



SOCIETY OF PROFESSIONAL JOURNALISTS®

MEDIA KIT

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. While the landscape of journalism has transformed, our unwavering commitment to empowering journalists remains.

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 presents unparalleled advertising and sponsorship opportunities tailored to engage today's dynamic journalists through their preferred mediums, traditional print or electronic media. Benefit from SPJ's cost-effective rates, precise targeting and forward-thinking services to achieve your sales objectives.

We invite you to collaborate with us on innovative approaches to enhance your experience. Share your ideas and suggestions —we're all ears! Don't delay, reach out to us today at communications@spj.org and let's shape the future of journalism together.

ADVERTISING

SPJ offers the opportunity to combine the power of editorial and online advertising via Quill magazine, SPJ.org and newsletters. Through these channels, readers are ready for your captivating, creative and compelling sales message. You can tailor your advertising frequency to your needs, ranging from weekly to monthly placements or beyond. Our rates are designed to be both affordable and cost-efficient, allowing you to maximize your marketing budget. Take advantage of special discounts for multiple ad placements to amplify your brand's reach even further.

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:

Kim Tsuyuki, *Communications Specialist*
ktsuyuki@hq.spj.org

MEDIA KIT BREAKDOWN

Quill magazine page 3

Quill is published quarterly and is read by more than 3,000 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 and Policy page 6

Take your advertising to the next level and sponsor one of SPJ's premier events.

Quill

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?



3,000 PAID SUBSCRIBERS

Quill (ISSN 0033-6475) is published quarterly and is read by more than 3,000 subscribers in print, and even more online at quillmag.com. Quill subscribers are professional journalists practicing online, print and broadcast media.

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	1.24.24	1.31.24
SUMMER	4.23.24	4.30.24
FALL	7.09.24	7.16.24
WINTER	10.22.24	10.29.24

QUILL ADS (ALL ADS ARE IN COLOR)

AD SIZE (WIDTH X HEIGHT IN INCHES)

Full page (trim size/bleed) (8.25" x 10.75" / 8.5" x 11")

1/2 page (horizontal) (7.25" x 4.75")

1/4 page (4.75" x 4.75")

Back inside cover (trim size/bleed) (8.25" x 10.75" / 8.5" x 11")

Front inside cover (trim size/bleed) (8.25" x 10.75" / 8.5" x 11")

	1X	2X	4X
Full page (trim size/bleed) (8.25" x 10.75" / 8.5" x 11")	\$1,000	\$950	\$900
1/2 page (horizontal) (7.25" x 4.75")	\$500	\$450	\$400
1/4 page (4.75" x 4.75")	\$300	\$250	\$200
Back inside cover (trim size/bleed) (8.25" x 10.75" / 8.5" x 11")	\$1,250	\$1,200	\$1,150
Front inside cover (trim size/bleed) (8.25" x 10.75" / 8.5" x 11")	\$1,250	\$1,200	\$1,150

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:

Lou Harry | lharry@spj.org



For more information contact:
Kim Tsuyuki, *Communications Specialist*
ktsuyuki@hq.spj.org



SOCIETY OF PROFESSIONAL JOURNALISTS JOIN DONATE MEMBERS MORE

SPJ News
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SPJ, The Chronicle of Higher Education announce student newspaper awards named for Corbin Gwaltney

12/10/2021

MEDIUM RECTANGLE (300x300)

CONTACT:
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Nick Endrey, Chronicle Managing Director of Marketing, 202-466-3238, nendrey@spj.com

INDIVIDUALS — An annual award, presented by the Society of Professional Journalists in honor of the nation's best student newspapers, will now be named for the late Corbin Gwaltney, co-founder of The Chronicle of Higher Education and founder of The Chronicle of Philanthropy.

The SPJ Mark of Excellence Awards, which recognize student journalism in dozens of categories, will now include the Corbin Gwaltney Award for Best All-Student Newspaper, honoring journalistic excellence in two divisions based on student enrollment. Two national winners will receive a \$5,000 prize provided by The Chronicle and be recognized in June at the Sigma Delta Chi Awards banquet in Washington, DC.

"It is a fitting honor of SPJ's most prestigious awards for collegiate journalism named after Mr. Gwaltney," said SPJ National President Rebecca Aguilu. "The student journalists whose work earns this recognition benefit in so many ways from the legacy Mr. Gwaltney left — not only because of what he did for higher education but also for journalism. SPJ is honored that these awards will now bear his name."

"Corbin Gwaltney founded The Chronicle in 1995 and quickly turned it into the premier media outlet covering the higher education sector. For over 40 years, he held the publication to the highest editorial and journalistic standards and instilled a pursuit of excellence that continues to this day," said Pamela Gwaltney, Chair of The Chronicle of Higher Education. "Corbin passed away in 2019, but he would have been extremely proud to be associated with this award that, in partnership with the Society of Professional Journalists, recognizes outstanding young journalists covering their own campuses."

The Chronicle of Higher Education's roots go back to 1957 when Gwaltney, then editor of the Johns Hopkins University alumni magazine, met in New York with fellow editors from 10 other campus publications. They discussed collaborating on a journal that would supplement college alumni publications and explore higher education more broadly. Today, through its digital and print publications, The Chronicle reaches more than 1.7 million professionals across higher ed each month.

Annually, SPJ presents the Mark of Excellence Awards, honoring the best in student journalism. Entries are first judged on the regional level. First-place regional winners advance to the national competition, and most are recognized at their respective regional SPJ conferences. National winners are showcased on SPJ's website.

A best in show, or MOE award, is given for the overall best entry among all national winners. Judging for the winners of the new award will remain the responsibility of SPJ. Judging is based on criteria including:

- In limited cases, The Chronicle will cover entry fees in the category if the fees present a genuine financial hardship for a student newspaper. Requests for hardship waivers can be submitted to Lou Henry, SPJ manager of publications and awards. Entry fees for SPJ members are \$20 per entry and \$30 per entry for non-members.

This year's MOE entries are due by 11:59 pm EST Jan. 24. Questions should be sent to SPJ awards staff. More information regarding how to enter MOE and other SPJ awards programs is available on the SPJ website.

Every month The Chronicle of Higher Education provides more than 1.7 million professionals across higher education the right information to make the best decisions for their students, their institutions, and their careers. For more than five decades, The Chronicle has been the unrivaled leader in higher-ed journalism, providing award-winning news and information, deep insights, and opportunities for professional growth to those who shape colleges and universities. It is owned by The Chronicle of Higher Education Inc., which publishes The Chronicle of Higher Education, The Chronicle of Philanthropy, Arts & Letters Daily, and The Chronicle News.

SPJ promotes the free flow of information vital to informing citizens, works to inspire and educate the next generation of journalists, and fights to protect First Amendment guarantees of freedom of speech and press. Support excellent journalism and fight for your right to know. Become a member, give to the Logan Defenders Fund or give to the SPJ Foundation.

ANCHOR BANNER (520x90)

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REACH JOURNALISTS ONLINE

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).

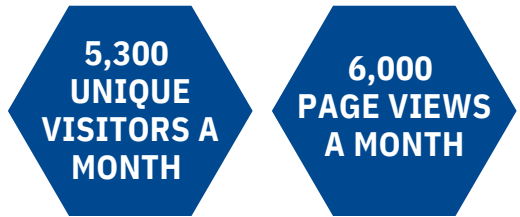
SPJ.ORG



Maximize Sales Reach via SPJ.org — 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	\$ 500
Medium Rectangle	300 x 300 pixels	\$ 350
Anchor Banner	520 x 90 pixels	\$ 250
Small Rectangle	195 x 195 pixels	\$ 225

QUILL ONLINE



QuillMag.com is a one-stop shop for everything Quill has to offer, including an online version of the quarterly magazine and original online-only content. Visitors 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

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	\$ 275
Small Rectangle	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.



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.

SPJ LEADS
5,000+ emails sent, with 57% opening

57%

SPJ Leads Banner
(published weekly)
per week \$ 300

unit width x height
600 x 90 pixels



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.

The Advocate
550+ emails sent with 58% opening

58%

The Advocate Banner
(published monthly)
per month \$ 175

unit width x height
600 x 90 pixels

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

For additional sizes, inserts and other advertising opportunities, contact **Kim Tsuyuki**, Communications Specialist at ktsuyuki@hq.spj.org.

JOB PLACEMENT

INCLUDED IN SPJ LEADS

Are you hiring? SPJ's weekly member newsletter, 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)
per week \$ 100

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 newsletter discounts also apply to multiple job posts.

SPJ's Job Board is another option for posting your job openings online. With three levels of access, plus multiple options for ads on the job board, there is sure to be a plan that suits your needs. Job postings average about 400 views.

Get started at jobs.spj.org



FOR EXCELLENCE IN PROFESSIONAL JOURNALISM

SIGMA DELTA CHI

Awards Ceremony

SPONSOR THE SIGMA DELTA CHI AWARDS CEREMONY

The Sigma Delta Chi Awards are some of the most prestigious and coveted awards given to journalists. **The virtual awards ceremony is typically held in June.** 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 sponsor levels and the chance to be included in the ceremony, invitations and social media promotions.

Winners for the 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 Kim Tsuyuki at communications@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:

Kim Tsuyuki, *Communications Specialist*

ktsuyuki@hq.spj.org



SOCIETY OF PROFESSIONAL JOURNALISTS®