps
- Recognition as podcast Series Sponsor in all weekly newsletter podcast promotions
- Inclusion on the CharityVillage podcast website
- Inclusion in all social media channel podcast promotions



# YOUR ADVERTISING OPTIONS & PRICING

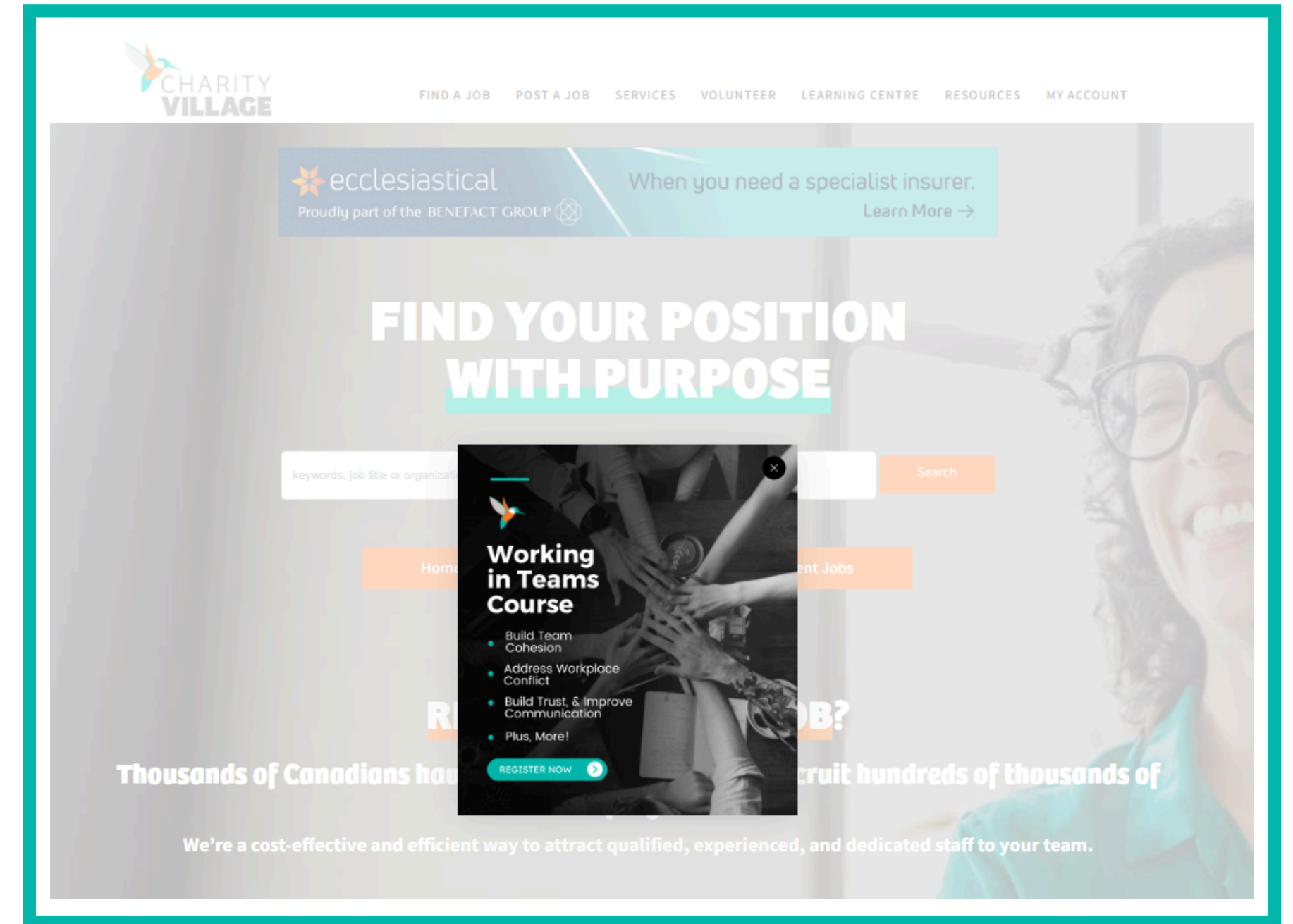
## Website Pop-Up Advertising

### Package

CharityVillage® is pleased to offer the opportunity for advertisers to prominently display their ad in a primary spot on our website - the **Pop-Up!** Your ad will be front and centre for all users visiting the website on a daily basis. You will have the opportunity to promote your organization to our **125,000+ monthly website visitors** and drive traffic directly to your website.

### Pricing

Length	<b>1 Week</b>
Pop-Up	<b>\$9,000</b>



**CharityVillage is dedicated to working with your brand to design a customized advertising campaign.**




**Contact Us!**

**Advertising Account Manager, Hannah Burry**



**Email: [hannah@charityvillage.com](mailto:hannah@charityvillage.com)**



 @charityvillage  
 @charityvillage  
 @charityvillage