



SOCIETY OF PROFESSIONAL JOURNALISTS.

MEDIAKIT/2021

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 **317.920.4785!**

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.

ADVERTISING

SPJ offers the opportunity to combine the power of editorial and online advertising via the Quill magazine, SPJ's website and Leads e-newsletter. Through these channels, the 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 in Leads and Quill magazine.

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

Quill

WHO READS QUILL?

★ **7,000 PAID SUBSCRIBERS**

Quill (ISSN 0033-6475) is published quarterly and is read by more than 7,000 paid subscribers in print and online at **spj.org/quill**. 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.





Quill

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
 317.920.4783 | tpeterson@spj.org

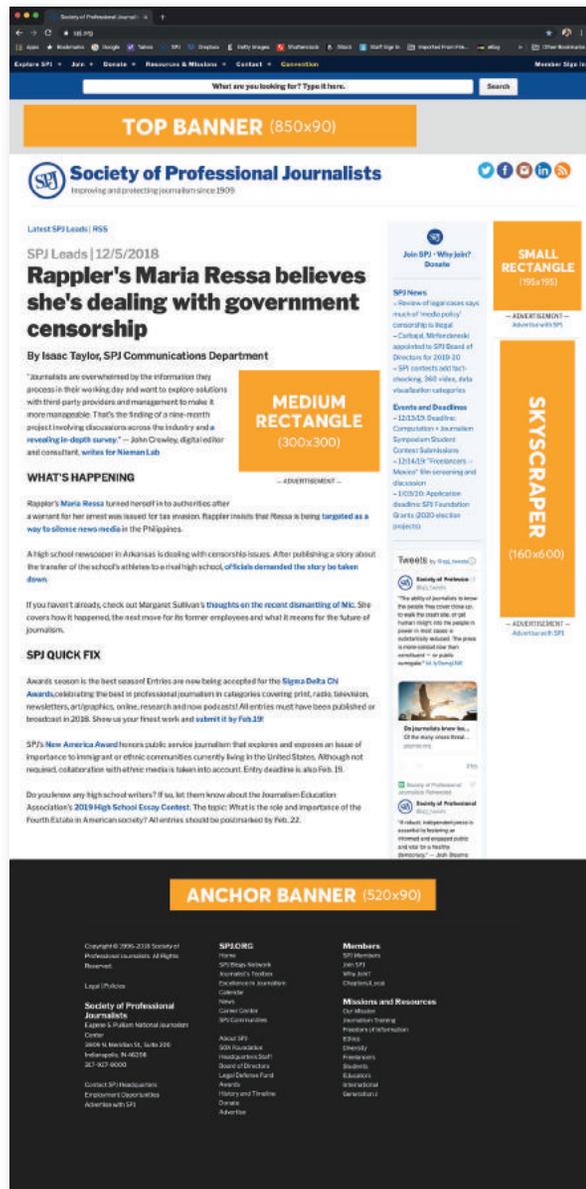
ISSUE	SPACE RESERVATION	AD MATERIALS DUE
SPRING	1.10.19	1.15.19
SUMMER	4.09.19	4.16.19
FALL	6.11.19	6.18.19
WINTER	10.08.19	10.15.19

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

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



REACH JOURNALISTS ONLINE

Advertising on SPJ's website 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 two highly-responsive online opportunities to reach your best prospects via advertising on SPJ.org and SPJ Leads (SPJ's weekly eNewsletter).

SPJ.ORG

*** 37,000 UNIQUE VISITORS & 94,000 PAGEVIEWS A MONTH, 1,200 UNIQUE VISITORS & 3,000 PAGEVIEWS A DAY**

Maximize Sales Reach via SPJ.org — SPJ.org delivers 1,500 visitors per day, of which 72% are new visitors. Content delivered on the site is of interest to professional journalists, assuring you targeted reach to the best possible prospects for your products and services.

Whether catching up on Society 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
Top Banner	850 x 90 pixels	\$ 1,095
Skyscraper	160 x 600 pixels	\$ 995
Medium Rectangle	300 x 300 pixels	\$ 595
Anchor Banner	520 x 90 pixels	\$ 395
Small Rectangle	195 x 195 pixels	\$ 350



SPJ LEADS

SPJ's Weekly eNewsletter

*** 6,200 EMAILS SENT / 40% OPEN RATE**

eNewsletters are a cost-effective advertising opportunity, useful in reaching a targeted audience. This has become one of the pre-eminent ways to market products or services online. Take advantage of our ability to deliver advertising messages directly to our members' inbox. Leads, published every Wednesday, highlights weekly happenings, new journalism opportunities and Society news.

	unit width x height	per week
SPJ Leads Banner	600 x 90 pixels	\$600

(published weekly)

DISCOUNTS: 10% on four ads, 20% on eight ads.

For additional sizes, inserts and other advertising opportunities, contact **Zoë Berg**, *Communications Coordinator* at **317.920.4785** or **zberg@spj.org**.



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