



# Media Guide

## FOR ADVERTISING

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

Founded in 1924, JEA has much to offer those interested in journalism education. The annual dues include access to an extensive curriculum library, publications, discount rates on national conventions and workshops, national certification standards, teacher and student awards, and more.

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.

Among JEA's 2,500 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.

JEA advertising and sponsorship opportunities provide media partners direct access to an engaged audience focused on scholastic journalism and press rights.

## Contacts

### Journalism Education Association

www.JEA.org  
014 Kedzie Hall  
828 Mid-Campus Drive S.  
Manhattan, KS 66506-1505  
staff@jea.org  
785-532-5532

### Advertising

Lindsay Porter  
porter@jea.org  
785-532-5563 or  
316-204-2004

### Membership

membership@jea.org  
785-532-5532

## By the numbers

### MEMBERSHIP

Teachers can join JEA at any time, so JEA membership fluctuates monthly. Membership is more than 2,600 for most of the year.

### COMMUNICATION: JOURNALISM EDUCATION TODAY MAGAZINE

C:JET 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.

Distributed to all JEA members. Published four times per academic year, in September, November, February and April.

### EMAIL MARKETING

JEA maintains a robust database of 7,000+ member and nonmember email addresses. JEA distributes three monthly email newsletters — two to members and one to nonmembers — in addition to three to five monthly email campaigns to promote specific programs (awards, contests, events, etc.).

Email open rate is 32% with a click rate of 13%.

### WEBSITES

JEA websites reach a niche audience interested in scholastic journalism. Some pages are only accessible to JEA members.

JEA.org averages 16,000 page views per month. The news posts are the highest trafficked area with an average of five posts and 9,000 page views per month. JEADigitalMedia.org averages 18,000 page views per month.

### SOCIAL MEDIA

JEA social channels consistently grow 3-5% monthly. Facebook followers ~4,000 Twitter followers ~4,000 Instagram followers ~2,000

Contact Lindsay Porter to start connecting with the JEA audience.  
Porter@jea.org ■ 785-532-5563

## BEST VALUE

### GOLD BUNDLE

[ SAVE 40% ]

Annual advertising package (can be billed quarterly)

4	16	Annual	12
C:JET ads (1 per issue)	email ad spots (4 per quarter, at least 1 per quarter members-only)	300x300 ad on JEA.org (can change ad once per quarter)	social posts on Twitter, reposted on Instagram (3 per quarter)

**\$6,000** with full page C:JET ad

**\$5,500** with half page C:JET ad

(add \$300 for full page inside front cover or inside back cover placement, if available)

### PURPLE BUNDLE

[ SAVE 25% ]

Quarterly advertising package

1	4	3 months	3
C:JET ad	email ad spots (at least 1 members-only)	300x300 ad on JEA.org	social posts on Twitter, reposted on Instagram

**\$1,880** with full page C:JET ad

**\$1,770** with half page C:JET ad

(add \$100 for full page inside front cover or inside back cover placement, if available)

Every advertiser receives two copies of C:JET magazine, quarterly

PLUS **MONTHLY ANALYTICS REPORT TO INCLUDE (AS APPLICABLE):**

C:JET magazine e-edition traffic and ad link to URL click thrus • Email open rates and ad link to URL click thrus • Website page views and ad click thrus • Social post engagement

### RED BUNDLE

[ SAVE 20% ]

C:JET plus 1 month advertising package

1	2	1 month	2
C:JET ad	email ad spots (at least 1 members-only)	300x300 ad on JEA.org and 640x100 ad on JEADigitalMedia. org	social posts on Twitter, reposted on Instagram

**\$1,200** with full page C:JET ad

**\$1,090** with half page C:JET ad

(add \$100 for full page inside front cover or inside back cover placement, if available)

### [ BUNDLE ADD-ON ]

Save 20% on additional products reserved  
with the Gold, Purple or Red bundles.

Additional discount does not apply to the 12+ or 3+ packages. The bundle add-on does apply to the summer workshop package with eighth-page C:JET summer issue option.

# SPECIAL SAVINGS

**12+ [ SAVE 15% ]**

## Annual advertising package

Reserve a full year placement for 1 JEA product, save 15%. Can be billed quarterly.

*(Social media excluded unless booking a C:JET ad with social media add-on.)*

**3+ [ SAVE 10% ]**

## Advertising package

Bundle any 3 JEA products within a 6-month period, save 10%. Billed in full when the first product scheduled.

*(A C:JET ad with a social media add-on counts as 1 product. Social media is only available in bundles or as a C:JET add-on.)*

## SUMMER WORKSHOP PACKAGE

**\$120 [ \$1,000 VALUE ]**

Reservations by Jan.15

Content by Feb. 1

- Workshop Directory listing on JEA.org and C:JET summer issue
- Eighth-page C:JET ad for summer issue distributed March 29 (3.67x2.42 inches) OR
- 50% off larger ad for summer issue *(does not include back cover ad, all other ad spots as available)*

JEA Workshop Directory promoted in

- 2 JEA emails to entire JEA email database ~March 1 and ~April 15
- 6 social media posts on JEA's Facebook, Twitter and Instagram between March 1 and May 1
- at least 1 JEA Listserv post

**Workshop Directory listing includes:** workshop name, date, cost, registration deadline, URL, logo (300x150 image), 100-word description.

# A LA CARTE

## C:JET MAGAZINE

C:JET ads include hyperlink in the e-edition on JEA.org. The e-edition is only accessible by JEA members.

### Special placement

**\$750** back cover 7.625x7.25 inches

**\$500** inside front cover

**\$450** inside back cover

**\$800** center spread 11x17 inches

### Ad rates

**\$350** full page 8.5x11 inches

**\$200** half page

horizontal 7.5x5 inches

vertical 3.67x10 inches

**\$125** quarter page 3.67x4.92 inches

### C:JET deadlines

Issue	Reservations	PDF due	Distribution
Fall	Aug. 1	Aug. 4	Sept. 5
Winter	Aug. 15	Sept. 1	Nov. 1
Spring	Nov. 15	Dec. 1	Feb. 15
Summer	Jan. 15	Feb. 1	April 1

## EMAIL MARKETING

**\$300** limit 2 per email

First come, first served. Email options include members (semimonthly), nonmembers (monthly) and targeted single-topic emails (contests, awards, events, etc.)

JPG image 600x400 up to 600x600

Ads placed at bottom of email

600x400 min.  
600x600 max.

## WEBSITES

### JEA.org

300x300 right rail, news posts only

**\$270** per month, limit 6 per placement

780x90 bottom banner, run of site

**\$480** per month, limit 20

### JEADigitalMedia.org

640x100 top banner, run of site

**\$200** per month, limit 20

300x300 right rail, run of site

**\$450** per month, limit 1

640x100

300x300

300x300

780x90

Ads rotate within placement locations for equal impressions except for JEADigitalMedia.org right rail — limited to 1 advertiser. JPG, PNG or GIF files accepted.

Full page  
8.5x11

Half page  
horizontal  
7.5x5

Quarter  
page  
3.67x4.92

Half  
page  
vertical  
3.67x10

Ads should be submitted electronically as PDF files.

Full page and center spread ads require crop marks with 0.25" bleed on all sides.

### Social media add-on

**\$50** each (limit 3) per C:JET ad for social posts on Twitter, reposted to Instagram. Must promote the same content as correlating C:JET ad.

# DATES & DEADLINES

You can book a single JEA product at any time. The ad will publish or start online in the next available month or product cycle. Often C:JET ad deadlines are earlier. Review the dates below for guidance in planning your ad campaign.

Contact **Lindsay Porter** to start advertising with JEA

Email: [Porter@jea.org](mailto:Porter@jea.org)

Phone: 785-532-5563 or 316-204-2004

## BUNDLES

### Gold & Purple bundles

To align quarterly promotions with C:JET distribution the deadlines are listed below:  
Reserve by Aug. 1 for Q3 promotions starting Aug. 1 (fall C:JET ad PDF due Aug. 4).  
Reserve by Aug. 15 for Q4 promotions starting Oct. 1 (winter C:JET ad PDF due Sept. 1).  
Reserve by Nov. 15 for Q1 promotions starting Jan. 1 (spring C:JET ad PDF due Dec. 1).  
Reserve by Jan. 15 for Q2 promotions starting April 1 (summer C:JET ad PDF due Feb. 1).

### Red bundle

All digital ads must be scheduled for the same month. The C:JET ad may publish before or after the digital ads. Digital ads start on the 1st day of the month.

Reserve by Aug. 1 for fall C:JET inclusion (ad PDF due Aug. 4), digital ads may be scheduled for July, August or September.

Reserve by Aug. 15 for winter C:JET inclusion (ad PDF due Sept. 1), digital ads may be scheduled for August, September, October, November or December.

Reserve by Nov. 15 for spring C:JET inclusion (ad PDF due Dec. 1), digital ads may be scheduled for November, December, January, February or March.

Reserve by Jan. 15 for summer C:JET inclusion (ad PDF due Feb. 1), digital ads may be scheduled for February, March, April, May, June or July.

## SUMMER WORKSHOP PACKAGE

Reserve by Jan. 15. Content due Feb. 1.

## C:JET ADS

Reserve by Aug. 1 for fall C:JET. Ad PDF due Aug. 4.

Reserve by Aug. 15 for winter C:JET. Ad PDF due Sept. 1.

Reserve by Nov. 15 for spring C:JET. Ad PDF due Dec. 1.

Reserve by Jan. 15 for spring C:JET. Ad PDF due Feb. 1.

## EMAIL MARKETING

Email preferences:

- ☐ member semimonthly newsletter    ☐ nonmember monthly newsletter  
☐ targeted topic for members    ☐ targeted topic for entire database

Reserve at anytime. Membership newsletters are scheduled for the 1st and 15th each month. The nonmember newsletter is scheduled for the 10th.

Reserve at least 5 days before a newsletter is scheduled to be included.

## WEBSITE ADS

Reserve by the 20th to start an ad on the 1st of the next month.

February ads will run until March 2, otherwise ads start on the 1st and end on the last day of the month.

## JEA EVENTS

### 2024 — JEA Centennial

**February** Scholastic Journalism Week

**April** JEA/NSPA National High School Journalism Convention (Kansas City 2024)

**July** JEA Advisers Institute

**September** Broadcast Adviser of the Year announced

**September** Carl Towley Award announced

**October** Free Speech Week

**October** Media Literacy Week

**November** JEA/NSPA National High School Journalism Convention (Boston 2023)

**December** H.L. Hall National Yearbook Adviser of the Year announced

## SPONSORSHIP OPPORTUNITIES

### AWARDS

The Yearbook Adviser of the Year and Broadcast Adviser of the Year programs are designed to honor outstanding yearbook and broadcast advisers and their exemplary work.

- \$2,000 Platinum Sponsorship

### JEA ADVISERS INSTITUTE CONFERENCE

JEA Advisers Institute brings journalism teachers from across the country together for a week of adviser-specific training and networking.

- \$1,500 Platinum Sponsorship (4 available)
- \$750 Gold Sponsorship
- \$500 Silver Sponsorship

### SCHOLASTIC JOURNALISM WEEK

Designated to celebrate scholastic journalism and emphasize the importance of scholastic journalism in our communities.

- \$5,000 Exclusive Sponsorship
- \$2,500 Platinum Sponsorship