

GIVING GUIDE

COMING NOVEMBER 12, 2010

The Giving Guide gives business executives an opportunity to learn about the mission and financial needs of charitable organizations. From fund-raising events to ongoing capital campaigns, this publication helps leaders make informed decisions about philanthropic opportunities. For the non-profits this publication puts the needs, wants, volunteer opportunities and more out to our readers; their board members and donors. In the past we have partnered with the Association of Fundraising Professionals and hand out the Giving Guide at the National Philanthropy Day Luncheon, (attendance is between 500-600). This year the New Mexico Business Weekly Giving Guide will incorporate the recipients of the 2010 National Philanthropy Day honorees, the Giving Guide will be the official program for the New Mexico Chapter of the Association of Fundraising Professionals National Philanthropy Awards banquet.

How does it work? The New Mexico Business Weekly underwrites 62% of a two page spread and extends the 52x rate to all non-profits and their funders. The non-profit fills out the template for the left hand side of the two page spread, the supporting business uses the right hand side of the two pages as they wish.



**Each full color two-page spread is \$2,948*
After September 30, \$3,416**

*** We are underwriting 62% of the regular cost of \$8,746**

This supplement will be widely distributed throughout the year:

- in the weekly paper November 12, 2010
- program for the National Philanthropy Day Luncheon

**Includes: 1 full page for outline
1 full page for sponsoring company**

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Sponsorship opportunities are available.

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