

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 2,600 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

Davonte Longmire
Davonte@jea.org
785-251-0913

Membership

membership@jea.org
785-532-5532

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 **Davonte Longmire**

Email: Davonte@jea.org

Phone: 785-251-0913

BUNDLES

Gold & Purple bundles

To align quarterly promotions with C:JET distribution the deadlines are listed below:
Reserve by July 19 for Q3 promotions starting Aug. 1 (fall C:JET ad PDF due July 19).
Reserve by Aug. 30 for Q4 promotions starting Oct. 1 (winter C:JET ad PDF due Aug. 30).
Reserve by Nov. 22 for Q1 promotions starting Jan. 1 (spring C:JET ad PDF due Nov. 22).
Reserve by Feb. 10 for Q2 promotions starting April 1 (summer C:JET ad PDF due Feb. 10).

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 July 19 for fall C:JET inclusion (ad PDF due July 19), digital ads may be scheduled for July, August or September.

Reserve by Aug. 30 for winter C:JET inclusion (ad PDF due Aug. 30), digital ads may be scheduled for August, September, October, November or December.

Reserve by Nov. 22 for spring C:JET inclusion (ad PDF due Nov. 22), digital ads may be scheduled for November, December, January, February or March.

Reserve by Feb. 10 for summer C:JET inclusion (ad PDF due Feb. 10), 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 July 19 for fall C:JET. Ad PDFs due by reservation deadline.

Reserve by Aug. 30 for winter C:JET.

Reserve by Nov. 22 for spring C:JET.

Reserve by Feb. 10 for spring C:JET.

EMAIL MARKETING

Email preferences:

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

Reserve 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

February Scholastic Journalism Week

April JEA/NSPA National High School Journalism Convention (Seattle 2025)

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 (Philadelphia 2024)

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

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 43% 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 12,000 page views per month.

SOCIAL MEDIA

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

Contact Davonte to start connecting with the JEA audience.
Davonte@jea.org ■ 785-251-0913

BEST VALUE

GOLD BUNDLE

[SAVE 40%]

Annual advertising package (can be billed quarterly)

4
C:JET ads
(1 per issue)

16
email ad spots
(4 per quarter, at
least 1 per quarter
members-only)

Annual
300x300 ad
on JEA.org
(can change ad
once per quarter)

12
social posts on
X, 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
C:JET ad

4
email ad spots
(at least 1
members-only)

3 months
300x300 ad
on JEA.org

3
social posts on
X, 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
C:JET ad

2
email ad spots
(at least 1
members-only)

1 month
300x300 ad
on JEA.org

2
social posts on
X, 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, X 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

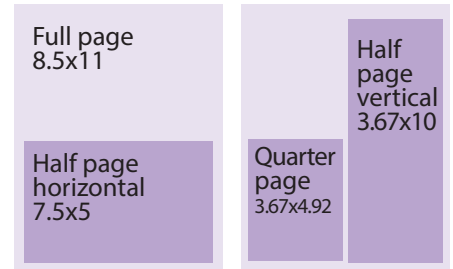
- \$750** back cover 7.625x7.25 inches
- \$500** inside front cover
- \$450** inside back cover
- \$800** center spread 11x17 inches

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	July 19	July 19	September
Winter	Aug. 30	Aug. 30	November
Spring	Nov. 22	Nov. 22	February
Summer	Feb. 10	Feb. 10	April



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 X, reposted to Instagram. Must promote the same content as correlating C:JET ad.

EMAIL MARKETING

\$350 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

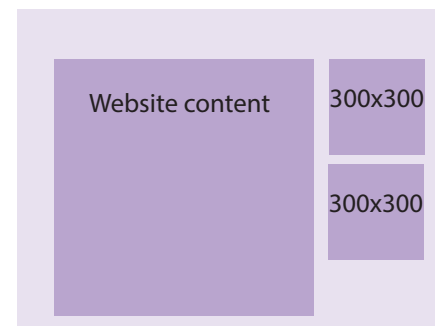


WEBSITES

JEA.org

300x300 right rail
\$250 per month, limit 6 per placement

Ad placement: Ads display on news posts only (news, digital media and press rights content) no permanent information pages or curriculum posts.



Ads rotate within placement locations for equal impressions
JPG, PNG or GIF files accepted.