

COMPARISON OF 2009 CFC PROMOTION OPTIONS

	CHARITABLE CHOICES (booklets)	FEDERAL TIMES (ad)	MILITARY TIMES (ad)	BEST OF CFC (ad-book)	BEST OF CFC -- POST (ad-book)	STARS & STRIPES (ad-book)	COMPRINT NEWSPAPERS (ad-book)	POST EXPRESS (ad-book)
Actual number of guides/newspapers distributed (not "readership" or "reach") and to whom?	DC CFC Guide: 233,819 National CFC Guide: 184,671 All 4 Guides: 842,000 Federal Employees (total): 269,000 Members of Military (total): 228,000	40,100 (Federal Employees)	244,753 (Military)	284,853* 3 insertions (Federal employees and military)	400,000 (Post says about 15% of subscribers are fed employees or military)	451,500 (Military)	125,100 (Military)	184,000 (Estimated 40,500 to potential CFC donors***)
How distributed?	Hand-to-hand: 92,000+ By mail: 57,159 At 141 military commissaries: 160,800 Inserts to Feds/Military: 186,366 Other inserts: 333,923 Other - Embassies, Congress: 11,920	Subscribers	Subscribers	Supplement bound into Federal and Military Times newspapers. Available only to members of Independent Charities of America.	Inserted in Post	Inserted into Stars and Stripes and distributed at 14 bases.	Bound into 11 DC-area military newspapers	About half handed to Metro riders
Timed to coincide when each agency starts its campaign?	YES (for 92,000+ guides)	NO	NO	NO (But inserted on 3 dates)	NO	NO	NO (But inserted twice)	NO (But inserted on 3 dates in the fall)
Name of Charity listed on website?	YES	YES	YES	YES	YES	\$30	NO	NO
30-word description on website?	YES**	\$500*	\$500*	YES	YES	1"x1" ad = \$60	NO	NO
Own page on site?	YES	NO	NO	YES	Ad on new website	NO	NO	NO
How long?	ENTIRE YEAR	3 MONTHS	3 MONTHS	ENTIRE YEAR	ENTIRE YEAR	OCTOBER ONLY	N/A	N/A
Cost?	DC CFC guide: \$1,295 NATIONAL CFC guide: \$1,195 POST guide: \$795 CALIFORNIA guide: \$495 ALL 4 guides: \$3,395	1/5 PAGE: \$2,245*	1/5 PAGE: \$3,900*	2" x 2" ad: \$2,535 2" x 3 3/4" ad: \$5,080 4" x 6" ad: \$17,970 Web ad: \$350	\$1,850	1/4 PAGE: \$3,400 1/8 PAGE: \$1,760	1/4 PAGE: \$1,026	1/5 Page: \$501 x 3 = \$1,503 Color \$645 x 3 = \$1,935 (ad must be in all 3 inserts)
Special price for small charities?	YES (Post Guide: \$500)	NO	NO	NO	NO	NO	NO	NO

* From the Times' website *2008 prices

**Charitable Choices also allows you to post answers to six questions about your work, such as "What have you accomplished?"

*** The Express doesn't estimate how many people who receive its papers are potential CFC donors. Instead, it emphasizes the high percentages of federal workers and military people who ride Metro. But when you apply these percentages to total Metro ridership, you find that about 22% of Metro riders are potential CFC donors. We also applied this 22% figure to the copies of the Express not distributed on Metro. We think this is a generous assumption: for the Post itself, the percentage of subscribers who are potential CFC donors is just 15%.