



2021 media kit

NONPROFIT AF



Nonprofit AF is a blog by Vu Le (“voo lay”), a writer, speaker, vegan, Pisces, and the founder of Nonprofit AF and **RVC**, a nonprofit in Seattle, a BIPOC capacity building organization. He also co-founded **Community-Centric Fundraising**, a movement that centers BIPOC communities and puts equitable practices first in philanthropy and fundraising.

Known for his no-BS approach, irreverent sense of humor, and love of unicorns, Vu’s passion to make the world better, combined with a low score on the Law School Admission Test, drove him into the field of nonprofit work, where he learned that we should take the work seriously, but not ourselves. There’s tons of humor in the nonprofit world, and someone needs to document it. He is going to do that, with the hope that one day, a TV producer will see how cool and interesting our field is and make a show about nonprofit work, featuring attractive actors attending strategic planning meetings and filing 990 tax forms.

stats at a glance



Nearly 40,000 people subscribe to Nonprofit AF. These folks get a weekly email reminding them that a new post is up.



Nonprofit AF has an active social media community around it.

- **57,000 folks** follow its Facebook page. Post engagement is high, with each garnering long discussion threads. The NAF Facebook page has become a meeting ground for professionals in nonprofit and social justice to network with one another.
- Second to Facebook, a **top referrer** to the nonprofitAF.com site is **LinkedIn, where a lot of post-sharing happens between professionals!**

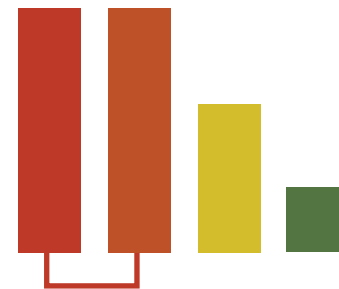
Traffic patterns



Vu posts new entries early Mondays, which yield the most traffic.

- Nonprofit AF gets viewed between **20,000 and 35,000 views on Mondays**. Really popular posts can garner up to **60,000+ views in one day**.
- Nonprofit AF averages **160,000 sessions** and **215,000 page views** a month.
- On average, Nonprofit AF has **nearly 16,000 active users** per week.

Demographics



GENDER

The majority of readers (81%) are women.

AGE

The majority of readers (54%) are between the ages of 25 and 45.

The breakdown:

- **27%** ages 25 to 34
- **27%** ages 35 to 44
- **16%** ages 45 to 54
- **7%** ages 55 to 64

LOCATION

The majority of readers live in the United States (84%), spread out fairly evenly in urban cities (top cities in descending order are New York [5%], Seattle [4.3%], Washington DC [3.5%], Chicago, San Francisco, Los Angeles, Boston, Portland, Minneapolis, and Toronto.).

About 8% of readers live in Canada. The rest comprise Australia (1%), the United Kingdom (1%), and other countries (6%)

Ad specs and cost

Homepage (desktop/tablet)

At this time, only display ad space is officially offered for sale on Nonprofit AF. We're currently not accepting sponsorship, guest posts, or email marketing opportunities for the time being, but do feel free to reach out (ads@nonprofitaf.com) if you have an idea!

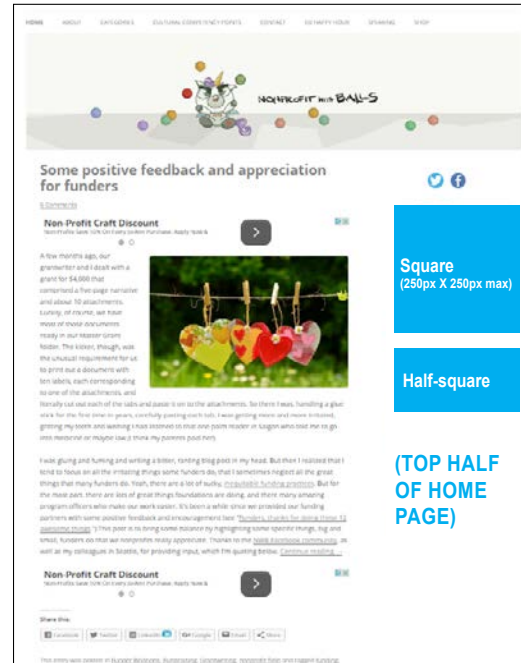
Web ads are sold based on a flat-fee pricing structure, priced on a per-week basis, and availability may be limited. Ad design may be provided for an additional surcharge. Please email for details!

There are discounts available for multiweek purchases:

- 4 weeks = 4% off total
- 8 weeks = 7% off total
- 12+ weeks = 10% off total

*A week constitutes 7 days and starts on Sundays. The purchase of ads are subject to space availability.

To place an ad, please email ads@nonprofitaf.com.



Square
(250px X 250px max)

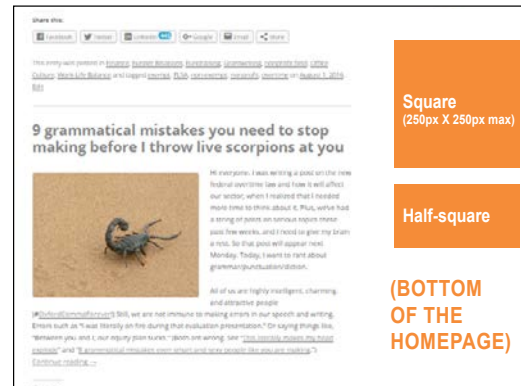
Half-square

(TOP HALF OF HOME PAGE)

Full-sized (WxH)
(250x375 pixels):
\$590 per week

Square
(250x250 pixels):
\$480 per week

Half-square
(250x125 pixels):
\$370 per week



Square
(250px X 250px max)

Half-square

(BOTTOM OF THE HOMEPAGE)

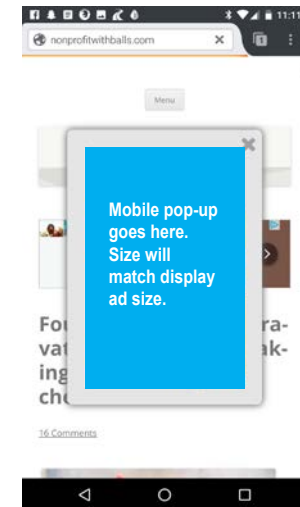
Full-sized
(250x375 pixels):
\$350 per week

Square
(250x250 pixels):
\$275 per week

Half-square
(250x125 pixels):
\$200 per week

Homepage (mobile phone pop-up add-on)

Due to the responsive design of our website, ads will render differently on phones because the sidebar gets shifted down (below the content). Customers who buy a **blue** display ad have the option of adding on a pop-up ad to their campaign.



Size depends on display ad size (left):
Additional \$410 per week