

CBJ IS PROUD
TO PRESENT:

Giving GUIDE

A philanthropic marketing solution for your non-profit. The Giving Guide gives you the opportunity to tell your story to the most influential & affluent audience in the corridor.

Non-profits choose to spend their limited advertising dollars with the CBJ because we reach the audience that gives generously to your organization.

CBJ READERS:

- **66%** have a household income above **\$100,000** before taxes
- **44%** are chairman, owner, partner, president or CEO
- **77%** discussed an item they saw in the CBJ with others
- **54%** contacted a company because of an advertisement in the publication

DISTRIBUTION:

- **Inserted into the CBJ Sept. 2nd issue.**
- Hosted on the CBJ website as an e-publication for one year. Your profile will be hyperlinked providing the donor the opportunity to give.
- One copy of the magazine.
- Given to all attendees of Greater Cedar Rapids Foundation events.

IMAGES: Logo should be 300 dpi in EPS or PDF format. Photos should be 300 dpi, JPEG. Two head shots for non-profit personnel, up to three photos within the profile page.

COPY: Non-profit provides the information based on a questionnaire. Editing, layout & design is provided by the Corridor Business Journal. Two proofs will be provided at no charge. Revisions made after two proofs will be billed at the rate of \$50 per proof.

PRESENTING
SPONSOR:



CBJ

Contact Media Consultant, Kelly Meyer
for more details at 319-665-6397, ext. 303
or kelly@corridorbusiness.com



2017 GIVING GUIDE

com m u n i t y

Regional Philanthropic Opportunities

**15,586
PAGE VIEWS**

**SPACE RESERVATIONS DUE:
MONDAY, JULY 8, 2019**

PROFILE PACKAGE:

ONE-PAGE

Full-color profile - \$275

TWO-PAGE SPREAD

Full-color profile & full page ad
- \$500

*Ads must be pre-paid
prior to publication*

SPECS:

Photography for Profile
(2-headshots of Executive
Officers & up to 3-photos)

Full page, full color
ad for two-page spread
9" wide x 11.25" tall