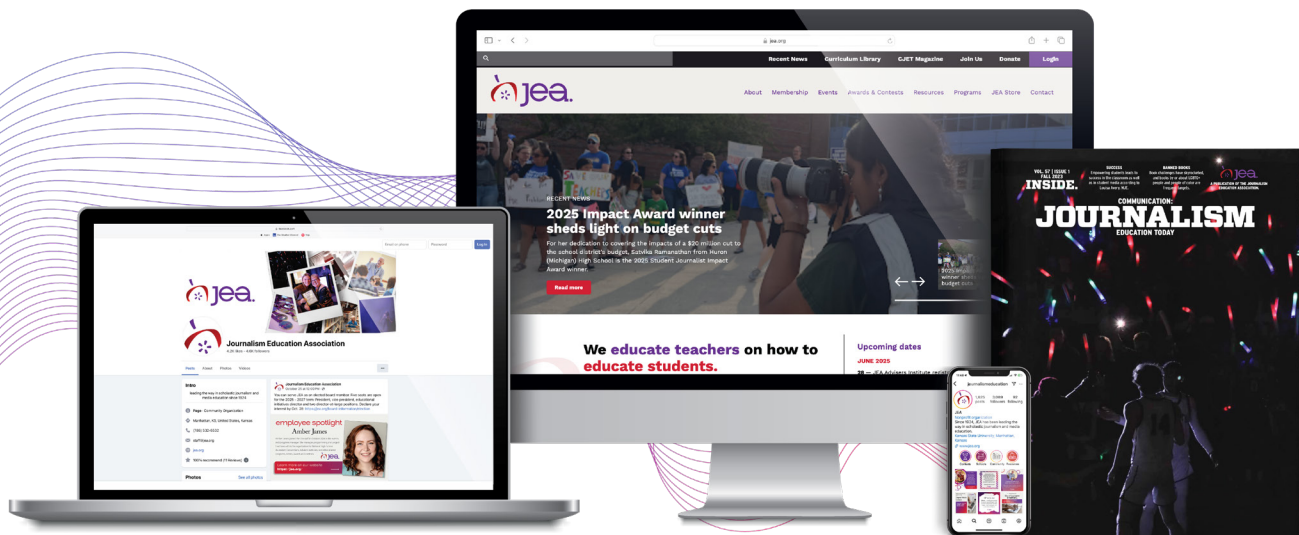




Advertising Guide



Connect with leaders in scholastic journalism.

Founded in 1924, the Journalism Education Association is the largest independent national scholastic journalism organization for teachers and advisers.

With a robust network of over **2,600 members**, a digital reach exceeding **21,000 subscribers** with over **13,000 daily social media impressions** and **46,000 monthly website visitors**, JEA is a leading force shaping the future of journalism education.

JEA helps you reach journalism teachers, media advisers, media professionals, press associations, adviser organizations, libraries, yearbook companies, newspapers, broadcast operations, and departments of journalism and mass communications.

JEA offers strategic print and digital advertising opportunities that connect media partners directly with a dedicated audience of journalism educators and advisers who value scholastic journalism and press freedom.

Contact

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 & Sales

Davonté Longmire
davonte@jea.org
785-251-0913

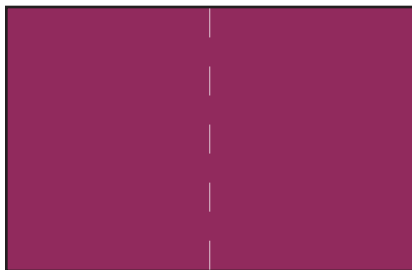
Print Advertising

Communication: Journalism Education Today
C:JET



Each year, JEA mails over **10,000 copies** of C:JET to members, journalism educators and professionals across the country. Reserve your spot at any time. Review the dates and deadlines below for guidance. Speak with our staff about a **custom advertising solution** to cater to your unique business objectives.

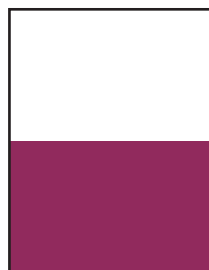
Ad Dimensions



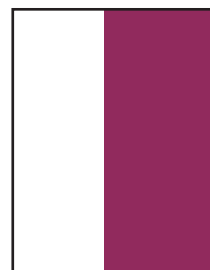
Center Spread
(11 x 17 inches)



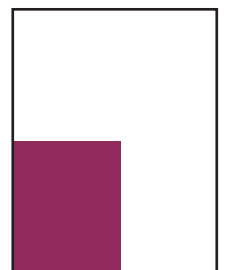
Full Page
(8.5 x 11 inches)



Half Page (H)
(7.5 x 5 inches)



Half Page (V)
(3.67 x 10 inches)



Quarter Page
(3.67 x 4.92 inches)

Dates & Deadlines

Fall issue

Ad deadline July 18, 2025
Copy deadline July 18, 2025
To members Sept. 2, 2025

Winter issue

Ad deadline Sept. 5, 2025
Copy deadline Sept. 5, 2025
To members Nov. 6, 2025

Spring issue

Ad deadline Dec. 5, 2025
Copy deadline Dec. 5, 2025
To members Feb. 12, 2026

Summer issue

Ad deadline Feb. 16, 2026
Copy deadline Feb. 16, 2026
To members April 8, 2026

JEA Annual Events

February Scholastic Journalism Week

April JEA/NSPA National High School Journalism Convention
(Minneapolis 2026)

July Student & Adviser Awards Deadlines

September Broadcast Adviser of the Year announced

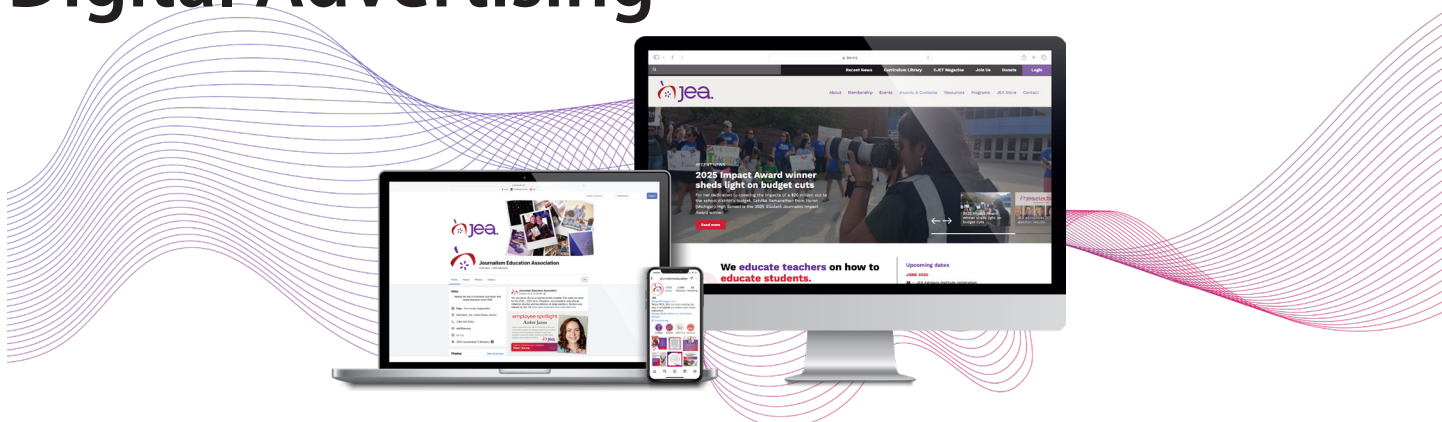
September Carl Towley Award announced

October Free Speech Week & Media Literacy Week

November JEA/NSPA National High School Journalism
Convention (Nashville 2025)

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

Digital Advertising



Website



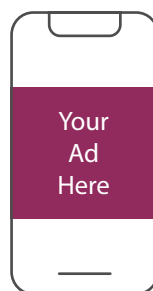
Advertisement Information

Medium Rectangle (300 x 250 pixels), limit 6 per placement

Header (780 x 90 pixels), limit 20 per placement

Skyscraper (160 x 600 pixels), limit 25 per placement

Social Media



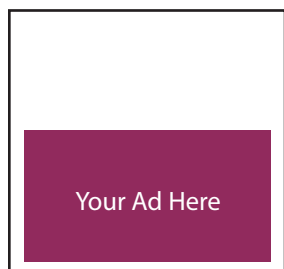
Advertisement Information

Posts or reposts on Twitter, Instagram and/or Facebook.

Must promote the same content as other advertisement.

Must provide graphic and social media caption.

Email Marketing



Advertisement Information

400 x 600 pixels recommended.

One advertisement per email.

Ads placed at bottom of email.

Must provide graphic and copy.

Placement — Members

(semimonthly) and/or

nonmembers (monthly).

Analytics Report



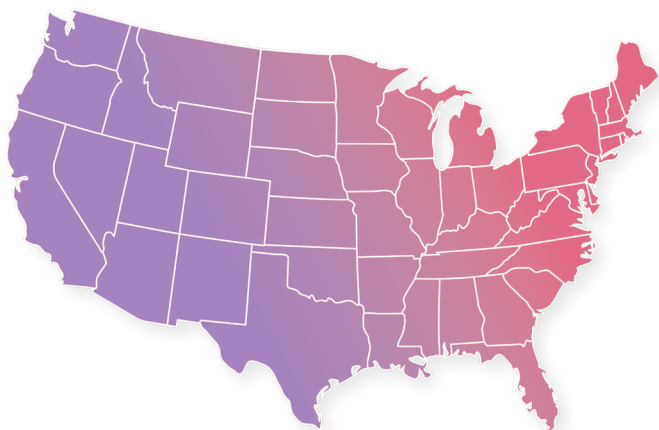
Advertisement Information

Detailed analytics report that provides client with advertisement analytics (for example, impressions, clicks, views, likes, shares, etc.).

Requires digital advertising.

By the Numbers

Get the right message to the right people on the right platforms.



2,600 *Current active members.*

12,930 *Cumulative social media presence.*

21,500 *Email newsletter subscribers.*

41,600 *Monthly website visitors to JEA.org*

78,630 *Total audience.*

A La Carte

Print Advertisement

Full Page (Inside)	\$400
Inside Back Cover	\$500
Inside Front Cover	\$575
Back Cover (7.625x7.25 inches)	\$850
Center Spread	\$950
Half Page (H or V)	\$230
Quarter Page	\$150

All ads printed in color

Digital Advertisement

Website Advertisement	
Medium Rectangle	\$315 per month
Header	\$550 per month
Skyscraper	\$575 per month
Social Media Posts	\$75 per post
Email Marketing	\$400 per 2 emails
Analytics Report	\$150

Bundle & Save

GOLD BUNDLE

\$9,840 value for **\$9,000**

Annual advertising package (can be billed quarterly)

4	16	Annual	12
C:JET Full Page Ads (1 per issue)	email ad spots (4 per quarter, at least 1 per quarter members-only)	Medium website ad (can change ad once per quarter)	Social media posts (3 per quarter)

\$9,000 with full page C:JET ad

\$8,500 with half page C:JET ad *(add \$300 for full page inside front cover or inside back cover placement, if available)*

PURPLE BUNDLE

\$4,740 value for **\$4,500**

Advertising package (can be billed quarterly)

2	8	6 months	6
C:JET Full Page Ads (1 per issue)	email ad spots (4 per quarter, at least 1 per quarter members-only)	Medium website ad (can change ad once per quarter)	Social media posts

\$4,500 with full page C:JET ad

\$4,000 with half page C:JET ad *(add \$300 for full page inside front cover or inside back cover placement, if available)*

RED BUNDLE

\$2,370 value for **\$2,000**

Annual advertising package (can be billed quarterly)

1	4	3 months	3
C:JET Full Page Ads (1 per issue)	email ad spots (4 per quarter, at least 1 per quarter members-only)	Medium website ad (can change ad once per quarter)	Social media posts

\$2,000 with full page C:JET ad

\$1,500 with half page C:JET ad *(add \$300 for full page inside front cover or inside back cover placement, if available)*

SUMMER WORKSHOP PACKAGE

- Workshop Directory listing
- C:JET Eighth-page ad for summer issue
- 2 JEA emails to entire JEA email database
- 6 social media posts

\$1,195 value for **\$200**

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

- Event Champion
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor

Starting at **\$300**

Discounts

Reserve a full year placement for 1 JEA product, save 15% on total order (excludes bundles and social media posts).

Bundle any 3 advertising products, save 10% on total order.

Save 20% on a la carte services when you purchase Gold, Purple or Red Bundles.

JEA Members receive a 30% discount on all advertising.