



2010 MEDIA KIT

ONE: Innovation Through Philanthropy, magazine
Silicon Valley Community Foundation

THE STORY OF ONE

Silicon Valley has long been the source of innovative, problem-solving philanthropic capital. ONE: Innovation Through Philanthropy, published by Silicon Valley Community Foundation, spotlights what is working, identifies challenges and inspires participation in the solutions.

Since 2007 Silicon Valley Community Foundation, which is located in the heart of one of the most affluent regions in the country, has produced five award-winning issues of ONE magazine.

The magazine is distributed twice a year to approximately 15,000 high-net worth households, nonprofits and businesses in Silicon Valley and the greater Bay Area as well as around the United States. It is mailed to community foundation donors, nonprofit grantees, community foundations, government and elected officials, media contacts, professional advisors, community leaders and others interested in the work of the community foundation. It is distributed at community foundation donor events, available to high-net worth prospects that frequent our offices, and distributed by donors who are featured in the magazine to their circle of friends.

AWARDS & RECOGNITION

Wilmer Shields Rich Awards (Excellence in Communication) — Council on Foundations

- Gold award for magazines
- Silver award for public policy campaigns, Fall 2008 issue

Pearl Awards — Custom Publishing Council

- Gold award for best feature article package, Spring 2009 cover story about foreclosures, “Keeping Doors Open”
- Bronze award for best cover design for magazines under 50,000 circulation for Fall 2008 issue

Eddie Award (Editorial Excellence) — Folio

- Silver award, Spring 2009 issue

Silver Ozzie Award (Excellence in Magazine Design) — Folio

- Debut issue awarded Best New Cover Design

ONE is also Forest Stewardship Council (FSC) certified and printed in four-color on premium recycled paper stock, using soy-based ink.

VISION, MISSION & VALUE OF SILICON VALLEY COMMUNITY FOUNDATION

The vision of Silicon Valley Community Foundation is to be a comprehensive center for philanthropy that inspires greater civic participation throughout San Mateo and Santa Clara counties.

The mission of Silicon Valley Community Foundation is to strengthen the common good, improve quality of life and address the most challenging problems. We do this through visionary community leadership, world-class donor services and effective grantmaking.

We value collaboration, diversity, inclusiveness, innovation, integrity, public accountability, respect and responsiveness.



GENERAL ADVERTISER GUIDELINES

Deadlines

Deadlines for Spring 2010 edition

	Date
Advertising close/place reservation (size and frequency)	03/19/10
Advertising materials due	04/02/10
ONE mailed to ~15,000 homes, businesses, nonprofits	05/03/10

Tentative Deadlines for Fall 2010 edition

Advertising close/place reservation (size and frequency)	08/06/10
Advertising materials due	08/27/10
ONE mailed to ~15,000 homes, businesses, nonprofits	10/01/10

Required Digital Materials

File submission: We accept CD-ROMs or DVDs. High-resolution PDFs may be emailed. FTP site access is also available. Please contact your representative. Send ONLY the files to be used in your ad. Include a printout of the contents of your disk.

Resolution: All continuous tone images (grayscale and color scans) should have a minimum resolution of 300 dpi at 100%. Scanned black-and-white line art should have a minimum resolution of 800 dpi at 100% and a maximum resolution of 2400 dpi.

Digital Advertisement Format: Required format for a four-color or black-and-white digital advertisement is a high-resolution press-ready PDF with all fonts and images embedded.

Please visit www.pdf-x.com for additional information on preparing PDFs.

Proof: Advertisements supplied without a SWOP-certified (Specifications Web Offset Publications) color proof will be printed to SWOP standards. Please visit www.swop.org for additional information on certified proofing and printing standards.

The printer and/or publisher cannot be held liable for color complaints when an advertisement is submitted without an acceptable color proof.

Supplemental Production

Any scanning, image placement, corrections, typesetting, etc. are subject to standard production charges.

Materials

Returned at written request, otherwise held six months, then subject to disposal.

MECHANICAL SPECIFICATIONS

Trim size: 8 3/8" x 10 7/8"

Live area: 7 1/8" x 9 3/4"

NON-BLEED UNITS

Full page: 7 1/8" x 9 3/4"

1/2 page horizontal: 7 1/8"x 4 3/4"

Quarter page: 3 7/8"x 4 3/8"

BLEED UNITS

Full page: 8 5/8" x 11 1/8"

1/2 page horizontal: 8 5/8" x 5 1/2"

Quarter page: 4" x 4 1/2"

NET RATES

Ad Size:	Spring '10	Spring and Fall '10
Full page, inside back cover	\$5,923	\$10,660 (\$5,330 per placement)
Full page, inside front cover	\$6,026	\$10,846 (\$5,423 per placement)
Full page, back cover	\$6,180	\$11,124 (\$5,562 per placement)
Half page	\$3,090	\$5,562 (\$2,781 per placement)
Quarter page	\$1,803	\$3,244 (\$1,622 per placement)

*Ads will appear online at no additional charge.

MATERIALS & COMMUNICATIONS

Ship materials to:

Silicon Valley Community Foundation

Attn: David Eckmann

2440 West El Camino Real, Suite 300

Mountain View, CA 94040 or email: one@siliconvalleycf.org

QUESTIONS:

Direct production questions to one@siliconvalleycf.org