

COMPARISON OF 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: 202,260 National CFC Guide: 173,560 All 4 Guides: 778,000+ Federal Employees (total): 240,000 Members of Military (total): 182,000	40,117 (Federal Employees)	245,049 (Military)	285,166 3 insertions (Federal employees and military)	400,000 (Subscribers)	451,500 (Military)	112,100 (Military)	181,000 (49,000 federal employees and 7,000 military people receive it)
How distributed?	Hand-to-hand: 96,240 By mail: 25,000 At 132 military commissaries: 170,000 Inserts: 465,000 Other - Embassies, Congress: 11,050	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 96,000+ guides)	NO	NO	NO (But inserted on 3 dates)	NO	NO	NO	NO (But inserted on 3 dates in the fall)
Name of Charity listed on website?	YES	YES	YES	YES	YES	Only for \$3450+ ad	Web ad with print ad: \$150	NO
30-word description on website?	YES**	\$500	\$500	YES	YES	Only for \$6550+ ad	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: \$1,395* NATIONAL CFC guide: \$1,295* POST guide: \$795* CALIFORNIA guide: \$495 ALL 4 guides: \$3,495* 1/5 page ad (max size) in 2 CFC guides: \$2250	1/5 PAGE: \$1,600 (2009 price)	1/5 PAGE: \$3,900* (2009 price)	2" x 2" ad: \$2,635 2" x 3 3/4" ad: \$5,285 4" x 6" ad: \$18,690 Web ad: \$250 / \$350	\$1850 (For name, 25-word statement and CFC #)	1/2 PAGE: \$6,550 1/4 PAGE: \$3,540 1/8 PAGE: \$1,830	1/4 PAGE: \$1,067 1/2 PAGE: \$1789	1/5 Page: \$570 x 3 = \$1,710 Color \$725 x 3 = \$2,175 (ad must be in all 3 inserts)
Special price for small charities?	YES (Post Guide: \$500)	NO	NO	NO	NO	NO	NO	NO

*with early response discount.

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