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 enewsletters. 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
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?
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.

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

3,000 PAID SUBSCRIBERS

32x387

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

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
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

- **35,000 UNIQUE VISITORS A MONTH**
- **82,000 PAGE VIEWS A MONTH**

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.

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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.

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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.

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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
(published weekly)
5,000+ emails sent, with 57% opening

SPJ Leads Banner
(unit width x height)
600 x 90 pixels
$ 300 per week

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
(published monthly)
550+ emails sent with 58% opening

The Advocate Banner
(unit width x height)
600 x 90 pixels
$ 175 per month

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 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)
$ 100 per week

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 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
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
ktuyuki@hq.spj.org