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? Email us today at zberg@spj.org!

ADVERTISING

SPJ offers the opportunity to combine the power of editorial and online advertising via Quill magazine, SPJ’s website and enewsletters. 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.

WHO ADVERTISES WITH SPJ

SPJ features ads from various organizations focused on journalism, press freedom, education and more. Previous advertisers include Online News Association, Columbia University Graduate School of Journalism, Scripps Howard Foundation, SciLine, AP Stylebook retailers, Delete Me, GEICO, American Legion, Triton Digital, JournalismJobs.com, Ball State University and more. Previous sponsors include NBC News, National Basketball Association, Gray Television, Google, The Wall Street Journal, Bureau of Economic Analysis, Gannett and more.

For more information contact:
Zoe Berg, Communications Specialist
317.920.4785 | zberg@spj.org

MEDIA KIT BREAKDOWN

Quill magazine page 3
Quill is published quarterly and is read by more than 5,000 print subscribers, including industry leaders, students and educators on issues central to journalism. Choose from five sizes.

Websites page 4
Online advertising 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 has three web options — SPJ.org, Quill online and Ethics Central.

eNewsletters page 5
Take advantage of SPJ’s ability to deliver advertising messages directly to our members’ inboxes. Your ad can be featured at the top of SPJ’s weekly or monthly newsletter. And if you’re hiring, SPJ is here to help get the word out.

Sponsorship page 6
Take your advertising to the next level and sponsor one of SPJ’s premier events. Meet SPJ members and other journalists face-to-face as an exhibitor at SPJ’s annual convention.

SPJ Sponsorship Policy page 7
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.

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.

ISSUE            SPACE RESERVATION   AD MATERIALS DUE
SPRING            1.1.23            1.06.23
SUMMER            4.03.23           4.10.23
FALL              7.01.23           7.07.23
WINTER            10.03.23          10.10.23

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

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:
Abby Likens
317.920.4783 | alikens@spj.org

For more information contact:
Zoë Berg, Communications Specialist
317.920.4785 | zberg@spj.org
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
Small Rectangle
300 x 300 pixels $700
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.

ETHICS CENTRAL
* 200 UNIQUE VISITORS A MONTH
EthicsCentral.org 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.

Ethics Central 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 on ethics and diversity written for the page by journalists around the country, information on applying the SPJ Code of Ethics to current event and information on all things journalism ethics.

unit width x height per month
Anchor Banner
520 x 90 pixels $200

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.
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

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.

**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.

**DISCOUNTS**

5% off on Leads and The Advocate ad or Leads ad and job post, 10% on four ads or job posts, 20% on eight ads or job posts.

**JOB PLACEMENT**

- INCLUDED IN SPJ LEADS
- SENT TO PROFESSIONAL OR STUDENT MEMBERS

Are you hiring? SPJ’s weekly member enewsletter, Leads, is the perfect place to advertise. Reach a segmented portion of SPJ members — professionals or students and post-grads — who are outstanding journalists. Job postings are some of the most clicked links in Leads.

We are open to jobs, internships, fellowships and grant opportunities that focus on journalism, including opinion writing, photography, video editing, podcasting, design, teaching and more. **SPJ has the right to refuse placement for any job that it deems not relevant to its members.**

**SPJ Leads Job Posting**

*(published weekly)*

**What we need from you:** Job postings should be a short blurb starting with the name of the organization that is hiring, the location and the job title, followed by two or three sentences on expected qualifications or responsibilities. A link to the job posting online should be included as well. **Please note, the blurb may be edited to match SPJ’s style and format.**

**SPJ’s eNewsletter discounts also apply to multiple job posts.**

**SPJ’s Career Bank** is another options for posting your job opening online. With five levels of access, there is sure to be a plan that suits your needs. Job postings average about 400 views.

Get started at jobs.spj.org/employers

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For additional sizes, inserts and other advertising opportunities, contact Zoë Berg, Communications Specialist at 317.920.4785 or zberg@spj.org.
SPJ ANNUAL CONVENTION SPONSORS AND EXHIBITORS

SPJ’s 2023 annual journalism convention will be held Sept. 28-30 in Las Vegas. A visually charged marketing campaign will promote the convention to hundreds of professional, student and retired journalists and over 100,000 social media followers. Sponsors will be featured in all aspects of the multimedia campaign as we generate excitement leading up to SPJ23. SPJ offers six sponsorship levels and the option to be an exhibitor at the convention trade show.

The SPJ23 journalism convention will bring together a dynamic audience of 700+ professional journalists, collegiate student journalists and university journalism faculty from across the country. Attendees will be from all types of outlets including local, regional and national print publications, online news sites, magazines and broadcast programs, including TV, radio and podcasts. They will be leaders in coverage areas including politics, sports, technology, education, business, arts and entertainment and more. This incredibly active group is tech savvy, early adopting and inherently curious.

Contact Katie Riggs at katie@riggsand.com for more information and to reserve your space. Visit spj.org/convention.asp for up-to-date information on program line-up, sponsors and more.

SPONSOR THE SIGMA DELTA CHI AWARDS CEREMONY

The Sigma Delta Chi Awards are some of the most prestigious and coveted awards given to journalists. This year’s virtual awards ceremony will be held on June 17. The SDX Awards date back to 1932, when the Society first honored six individuals for contributions to journalism. Now, more than 75 awards recognize the best in professional journalism in print/online, audio, television and more. Judges choose the winners from nearly 1,500 entries. SPJ offers four sponsors levels and the chance to be included in the ceremony, invitations and social media promotions.

Winners for the 2022 awards will be announced for the first time during the virtual awards presentation, which includes an introduction from a high profile journalist. The ceremony also celebrates student journalism with the announcement of the MOEy Best in Show Award recognizing the best student journalism in the country from SPJ’s Mark of Excellence Awards.

Contact Zoë Berg at zberg@spj.org for more information and to reserve your space.
SPJ SPONSORSHIP POLICY

The Society of Professional Journalists — at conventions and other events — will seek sponsors, partners, exhibitors and advertisers that are consistent with its mission to encourage the free practice of journalism, foster diversity and stimulate high standards of ethical behavior. The goal of such arrangements will be to enhance, and not to tarnish, SPJ’s credibility and image.

As the nation’s premier professional journalism organization, SPJ seeks to protect the First Amendment guarantees of freedom of speech and of the news media.

Sponsorships, partnerships, exhibitors and advertisers from both media and non-media entities will generally be accepted from individuals, corporations, foundations or other entities, with the following limitations:

- Any funds that violate federal, state or local laws, statutes or ordinances.
- Any funder and/or closely affiliated entity that promotes or supports acts against journalism, journalists or freedom of expression.
- Any funder and/or closely affiliated entity that does not properly investigate claims of discrimination or harassment involving the entity.
- Any funder and/or closely affiliated entity that actively and intentionally engages in disinformation or propaganda campaigns against journalism or journalists.
- Sponsors, exhibitors and advertisers may propose program ideas but not panelists or speakers. No sponsor, exhibitor or advertiser shall provide speaking fees or cover expenses for participants. SPJ may choose, in certain circumstances, to fund in part or whole speaker fees or expenses. Ultimately, the SPJ board will assume responsibility for participants and topics.
- SPJ’s executive director will review each contract before it is accepted.
- SPJ reserves the right to refuse any proposed sponsor, partner, exhibitor or advertiser for any reason.
- This policy applies to national SPJ events, whether SPJ is a sole sponsor or a co-sponsor.
- Local and regional SPJ leaders will be encouraged but not required to apply it to their programs and conferences.

For more information contact:
Zoë Berg, Communications Specialist
317.920.4785 | zberg@spj.org