



Direct all advertising inquiries to:
 Lindsay Porter
 Journalism Education Association
 105 Kedzie Hall
 828 Mid-Campus Dr. S.
 Manhattan, KS 66506
 785-532-5532
 fax: 785-532-5563
 porter@jea.org

Submit ads electronically as PDF files to:

Lindsay Porter
 porter@jea.org

AND

Bradley Wilson, Ph.D.
 bradleywilson08@gmail.com

The publisher assumes no responsibility for the return of manuscripts or art although every attempt will be made to return such material if requested.

Advertising on JEA's website:

Since 2013, JEA has partnered with MultiView to offer industry suppliers opportunities to advertise on the association's website.

The JEA website has a long history of being an informational authority for journalism education. It's the place where professionals go for news, educational opportunities, member services, and more. With banner ad placements throughout the site, your company can gain great exposure in front of a targeted audience.

To learn more about these advertising opportunities, contact MultiView at 972-402-7000, or send an email to salesinquiries@multiview.com.

Contract

FOR ADVERTISING

YES, I'd like to take this opportunity to reach thousands of the top journalism educators in the nation by advertising in *Communication: Journalism Education Today*. Advertising rates listed on the Rate Card and Contract are for camera-ready ads submitted electronically. All ads must be submitted as high-resolution PDF documents with crop marks indicated for bleeds. All additional art, photography, or unusually time-consuming work will be charged at the rates below on the contract. No ad placement will be guaranteed. However, placement will be granted, if possible, when requested. All ads must be paid in advance. JEA will provide advertisers with two copies of each publication in which their ad runs. Additional copies are \$5 each.

Deadline details

Published four times a year. Mailed Bulk Rate.

Issue	Copy	Ad contract	Ad PDF	To members
Fall	July 10	July 10	July 24	September
Winter	Sept. 4	Sept. 4	Sept. 18	November
Spring	Dec. 4	Dec. 4	Dec. 18	February
Summer	Feb. 12	Feb. 12	Feb. 26	April

C:JET

AD SIZE

- IFC (\$650)
- BC (\$700)
- 1/2 page (\$160)
- 1/8 page (\$50)*
- IBC (\$650)
- Full Page (\$320)
- 1/4 page (\$80)

DIMENSIONS (allow 1/4" for full-page bleeds)

- Full, IFC, IBC: 8.5" x 11"
- Back Cover: 7.625" x 7.25"
- 1/2 page: 7.5" x 5" (horizontal) or 3.67" x 10" (vertical)
- 1/4 page: 3.67" x 4.92"
- 1/8 page: 3.67" x 2.42"

ISSUE

- Fall
- Spring
- Winter
- Summer

AD COST

\$ _____
 (per issue cost x no. of issues)

ADDITIONAL ITEMS

- All four issues — Deduct 10% \$ _____
- * Workshop directory, 1/8-page ad (summer issue only)
 — Deduct \$25 if purchased with another ad..... \$ _____
- Ad design, electronic file preparation, etc. (@ \$75/hour) \$ _____

TOTAL CHARGES \$ _____

How to list business for Table of Contents _____

Contact person _____ Date _____

Firm name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

METHOD OF PAYMENT (ads must be paid before publication goes to press)

- MasterCard Visa Discover American Express Check # _____ made payable to

JEA

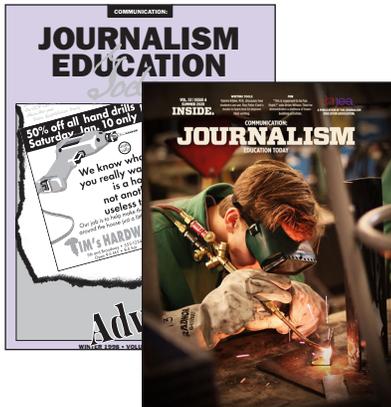
Credit card number _____ Expiration _____

Authorized signature _____ Security Code _____

Print name here _____ ZIP Code _____

Information

ON ADVERTISING AND SUBMITTING ARTICLES
TO THE NATIONAL PUBLICATION
OF THE JOURNALISM EDUCATION ASSOCIATION



COMMUNICATION: JOURNALISM EDUCATION TODAY

Communication: Journalism Education Today provides original educational materials to JEA members on a wide variety of topics related to all aspects of scholastic media with lesson plans, teaching tips, current research and other resources.

PUBLISHED FOUR TIMES PER ACADEMIC YEAR, IN SEPTEMBER, NOVEMBER, FEBRUARY AND APRIL

Communication: Journalism Education Today is a benefit of membership in JEA and is not sold on a subscription basis. Single copies may be purchased for \$5 each. Additional postage for Canada and Pan American possessions, \$15 per year; all other countries, \$20 per year. Articles are the expressions of the writers and are not statements of JEA policy unless so stated. *Communication: Journalism Education Today* is a member of the NCTE Information Exchange Agreement and Xerox.

Contacts

ADVERTISING

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Manhattan, KS 66506-1505
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porter@jea.org

EDITORIAL

Bradley Wilson, Ph.D., MJE, Editor
4919 Trinidad Dr.
Wichita Falls, TX 76310
919-264-6768
bradleywilson08@gmail.com

Dates & Deadlines

2020

Broadcast Adviser of the Year deadline June 1 JEA
Advisers Institute, New Orleans July 6-9
Fall *C:JET* copy and ad contract deadline July 10
JEA fall awards deadline July 15
Orlando speaker proposals due July 15
Winter *C:JET* copy, ad contract deadline Sept. 4
Yearbook Adviser of the Year deadline Oct. 15
Orlando convention (virtual) Nov. 19-22
Spring *C:JET* copy, ad contract deadline Dec. 4
JEA spring awards deadline Dec. 15
Seattle speaker proposals due Dec. 15

2021

Summer *C:JET* copy, ad contract deadline Feb. 12
High School Journalist
of the Year deadline (to state directors) February
Scholastic Journalism Week Feb. 21-27
High School Journalist
of the Year deadline (to JEA) March 15
Student Journalist Impact Award, Aspiring Young
Journalist deadline March 15
Spring convention March 15 to May 15
JEA Advisers Institute, New Orleans July 5-8
Philadelphia speaker proposals due July 15

Technical Information

Communication: Journalism Education Today is produced using InDesign on an Apple Macintosh. Art files are created in Adobe Illustrator and Adobe Photoshop. Files are submitted on disk and output directly to film.

Page size:

- 8 1/2 x 11 inches

Line screen:

- 150 LPI

Color:

- *C:JET* uses four-color for all inside and cover pages.

EDITORIAL SUBMISSIONS

Copy should be submitted electronically, either by email or on Macintosh-formatted CD. Microsoft Word is the preferred file format for disk submission. Plain text is also acceptable.

Digital photos should be submitted as 300 PPI JPEG files using a compression of 10, 11 or 12 either in grayscale or RGB mode. Complete caption information and photograph credits should be typed into the File Info fields in Photoshop. Do not send captions separate from photos. Write captions for a national audience, being specific in details as to school, city and state for individuals and events pictured as well as on photo credits. Student photographers also should include adviser's name.

ADVERTISING SUBMISSIONS

Ads must be submitted electronically as high-resolution PDF files electronically via email, Dropbox or other FTP method. Send electronic copy to Lindsay Porter to ensure receipt. Native InDesign (or other format) files will not be accepted. Bleed (1/4 inch) and crop marks must be included on ads that bleed off the page.

ABOUT JEA



The Journalism Education Association Inc., is the only independent national scholastic journalism organization for teachers and advisers.

Founded in 1924, JEA is a volunteer organization. Members of the Board of Directors, including the officers, are current or retired journalism teachers who have obtained their positions through national membership elections.

The headquarters office, located at Kansas State University in Manhattan, Kansas, is maintained as a clearinghouse for JEA members and programs, and provides essential office services. It also houses the JEA Bookstore and membership records.

Among JEA's 2,800 members are journalism teachers and media advisers, media professionals, press associations, adviser organizations, libraries, yearbook companies, newspapers, broadcast operations and departments of journalism and mass communications.

State adviser organizations are encouraged to affiliate with JEA. State affiliates can receive rebates for individual memberships to JEA which are submitted by their state organization. Press associations, libraries, yearbook companies, newspapers, broadcast or online media and collegiate departments of journalism are all offered institutional memberships.

The organization has much to offer those interested in journalism education. The annual dues include publications, discount rates on national conventions and workshops, books at discounted prices and more.

Find even more about JEA on our website at www.jea.org.



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MISSION

Communication: Journalism Education Today provides educational perspectives to JEA members on a wide variety of topics, such as teaching/advising issues, scholastic media strategy, pedagogical updates, current journalism research and other professional and technological concerns.

TARGET AUDIENCE

High school journalism educators make up the majority of the 2,800 members, from the newest to the most experienced, of the national Journalism Education Association. A secondary audience includes professionals — college librarians (more than 200 library subscriptions), yearbook printing companies, college journalism education leaders, state and regional association directors.

CONTENT

Communication: Journalism Education Today promotes lifelong professional learning as the norm and as the expectation for all journalism teachers/advisers, from the newest to the most experienced.

The quarterly JEA magazine, which is 32 to 48 pages, presents articles and packages about reporting, writing, editing, photography, design, typography, trends, advertising, fundraising, public relations and ethical standards as well as articles and packages about technology and pedagogy pertinent for journalism educators. Editors seek articles that value originality, thorough research, knowledgeable sources, fact checking and Associated Press style — all in ways that speak to journalism advisers.

To serve multiple readers and to present a wide range of content, each issue showcases an individual pattern. Usually there is diverse subject matter. Occasionally, an issue highlights an in-depth consideration that builds on current journalism needs or on JEA activities or programs. Other presentations present personal commentary, photography or page galleries, original educational exercises or feature shorts highlighting technical innovations.

CONTRIBUTORS

JEA members and other journalism professionals may submit original articles and packages as well as photographs and other visuals that advance magazine goals, as described above. Always the goal for writing is a length that is appropriate for the subject and/or the package. Articles are often 1,500 to 3,500 words, but they may be shorter or longer if the subject requires a special length to achieve effective communication. Packages with multiple stories and visuals are also a way to present diverse perspectives and to focus on complex issues.

Writers are encouraged to present new perspectives on subjects that have journalism education appeal. Writers may include quotations from authoritative or pertinent sources, such as professional journalists (broadcasters, photographers, writers, designers, and the like), students, advisers, administrators or reputable experts. All copyrighted material and other sources must be properly cited.

BIOGRAPHY

Each author is responsible for providing the editor with a color head-and-shoulders photograph of him/herself, a short biography (maximum, 100 words) and contact information (mailing address, email address and phone number[s]). Each author will receive two copies of the finished publication.

Rate Card

FOR ADVERTISING

COMMUNICATION: JOURNALISM EDUCATION TODAY

Back cover	\$ 700	(four-color included)
Inside front cover	\$ 650	(four-color included)
Inside back cover	\$ 650	(four-color included)
Full page	\$ 320	(four-color included)
1/2 page	\$ 160	(four-color included)
1/4 page	\$ 80	(four-color included) (vertical only)
1/8 page workshop directory ad	\$ 50*	(four-color included) (horizontal only)

SPECIAL OPTIONS

All four issues – deduct 10 percent off total cost of the ad. For example, to buy a full page ad in all four issues, the total cost would be \$1,152 (\$1,280 - \$128).

* In the summer issue, JEA will include a workshop directory for any businesses or associations that would like to advertise summer workshops. These 1/8-page ads include a logo and a few lines of text. *Take half off the cost of a workshop directory ad when purchased with another ad.* Workshop directory ads are available **ONLY** in the summer issue. One-eighth-page ads are horizontal only.

Advertisers will be billed at \$75/hour to prepare non-camera-ready ads.

Technical Information

FILE TYPE: Ads should be submitted electronically as PDF files with crop marks indicated for ads with bleeds.

COLOR: *C:JET* will be printed using process color mixes regardless of whether the ad is black-and-white or spot color.

GRAPHICS: Adobe Illustrator files should include all necessary fonts for Macintosh and original graphics. Digital photos should be submitted as 300 PPI JPEG files in grayscale or RGB mode.

MEDIA: Ads must be submitted via email.

PAGE SIZE: 8 1/2 x 11" with bleed possible on all four sides. A full page without a bleed should use 1/2" margins for a 7 1/2" x 10" print area.

- Back cover ad is 7.625" (45p6) x 7.25" (43p6)
- Full page ad is 8.5" x 11" with 0.25" bleed required on all sides (for ads that bleed)
- A half-page ad is 7.5" (45p) x 5" (29p6) horizontal or 3.67" (22p) x 10" (60p) vertical.
- A quarter-page ad is 3.67" (22p0) x 4.92" (29p6) (vertical only).
- A one-eighth-page ad is 3.67" (22p0) x 2.42" (14p6) (horizontal only).

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Late ads will not be accepted.

Queries?

I'd love to write an article for *C:JET*, but I've never written for a national magazine before. What should I know?

We love to work with new authors. Over the past few years, we've had hundreds of different contributors to the magazine. Know that our standards are high. We'll work with you to produce a quality article or series of articles. Bounce your idea off other advisers. Solicit input on the JEAHELP email distribution list. Get your students to write sidebars. Don't hesitate to submit a draft of a work in progress. And, along the way, always think about related artwork. Remember, all submissions for *C:JET* should be original material, not material already printed in another publication.

What should I write?

How do I know what's a good topic?

Think about what you like to write about or what special things you've done with your students that have been successful. Look through past issues of the magazine and see what we've had lately.

What about peer-reviewed articles?

How do I submit an article for peer review as a tenured or tenure-track professor?

Communication: Journalism Education Today has brought back a peer-reviewed section this fall. The peer-reviewed section includes research that quantifies trends, documents theories, identifies characteristics and disseminates information for and about scholastic media and advising.

C:JET prints first-time material only. Articles submitted to other journals for publication may be simultaneously submitted to *C:JET*. However, if accepted to *C:JET*, other submissions must be withdrawn. Authors will be notified within 30 days whether refereed submissions have been accepted.

If accepted, the author will be asked to produce supplementary materials, possibly including handouts and other material for classroom use.

The manuscript should be no more than 4,000 words long (excluding tables, charts, graphs, and endnotes). An abstract of no more than 100 words must accompany each submission. Author identification should appear only on the title page and should include academic rank or professional title, applicable university, departmental affiliation and a short, 2-5 sentence bio.

Use endnotes, following AEJMC style. Do not use in-text references, i.e., (Weston, 1972). Do not use op. cit., ibid., or bc. cit.

Each manuscript should be submitted as an attachment to the editor, Bradley Wilson, Ph.D., (bradleywilson08@gmail.com). Manuscripts should be submitted in Microsoft Word format and double-spaced.

Refereed articles that are rejected may be resubmitted for the nonrefereed section of *C:JET* and will be considered if appropriate.