



The resource for fund-raising research
We serve advancement researchers who lay the foundation for future philanthropy.

Marketing Opportunities

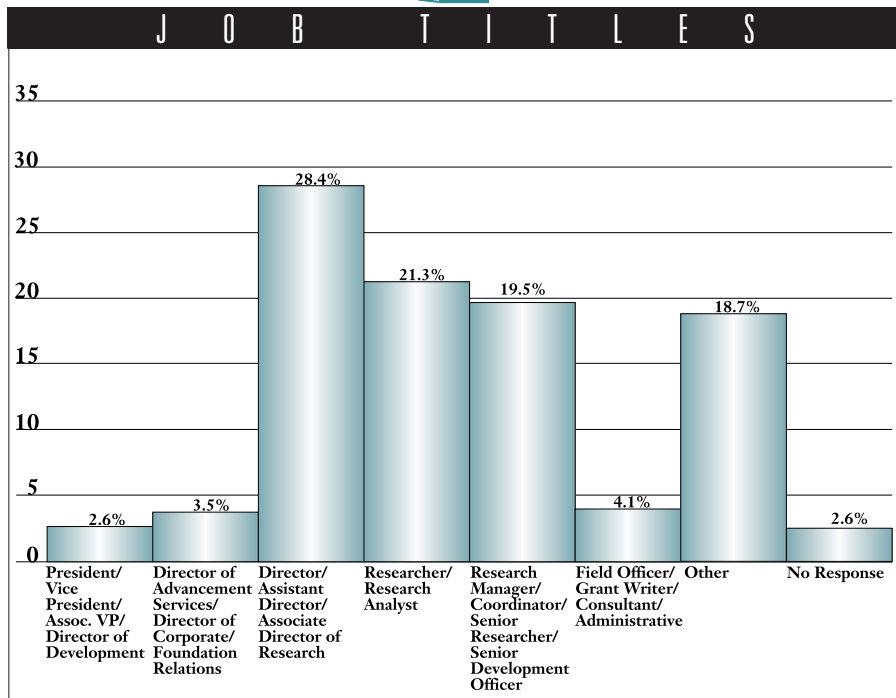
with the Association of Professional Researchers for Advancement



The Association of Professional Researchers for Advancement (APRA) offers numerous ways for corporations to reach our 1,900 members who represent hundreds of nonprofit organizations around the globe.

2004

APRA: Who Are We? What Do We Buy?



APRA members' most important resources are:

- Free Internet resources
- Fee-based electronic services
- In-house file information
- Periodicals
- CD-ROM products
- Print resources
- Public records

In addition to research, APRA members perform the following duties for their organizations:

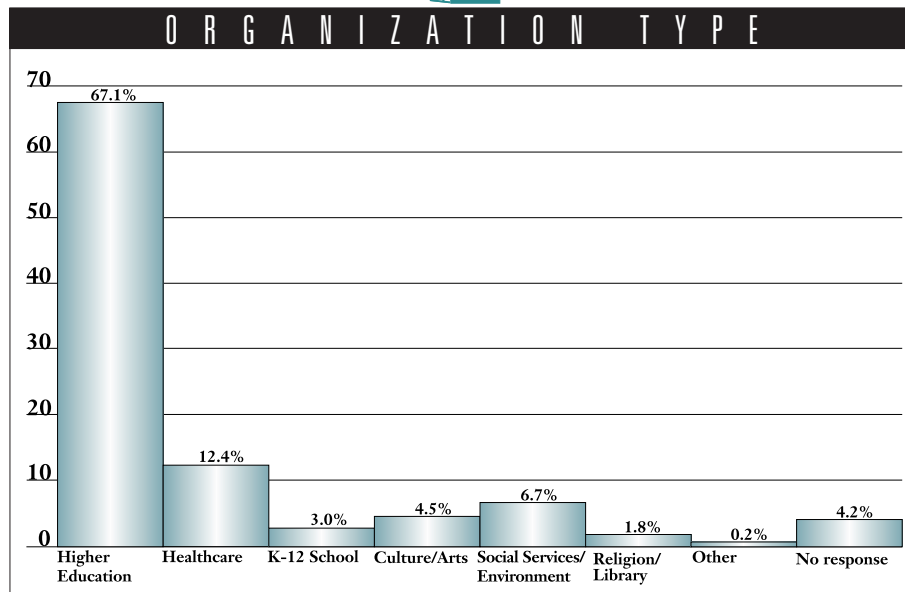
- Prospect Management
- Database Maintenance
- Records Management
- Strategic Planning
- Administration
- Donor Relations
- Computer Services
- Special Events

46% of APRA members have input on budget decisions; **30%** are budget managers.

Who Are APRA Members? APRA

members, on average, have **6-10 years** of fund-raising experience, **4-10 years** spent in research.

33% plan to hire a database screening service in the next three years.



APRA Web Site:

www.APRAhome.org

APRA Web Site Statistics

- Total number of APRA members: *1,900*
- Average number of user visits: *14,149 per month*
- Most popular pages: *Home Page, Career Tools, Research Links*

Web Page Sponsorships

Receive a 144 x 144 pixels (2" x 2") banner with a link to your Web site. Sponsorship will be secured on a first-come, first-served basis. Three month period will coincide with calendar quarters (January-March, April-June, July-September, October-December).

\$900 for three months on the Home Page and Career Tools \$300 for three months on other APRA Web pages: Conference and Meetings, Member Gateway, Vendors/Consultants and Research Links.

APRA Virtual Showcase

List your company or service in the APRA Virtual Showcase, a special APRA Web site location for vendors and consultants providing resources and services to APRA members and others who visit our site.

Multiple packages have been created to fit your marketing needs and budgets.



Basic
\$100 per year

Listing includes company name, phone number, Web address and link. Exhibit at the 2004 Conference and receive this package at no charge.



Enhanced
\$500 per year

To the Basic package add contact information with hotlink e-mail address and a 50-word company description.



Premier
\$1,000 per year

To the Enhanced package increase your company description to 100 words, add a color graphic of company logo and have your listing in a larger font size.

APRA Educational Programming

APRA SYMPOSIUM SERIES

APRA offers a series of short, intense, focused learning opportunities entitled **APRA Symposiums**. Each Symposium features two days of training with expert faculty and a low instructor to student ratio, all at a reasonable registration fee. Two Symposiums will be offered in 2004: **The APRA Symposium for New Researchers** and **The APRA Prospect Identification Symposium**. New Researchers will be held March 25-26 in San Diego, CA and November 11-12 in Charlotte, NC, Prospect Identification will be held April 15-16 in Chicago. Attendance at each symposium is expected to reach 100.

Sponsorship for each **Symposium** is available for \$3,000. Benefits include: recognition on all marketing materials, including press releases; signage and an information table onsite; the opportunity to welcome attendees and introduce Symposium faculty; two complimentary registrations; and recognition on the APRA Web site.

APRA Virtual Seminars

APRA's **Virtual Seminars** are two hour presentations broadcast live over the Internet to participating sites. Over the past two years these seminars have been a tremendous success. The seminars presented in 2003 had nearly 600 participants overall. Topics and dates for 2004 are: **Taming the Wild Internet** on March 10; **Best Practices for Prospect Management & Tracking Systems** on May 18; **Evaluating Wealth Indicators for Philanthropic Giving** on November 3; **Rating Systems & Scoring Methods for Gift Capacity and Beyond** on December 2.

Sponsorship of all four **Virtual Seminars** is available for \$5,000; two Seminars can be sponsored for \$2,500; individual Seminars are \$1,500 each. *In order to avoid any conflict of interest, Virtual Seminar sponsors will not be eligible to be Seminar presenters.* Benefits associated with the sponsorship include: recognition on all marketing materials; recognition on APRA's Web site; the opportunity to make opening remarks and introduce the speaker; and on-line logo recognition during the Seminar.