

UPDATED AS OF — JAN 2025



Amplify Your Reach: Advertise with Pillar



2026

Who Subscribes to our Newsletters?

Pillar Nonprofit Network currently has two (2) e-newsletters that reach more than 3,500 individuals in the nonprofit sector in London and surrounding regions. If you are looking to make a positive social impact in the community through your business, and connect with charities, nonprofits, grassroots organizations, social enterprises and social finance investors, our newsletters will help you reach your goals!

Member Mail



1K followers

12%

CLICK THROUGH
RATE

Subscribers

- Social Impact Organization Leaders & Staff (including Grassroots Orgs, Nonprofits and Charities)
- Board Members & Volunteers



25%

OPEN RATE

Community Connector



2.6K followers

Subscribers

- Corporate Leaders
- Nonprofit Leaders & Staff
- Community Members

9%

CLICK THROUGH
RATE

25%

OPEN RATE



Advertising Options and Rates

You can choose to send content to one or the other for the one-time rate, or both for the two-times rate. Please choose the rate that is associated with your organization type (business or nonprofit).

<u>Pillar Feature</u>
<u>Members in the News</u>
Content Here
Sponsored content text here
<u>Funding & Resources</u>
<u>Learning Opportunities</u>

Mid-Way Banner Ad

- 534 pixels x 150 pixels
- One link
- 100 words max
- **Business Rate:**
 - \$250 (one time)
 - \$450 (two times)
- **Nonprofit Rate:**
 - \$200 (one time)
 - \$350 (two times)

Mid-Way Small Ad

- 166 pixels x 130 pixels
- One link
- 50 words max
- **Business Rate:**
 - \$200 (one time)
 - \$350 (two times)
- **Nonprofit Rate:**
 - \$150 (one time)
 - \$250 (two times)

<u>Pillar Feature</u>
<u>Members in the News</u>
Content Here Sponsored content text here
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Featured Ad

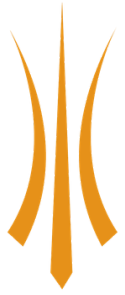
- One photo, 534 pixels x 150 pixels
- One link included
- 100 words max
- Located near the top of the e-newsletter for maximum visibility
- **Business Rate:**
 - \$500 (one time)
 - \$800 (two times)
- **Nonprofit Rate:**
 - \$300 (one time)
 - \$500 (two times)

<u>Pillar Feature</u>
Content Here
Sponsored content text here
<u>Members in the News</u>
<u>Funding & Resources</u>
<u>Learning Opportunities</u>



Dedicated Newsblast

- One photo, 534 pixels x 150 pixels
- One link included
- Content in its own dedicated email with no Pillar content
- 200 words max
- **Business Rate:**
 - \$2,000 (one time)
- **Nonprofit Rate:**
 - \$1,000 (one time)



PILLAR
nonprofit network

Contact Us to Get Started:

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Services

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membership@pillarnonprofit.ca

www.pillarnonprofit.ca/advertise

