



SOCIETY OF PROFESSIONAL JOURNALISTS.

MEDIAKIT/2022

Advertising Rates and Opportunities





PROVEN PERFORMANCE FOR CHANGING TIMES

Revolutionary changes in journalism have occurred since the Society for Professional Journalists was established in 1909. What's unchanged, however, is the Society's commitment to delivering proven strategies, techniques and knowledge for its professional members.

SPJ serves the world's leading journalists. Members are employed by the foremost print, broadcast and electronic media organizations throughout the world — precisely the kind of professionals in need of your products and services, and more importantly they have the **power** to **purchase** them.

This media sales kit offers advertising and sponsorship opportunities targeted to reach today's busy journalist through their preferred medium in traditional print or electronic media. SPJ offers cost-efficient rates, targeted reach and innovative services to help you attain your sales goals.

We're open to new and inventive ideas that will help us better serve you. Just let us know your thoughts and suggestions. Better yet, why wait? Call us today at **463.224.0243!**

ADVERTISING

SPJ offers the opportunity to combine the power of editorial and online advertising via Quill magazine, SPJ's websites and e-newsletters. Through these channels, readers are ready for your captivating ad creative and compelling sales message. You can choose from frequencies of one week to one month or more. The rates are affordable and cost-efficient. Discounts are available for multiple ads.

ABOUT QUILL MAGAZINE

Since 1912, Quill has been a respected and sought-after resource for journalists, industry leaders, students and educators on issues central to journalism. This magazine offers subscribers how-to content to help hone their journalistic skills in areas such as ethics, freedom of information, diversity, journalism education and technology. When you read Quill, SPJ's national magazine, you have your finger on the pulse of American journalism — its challenges, opportunities and responsibilities.

For more information contact:
Zoë Berg, *Communications Specialist*
463.224.0243 | zberg@spj.org

Quill

WHO READS QUILL?

★ 5,000 PAID SUBSCRIBERS

Quill (ISSN 0033-6475) is published quarterly and is read by more than 5,000 subscribers in print, and even more online at **quillmag.com**. Quill subscribers are professional journalists practicing online, print and broadcast media.

By job title, Quill readers include: reporter/columnist; editor/publisher; producer/writer; news director/general manager; journalism professor; journalism student.

Quill readers work for some of the biggest names in media. To name just a few — The Boston Globe; The Wall Street Journal; The New York Times; Chicago Tribune; Los Angeles Times; The Dallas Morning News; Seattle Times; CNN; ABC; CBS and many more prestigious media companies.





SPECIAL PLACEMENT:

Add 10% to advertising rate.

MECHANICAL REQUIREMENTS:

- **Publication Trim Size:** 8.25" x 10.75"
- **Bleed Ads:** Acceptable in full page units only.
- **Bleed minimum:** 0.125" on all sides.

ADVERTISING REQUIREMENTS:

Submitting digital files is preferred. Digital files must be PDF, EPS, AI, JPEG or TIFF files.

When sending vector files, please outline all fonts; rasterized files should be saved at 300dpi. All images should be CMYK/color.

TECHNICAL QUESTIONS:

Tony Peterson
 812.371.0572 | tpeterson@spj.org

ISSUE	SPACE RESERVATION	AD MATERIALS DUE
SPRING	1.07.22	1.14.22
SUMMER	4.01.22	4.08.22
FALL	7.01.22	7.08.22
WINTER	10.03.22	10.10.22

QUILL ADS (ALL ADS ARE IN COLOR)

AD SIZE (WIDTH X HEIGHT IN INCHES)

	1X	2X	4X
Full page (trim size/bleed) (8.25" x 10.75" / 8.5" x 11")	\$2,000	\$1,900	\$1,800
1/2 page (horizontal) (7.25" x 4.75")	\$1,000	\$900	\$800
1/4 page (4.75" x 4.75")	\$600	\$500	\$400
Back inside cover (trim size/bleed) (8.25" x 10.75" / 8.5" x 11")	\$2,500	\$2,400	\$2,300
Front inside cover (trim size/bleed) (8.25" x 10.75" / 8.5" x 11")	\$2,500	\$2,400	\$2,300

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REACH JOURNALISTS ONLINE

Advertising on SPJ's website, Quill online and Ethics Central provides exposure to a professional group of media and opinion leaders, as well as decision makers. With a simple click on your logo or graphic, visitors are sent instantly to your website.

SPJ offers highly-responsive online opportunities to reach your best prospects via advertising via advertising on SPJ.org, quillmag.com, ethicscentral.org, SPJ Leads (SPJ's weekly member eNewsletter) and The Advocate (SPJ's monthly supporter eNewsletter).

SPJ.ORG

*** 40,000 UNIQUE VISITORS A MONTH**
*** 94,200 PAGEVIEWS A MONTH**

Maximize Sales Reach via SPJ.org — SPJ.org delivers 1,600 visitors per day, of which 83% are new visitors. Content delivered on the site is of interest to professional journalists, assuring targeted reach to the best possible prospects for your products and services.

Whether catching up on SPJ news, using the job bank or freelance directory, viewing SPJ's Code of Ethics or simply networking with others in the journalism community, SPJ.org is a haven for today's media. Your ad is sure to grab attention of visitors with both the interest and power to buy your products and services.

	unit width x height	per month
Skyscraper	160 x 600 pixels	\$ 1000
Medium Rectangle	300 x 300 pixels	\$ 700
Anchor Banner	520 x 90 pixels	\$ 500
Small Rectangle	195 x 195 pixels	\$ 450

DISCOUNTS

10% off when you place an ad on spj.org AND quillmag.com or ethicscentral.org, **15% off** when you place an ad on all three sites.

QUILL ONLINE

*** 5,300 UNIQUE VISITORS A MONTH**
*** 6,000 PAGE VIEWS A MONTH**

QuillMag.com offers visitors the latest news about the journalism industry, useful how-to content, unique reviews, intriguing point-of-view pieces, the latest in book excerpts and Q&As with media leaders, journalism experts and authors. It's a one-stop shop for everything Quill has to offer, including an online version of the quarterly magazine and original online-only content.

Visitors to quillmag.com include Quill subscribers, media professionals, journalism students and educators and people with an interest in all things journalism. An ad on Quill online will reach a variety of individuals throughout the media world that are sure to have an interest in your products.

	unit width x height	per month
Skyscraper	160 x 600 pixels	\$ 850
Small Rectangle	195 x 195 pixels	\$ 350

ETHICS CENTRAL

SPJ's new site, Ethics Central, is a hub for journalists that brings together the most current industry news related to journalism ethics, newsroom diversity and inclusive coverage in one spot. EthicsCentral.org is the place for industry professionals to discuss the latest ethics and diversity successes, failures and controversies circulating in journalism.

It attracts industry professionals looking to brush up on journalism ethics and discuss current events, and students and members of the public looking to learn more about ethics. The page includes stories aggregated from other sources, articles written for the page by journalists around the country, interactive forms and information on all things journalism ethics.

	unit width x height	per month
Medium Rectangle	300 x 300 pixels	\$ 550
Anchor Banner	520 x 90 pixels	\$ 400



SPJ's eNEWSLETTERS

eNewsletters are a cost-effective advertising opportunity and useful in reaching a targeted audience. This has become one of the preeminent ways to market products or services online. Take advantage of our ability to deliver advertising messages directly to our members' inboxes.



SPJ LEADS

- ★ 5,000 EMAILS SENT
- ★ 57% OPEN RATE
- ★ 9% AD CLICK RATE

Leads, published every Wednesday, is sent to all SPJ members including professional journalists, journalism educators, journalism students, recent graduates and retired industry professionals. This newsletter highlights weekly happenings, new journalism opportunities and SPJ news. SPJ members turn to Leads for information on upcoming awards competitions, webinars and job opportunities.

	unit width x height	per month
SPJ Leads Banner <i>(published weekly)</i>	600 x 90 pixels	\$ 600



THE ADVOCATE

- ★ 550 EMAILS SENT
- ★ 58% OPEN RATE

The Advocate, published the first Friday of the month, is sent to SPJ associate members, SPJ donors and friends of the Society. This newsletter highlights monthly happenings in the industry and SPJ news. Readers turn to The Advocate to stay up-to-date on important media news, upcoming events and ways to show their support for the industry.

	unit width x height	per month
The Advocate Banner <i>(published monthly)</i>	600 x 90 pixels	\$ 350

For additional sizes, inserts and other advertising opportunities, contact **Zoë Berg**, *Communications Specialist* at **463.224.0243** or **zberg@spj.org**.

DISCOUNTS: 5% on Leads and The Advocate ad, 10% on four ads, 20% on eight ads.



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