

2009 ANNUAL GUIDE TO BUSINESS PHILANTHROPY

MISSION & PROFILE

The *Annual Guide to Business Philanthropy* serves:

- As the only source of in-depth information about local charitable organizations.
- Outlines crucial information concerning the economic impact of the not-for-profit community;
- Provides the opportunity for companies and organizations involved in and with the N-F-P industry to showcase their businesses to potential customers, business partners, state and local government.

PARTNER ORGANIZATIONS

The *Annual Guide to Business Philanthropy* is supported by our partner organizations:

- United Way of Metropolitan Chicago
- The DuPage Community Foundation
- West Suburban Philanthropic Network

PUBLICATION DESCRIPTION

- **Editorial Section** – Features articles about companies' and business executives' efforts to support favorite charities, interviews with not-for-profit industry leaders, updates on trends and issues affecting the industry.
- **Not-for-Profits of Note Directory** – A listing of several hundred locally based charitable organizations identifying mission, budget and key contact information.
- **Corporate Giving** – Promote your community based partnerships and showcase the non-profits you support in our special Corporate Giving Section.

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Publication Date: Aug 10

Ad Space Deadline: July 20

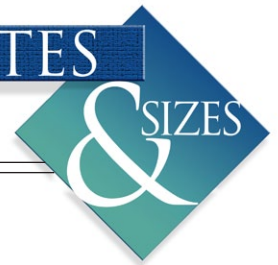
Materials Deadline: July 24

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The Business Newspaper for Suburban Chicago

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DISTRIBUTION

12,000 copies

The Annual Guide to Business Philanthropy is distributed to:

- Subscribers of The Business Ledger
- Partner organizations
- Selected charitable organizations
- Publication sponsors
- Economic development agencies and chambers of commerce

RATES & AD SIZES

Back Cover	\$2,970	9 3/4" x 12"	
Inside Front Cover	\$2,720	9 3/4" x 12"	
Inside Bank Cover	\$2,615	9 3/4" x 12"	
Full Page	\$2,560	9 3/4" x 12"	
Junior Page	\$1,795	7 1/2" x 8 7/8"	
Half Page	\$1,570	9 3/4" x 5 7/8" (H)	4 3/4" x 12" (V)
Quarter Page	\$810	4 3/4" x 5 7/8"	
Eighth Page	\$535	4 3/4" x 2 7/8"	

Color \$150 additional for each color.

CORPORATE GIVING

Showcase the non-profit organization that you support.

- Contribute an article profiling the organization.
- Organization logo and contact information.
- Credit to sponsoring company.
- Includes pdf of article for your distribution.
- Profile posted to Business Ledger web site.
- Full page \$2,085; half page \$1,335.

COMMUNITY INVESTMENT GUIDE

Publish your "wish list of community needs." Tell the corporate giving community your mission statement and your organization's needs so they know how to help you.

Quarter page banner 9.75" W x 2.875" H \$475