



## About The Partnership

Originally created in 1988 as the National Committee on Planned Giving (NCPG), the Partnership for Philanthropic Planning is a 501(c)(3) public charity whose mission is to help people and organizations create charitable giving experiences that are the most meaningful in achieving both charitable mission and the philanthropic, financial, family and personal goals of the donor.

The Partnership achieves its mission through communication, research, education, advocacy, community dialogue and the setting of standards and best practices in philanthropic planning. The Partnership strives to engage all constituents in the charitable gift planning process: planned giving and major gifts professionals, nonprofit managers and trustees, financial and estate planners, trust managers and administrators.

The Partnership for Philanthropic Planning helps maximize the value of charitable giving for nonprofit organizations and donors by helping fundraising professionals provide the most meaningful charitable giving experience for donors; helping financial planning professionals provide their clients with excellent advice on charitable giving and estate planning; and helping nonprofit managers and trustees better accomplish the missions of their organizations through meaningful philanthropic planning.

The Partnership for Philanthropic Planning is supported by 128 local councils and over 10,000 individual and council members, as well as charities, associations and business organizations that support the mission of *charitable giving made most meaningful*.

### For more information...

Visit [www.pppnet.org](http://www.pppnet.org)

## Who Are the Partners?

The Partnership for Philanthropic Planning is the only nonprofit organization focused on charitable gift planning, delivering a combination of knowledge, resources and relationships that cannot be found anywhere else. We work with individuals and organizations in these key groups.

**Charities and potential donors:** The Partnership helps maximize the value of charitable giving for nonprofit organizations and donors.

**Fundraising professionals:** The Partnership helps fundraising professionals increase the quality and quantity of charitable giving to their organizations, and supports their career success.

**Professional advisors:** The Partnership helps professional advisors enhance their practice and provide their clients with excellent advice on charitable giving and estate planning.

**Nonprofit CEOs, CFOs, administrators, and trustees:** The Partnership helps nonprofit leaders increase the quality and quantity of charitable giving to their organizations.

## Gift Planning Defined

Charitable gift planning is the process of cultivating, designing, facilitating, and stewarding gifts to charity.

Charitable gift planning:

- uses a variety of financial tools and techniques for giving,
- requires the assistance of one or more qualified specialists,
- utilizes tax incentives that encourage charitable giving, when appropriate, and
- covers the full spectrum of generosity by individuals and institutions and is based on powerful traditions of giving in the United States.

The techniques of charitable gift planning include both revocable and irrevocable arrangements, gifts available for use at the time they are given and gifts that may not be available until a future date, and split-interest gifts intended to balance financial, personal, and charitable objectives.

**2010 Rate Sheet**

THE JOURNAL OF  
**Gift Planning®**

**Circulation**

*The Journal of Gift Planning* is a benefit of membership with The Partnership for Philanthropic Planning (The Partnership). The member subscription rate is \$22.50, which is included in the annual Partnership dues. Nonmembers may subscribe for \$45.00 annually. The Partnership for Philanthropic Planning represents approximately 7,000 gift planners nationwide. Pass along readership has not been determined.

**2010 Issue and Closing Dates**

Closing dates for each publication are approximately seven weeks prior to distribution.

<b>Issue</b>	<b>Closing Date</b>
1st Quarter 2010	February 15, 2010
2nd Quarter 2010	April 19, 2010
3rd Quarter 2010	July 19, 2010
4th Quarter 2010	October 18, 2010

**Black and White Advertising Rates (per insertion)**

	<b>1X</b>	<b>2X</b>	<b>4X</b>	<b>8X</b>
Full page	\$1,900	\$1,875	\$1,850	\$1,825
2/3 page	1,400	1,375	1,350	1,325
1/2 page	1,075	1,050	1,025	1,000
1/4 page	575	550	525	500

**Color and Premium Rates (per insertion)**

Color rates, per page or fraction, black ink included in rate as first color.

<b>One Color</b>	<b>Four Color Process</b>
\$500	\$950

Metallic color inks are not available.

**Bleed or Oversize Advertisements:** 10% extra on space and color. Acceptable in spreads or full page only.

<b>Premiums</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>	<b>8X</b>
Inside front	\$3,000	\$2,950	\$2,900	\$2,850
Inside back	2,700	2,650	2,600	2,550
Opposite lead	2,250	2,200	2,150	2,100
Across contents				
(2/3 page only)	2,250	2,200	2,150	2,100
Spread	3,250	3,200	3,150	3,100

**Ad Sizes**

<b>Full Page:</b>	10 1/2" high	8" wide
<b>Half Page Vertical:</b>	10 1/2" high	4" wide
<b>Half Page Horizontal:</b>	5 1/4" high	8" wide
<b>2/3 Page Vertical:</b>	10 1/2" high	5 1/2" wide
<b>2/3 Page Horizontal:</b>	7 1/2" high	8" wide
<b>1/4 Page:</b>	5 1/4" high	4" wide

All advertisements less than a full page in size must be enclosed with a border.

**Mechanical Specifications**

**Bleed Size:** 1/8"

**Trim Size:** 8 1/2" x 11"

**Image Area:** 7 1/2" x 10" (for ads that do not bleed)

**Printing:** Printed web offset. Film-screened negatives, right-reading, emulsion-side down, 133 line screen.

**Black and White:** Velox proof or laser proofs with resolution over 600 dpi.

**Four-Color Process:** Film must be accompanied by cromalin or match print proof.

**Production Charges:** *The Journal of Gift Planning®* will set type or design mock-ups on an at-cost basis. Information is available upon request. Agency discounts are not available on publisher designed ads.

**Mailing Instructions:** All material should be addressed to:

Gloria Kermeen, Advertising Manager  
Partnership for Philanthropic Planning  
233 McCrea St., Suite 400  
Indianapolis, IN 46225

(317)269-6274  
FAX (317)269-6276  
gkermeen@pppnet.org

THE JOURNAL OF  
Gift Planning®

### Digital Ad Specifications

\*Please note: additional production charges may be incurred if electronic files do not follow these specifications.

**Accepted Media:** 100MB or 250MB zip, CD or e-mail.

**Accepted File Formats:** Quark XPress 4.1 or earlier, Adobe Illustrator, PhotoShop and PDF files created with Acrobat Distiller ONLY.

\*Microsoft Word, PowerPoint, Microsoft Excel and Publisher cannot be used to create any acceptable formats.

**Images/Scans:** 300 dpi, saved as TIF or EPS. No JPEG images accepted. Line art scanned @ 1200 dpi. (Images with resolution below 240 dpi are not recommended.)

- For 4 color ads, please do not use Pantone/PMS or RGB colors. We are not responsible for color on those files which must be converted to CMYK.
- BW scans should be saved as greyscale or bitmap.

**Fonts:** All printer and screen fonts must be included with all digital files. No True Type fonts accepted. Please do not use menu-styled fonts for bold, italic or bold-italic style type.

Files may be e-mailed to Gloria Kermeen at [gkermeen@pppnet.org](mailto:gkermeen@pppnet.org). If e-mailing materials, please fax a printed copy of your ad to Gloria Kermeen at (317)269-6276.

### General Conditions

**Agency Commission:** 15% of gross billing to recognized agencies on space, color, bleed and position, providing payment is received within 30 days of invoice date.

**Cash Discount:** Not allowed. Terms: Net 30 days.

**Rate Protective Clause:** If new rates are announced, advertisers will be protected at their contract rates until the next renewal period.

*The publisher encourages advertisers to avoid time-sensitive copy. Actual date of publication cannot be guaranteed.*

### Policy Statement

The publisher reserves the right to reject or cancel any advertisement at any time without cause. All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to insert the word "advertisement" above and/or below any copy. It is understood that the advertiser and its agency have the right to publish the contents of its advertisement. The advertiser and its agency agree to indemnify and hold the publisher forever harmless against any expense or loss by reason of any claims arising out of publication of the advertisement. Positioning of advertisements is at the discretion of the publisher. The publisher shall have no liability for errors in key codes, although allowances may be made in case of publisher's error. Unless specifically agreed to in writing by the publisher, the provisions of this rate card and order form shall supersede and control any contrary provision of any contract, insertion order, or copy instructions.

**The Journal of Gift Planning®**  
233 McCrea St., Suite 400  
Indianapolis, IN 46225  
Voice: 317-269-6274, Fax: 317-269-6276  
E-mail: [gkermeen@pppnet.org](mailto:gkermeen@pppnet.org)

2010 Advertising Order Form

THE JOURNAL OF Gift Planning®

Please see rate card for closing dates and costs.

Ad Size: \_\_\_\_\_  Horizontal  Vertical

Colors:  b/w  4 color

Date(s) of insertion:  1st Quarter  2nd Quarter  3rd Quarter  4th Quarter

Rate per insertion: \_\_\_\_\_

Total number of insertions:  1  2  3  4  8

Starting issue of insertion: \_\_\_\_\_

BILLING ADDRESS

Name \_\_\_\_\_ Title \_\_\_\_\_

Institution/Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_ E-mail Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Ad Title \_\_\_\_\_

Special Instructions: \_\_\_\_\_

Please return to:
Gloria Kermeen, Advertising Manager
The Journal of Gift Planning®
233 McCrea Street, Suite 400, Indianapolis, IN 46225
Voice: 317-269-6274 Fax: 317-269-6276
gkermeen@pppnet.org

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