

conference of CHAMPIONS

AFP 43RD INTERNATIONAL CONFERENCE ON FUNDRAISING



International Conference on Fundraising • April 2-5, 2006 • Georgia World Congress Center • Atlanta



The AFP International Conference on Fundraising attracts more than 4,000 of the profession's decision-makers each year. Advertising in the official *Conference Program & Exhibitor's Directory* ensures your company's products and services captures their attention.

DEAR
exhibitor

The AFP 43rd International Conference on Fundraising is quickly approaching and you are most likely in the final planning stages. We would like to take this time to offer you an excellent advertising opportunity to maximize your company's visibility to nearly 4,000 attendees!

The official **AFP Conference Program and Exhibitor's Directory** will be distributed at registration to every attendee and is key for attendees to find important show-related information. This is a great opportunity to deliver your message to thousands of attendees. The official program contains networking information, session schedules, educational workshop overviews, exhibitor information and the exhibit hall floor plan. Your advertising message reaches attendees as they plan their day onsite, and also after the conference, as they search the program for important product and exhibitor contact information.

The rate card is enclosed for your review and consideration. Suzee Dittberner from Ascend Media will contact you regarding the enclosed opportunities. However, if you have any questions or wish to secure a premium position, please contact Suzee at (913) 344-1352, or by e-mail at sdittberner@ascendmedia.com.

Sincerely,



Susie Rhoades
Exposition Coordinator

Official AFP Conference PROGRAM & Exhibitor's DIRECTORY

Distributed to every attendee at registration, the official **AFP Conference Program & Exhibitor's Directory** is both a valuable resource tool onsite, as well as a reference guide long after the event. Your advertising message:

- Draws attention to your presence as attendees use this guide to evaluate exhibit and program information and plan their itinerary.
- Drives traffic to your booth as attendees use the exclusive directory to navigate the event.
- Increases your visibility and reinforces your message as attendees reference product and exhibitor information throughout the year.

Advertising information

Size	Dimensions (width x height)	B&W	Four-Color
Full Page		\$2,560	\$3,672
Bleed	8-3/4" x 11-1/4"		
Trim	8-1/4" x 10-7/8"		
Live Area	7" x 10"		
1/2 Page Horizontal	7" x 4-7/8"	\$1,645	\$2,757
1/4 Page Vertical	3-3/8" x 4-7/8"	\$985	\$2,097
Logo Stopper	1/2" x 1/2"	\$185	\$385

Showcase your company's listing in the directory with your logo.

Maximize your visibility
with premium positions

Drive traffic to your booth and leave a lasting impression with one of three premium four-color positions. (Bleed: 8-3/4" x 11-1/4"; Trim: 8-1/4" x 10-7/8"; Live Area: 7" x 10")

Inside Front Cover, Exhibitor Directory	\$5,150
Inside Front Cover, Conference Program	\$5,150
Page Adjacent to Schedule-at-a-Glance	\$5,150

Deadlines

Space reservation/payment due: January 26, 2006
Materials due: February 1, 2006

2006 issues ADVANCING PHILANTHROPY magazine

Reach more than 26,000 development professionals throughout the nonprofit sector by advertising in *Advancing Philanthropy*, the official publication of the Association for Fundraising Professionals (AFP). The January/February, March/April and July/August issues can put your message in readers' hands before, during and after the 2006 International Conference on Fundraising.

Advertising information

FOUR-COLOR	Dimensions (width x height)	1x	3x
Full-Page Spread		\$6,550	\$6,220
Back Cover		\$5,315	\$5,060
Inside Front Cover		\$5,119	\$4,860
Inside Back Cover		\$4,919	\$4,665
Full Page		\$4,085	\$3,879
Bleed	8-3/4" x 11-1/4"		
Trim size	8-1/4" x 10-7/8"		
Non-bleed	7" x 10"		
2/3 Page	4-1/2" x 10"	\$3,419	\$3,249
1/2 Page Island	4-1/2" x 7-1/4"	\$3,395	\$3,225
1/2 Page Horizontal	7" x 4-7/8"	\$3,120	\$3,025
1/2 Page Vertical	3-3/8" x 10"	\$3,120	\$3,025
1/3 Page Square	4-1/2" x 4-7/8"	\$2,665	\$2,535
1/4 Page Vertical	3-3/8" x 4-7/8"	\$2,425	\$2,299
1/6 Page Vertical	2-1/8" x 4-7/8"	\$2,070	\$1,970
BLACK & WHITE			
Full-Page Spread		\$4,940	\$4,695
Full Page		\$3,099	\$2,940
Bleed	8-3/4" x 11-1/4"		
Trim size	8-1/4" x 10-7/8"		
Non-bleed	7" x 10"		
2/3 Page	4-1/2" x 10"	\$2,425	\$2,305
1/2 Page Island	4-1/2" x 7-1/4"	\$2,399	\$2,280
1/2 Page Horizontal	7" x 4-7/8"	\$2,135	\$2,035
1/2 Page Vertical	3-3/8" x 10"	\$2,135	\$2,035
1/3 Page Square	4-1/2" x 4-7/8"	\$1,675	\$1,590
1/4 Page Vertical	3-3/8" x 4-7/8"	\$1,415	\$1,345
1/6 Page Vertical	2-1/8" x 4-7/8"	\$1,030	\$975
Resource Display Ad	3-3/8" x 1"	\$300	\$250

January/February 2006: Pre-Show Issue

Leadership: Are your organization's leaders as effective as they should be? Also, evaluation and performance assessments.

Plus: Preview of new products at the Exposition on Fundraising and Philanthropy during the AFP International Conference on Fundraising in Atlanta.

Bonus Distribution: Hemispheric Conference on Fundraising—Latin America in Mexico City, January 26-28, 2006.

Deadlines

Space reservation/payment due: November 12, 2005

Materials due: November 28, 2005

March/April 2006: Show Issue

Public Policy: Legislation affecting local and national issues — special challenges with a global perspective.

Plus: Wrap-up of National Philanthropy Day® 2005.

Bonus Distribution: AFP 43rd International Conference on Fundraising in Atlanta, April 2-5, 2006.

Deadlines

Space reservation/payment due: January 17, 2006

Materials due: January 30, 2006

July/August 2006: Post-Show Issue

Donor Intent: Knowing what inspires — and deters — your organization's donors and prospects. Are you using the wrong approach?

Plus: *AFP Compensation and Benefits Survey* report and wrap-up of the AFP 43rd International Conference on Fundraising in Atlanta.

Bonus Distribution: CASE International Assembly in New York, July 9-11, 2006.

Deadlines

Space reservation/payment due: May 17, 2006

Materials due: May 31, 2006

Reserve your advertising space today.
Contact Suzee Dittberner at (913) 344-1352 or sdittberner@ascendmedia.com.



Advertising representative:
Ascend Media
7015 College Blvd., Suite 600
Overland Park, KS 66211

For preferred placement, contact
Suzee Dittberner today at (913) 344-1352
or sdittberner@ascendmedia.com.

Leave a lasting impression
with **key decision-makers.**



AFP members are
decision makers and purchasers
of your products and services.

Conference attendees include:

Chief Development Officers ■ Program Directors ■
Associate Directors ■ CEOs/Executive Directors ■
Consultants

