

# NORTH TEXAS GIVING GUIDE

A special section advertising opportunity with *The Dallas Morning News* and *Briefing*

## SPREAD THE WORD. SPREAD THE LOVE.

Communities Foundation of Texas' North Texas Giving Day is an online giving event that brings together the North Texas community to raise as much money as possible for local nonprofits.

Since 2009, it has raised more than \$290 million for 2,900+ local nonprofits, making it the largest community-wide giving event in the nation. In 2019, nearly \$50.2 million was raised alone.

Annually, *The Dallas Morning News* partners with the Communities Foundation of Texas to commemorate this occasion with the **North Texas Giving Guide**, which gets nonprofits' causes and messages in the right hands — potential donors and volunteers! In this special section, nonprofits will have the opportunity to submit a full-page informational listing adjacent to a full-page ad for double impact.

### THE DALLAS MORNING NEWS SUNDAY PRINT: 734,215\*

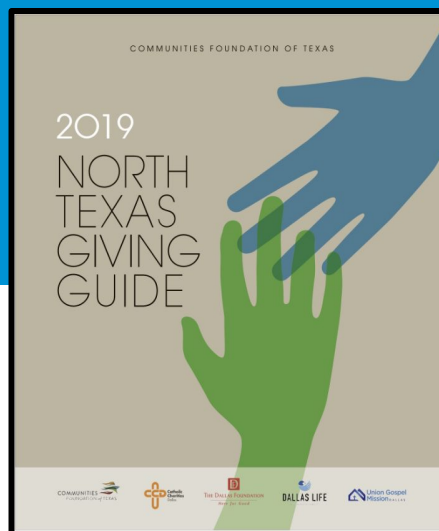
- 34.2% have HHI or \$100K or more
- 27.1% have done volunteer work in past 12 mos.
- 55% more likely to have donated money to a military/veterans organization in past 12 mos.

### DALLASNEWS.COM 7-DAY NET AUDIENCE: 671,464\*

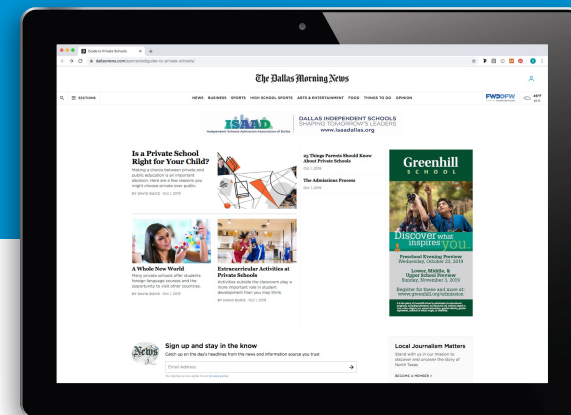
- 52.2% have HHI or \$100K or more
- 36.6% have done volunteer work in past 12 mos.
- 45% more likely to have donated money to a social care/welfare organization in past 12 mos.
- 84% more likely to have donated money to an arts/cultural organization in past 12 mos.

### BRIEFING AUDIENCE: 226,101

\*Source: Scarborough 2019, Release 2



2019 COVER



SAMPLE DIGITAL HUB

AD SIZES	DIMENSIONS	RATES
<b>Presenting Sponsor Receives:</b> 1 full page ad with premium placement + logo on the front cover & an additional 2 page spread (3 pages total)	9.66" x 11"	\$5,000
1 full page ad + listing ad + Digital Logo (2 pages total)	9.66" x 11"	\$3,750

Please reserve early, there are only six (6) presenting sponsor positions.

DIGITAL SPONSORSHIP	\$3,000
4 Digital Sponsorships Available Includes 25% Share of Voice (SOV) + 200K Impressions	

<b>PUBLISHES</b> .....	<i>Briefing</i> - Sat., Sept. 5   <i>TDMN</i> - Sun., Sept. 6, 2020
<b>SPACE DEADLINE</b> .....	Friday, August 7, 2020
<b>AD MATERIALS</b> .....	Wednesday, August 12, 2020
<b>ELECTRONIC</b> .....	Wednesday, August 19, 2020
<b>FINAL AD RELEASE</b> .....	Monday, August 24, 2020