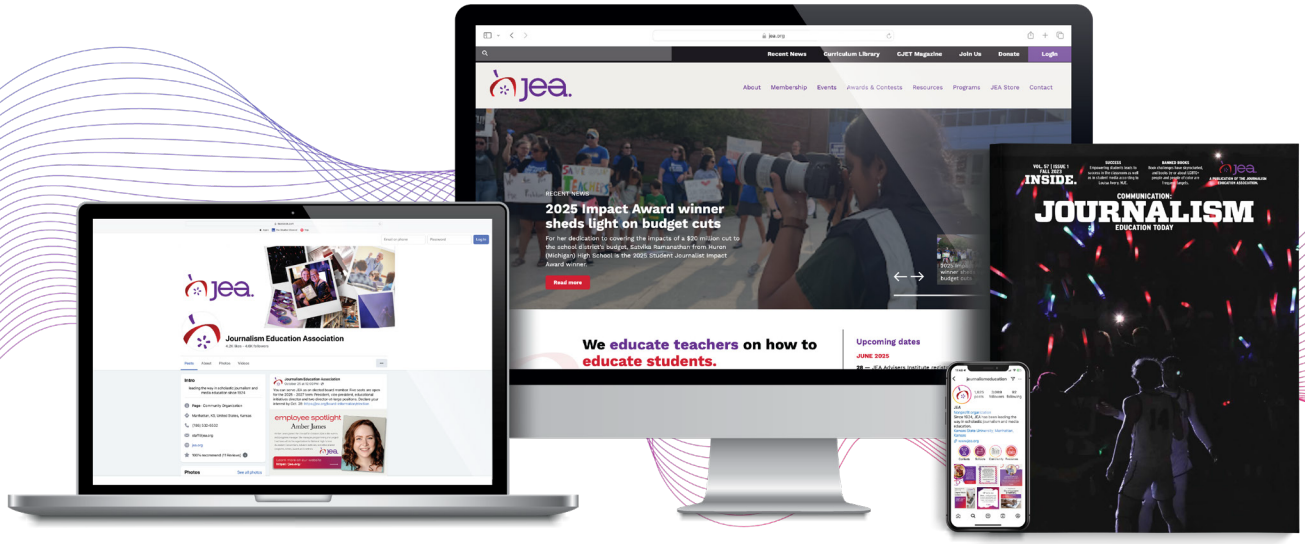
Advertising Guide



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
Bradley Wilson
staff@jea.org

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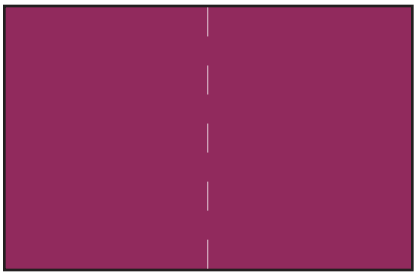
Print Advertising

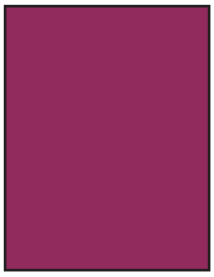
Communication: Journalism Education Today
C:JET

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.

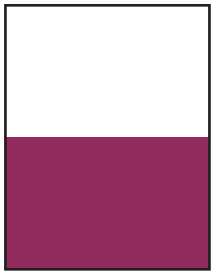
Ad Dimensions



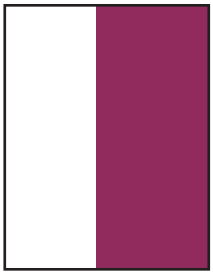
Center Spread
(11 x 17 inches)



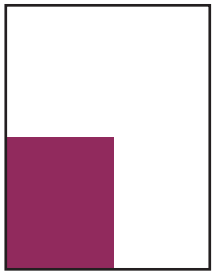
Full Page
(8.5 x 11 inches)



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 13, 2026
Copy deadline July 13, 2026
To members Aug. 28, 2026

Winter issue
Ad deadline Aug. 24, 2026
Copy deadline Aug. 24, 2026
To members Nov. 2, 2026

Spring issue
Ad deadline Nov. 23, 2026
Copy deadline Nov. 23, 2026
To members Feb. 10, 2027

Summer issue
Ad deadline Feb. 1, 2027
Copy deadline Feb. 1, 2027
To members April 7, 2027

JEA Annual Events

February Scholastic Journalism Week
April JEA/NSPA National High School Journalism Convention (Los Angeles 2027)
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 (Boston 2027)
December H.L. Hall National Yearbook Adviser of the Year announced

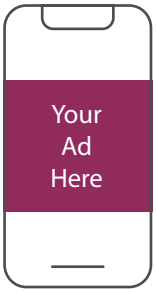
Digital Advertising

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

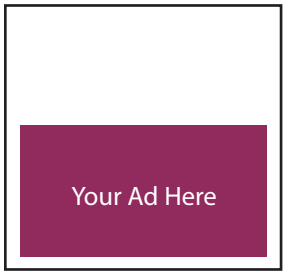
Social Media



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).

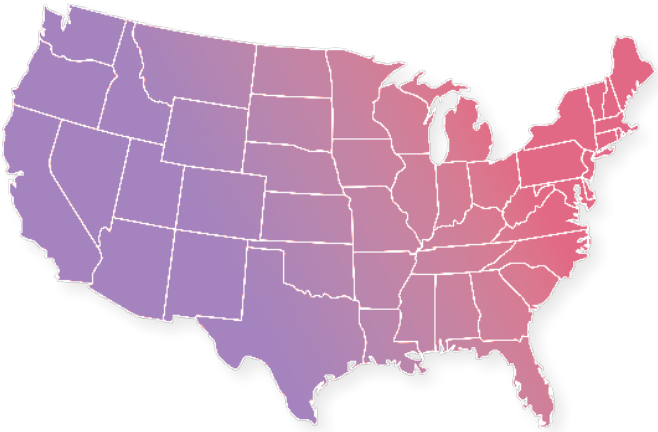
Analytics Report

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
- JEA email to entire JEA email database
- 6 social media posts

$1,195 value for **$250**

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.