

EFFECTIVE MAY 1, 2021



Media Guide

FOR ADVERTISING

The Journalism Education Association Inc. is the only 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
fax: 785-532-5563

Advertising

Lindsay Porter
porter@jea.org
316-204-2004

Membership

Pam Boller
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 2,500 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 ■ 316-204-2004

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
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
C:JET ad

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

3 months
300x300 ad
on JEA.org

3
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
C:JET ad

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

1 month
300x300 ad
on JEA.org and
640x100 ad on
JEADigitalMedia.
org

2
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 Feb. 1
Content by March 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 15 and ~April 15
- 6 social media posts on JEA's Facebook, Twitter and Instagram between March 15 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	June 11	July 12	Sept. 3
Winter	July 30	Sept. 1	Nov. 2
Spring	Oct. 15	Nov. 17	Feb. 7
Summer	Jan. 7	Feb. 7	March 29

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

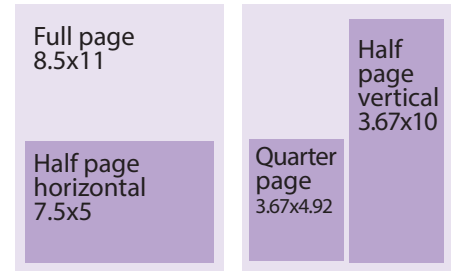
300x300 right rail, news posts only
\$270 per month, limit 6 per placement

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



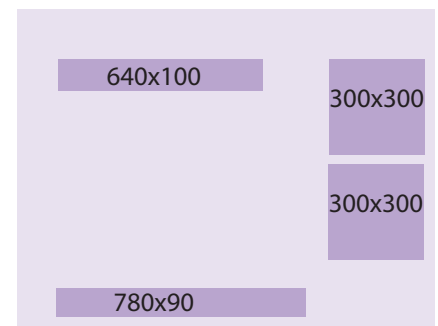
Ads should be submitted electronically as PDF files.

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.

WEBSITES



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

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

Phone: 316-204-2004

BUNDLES

Gold & Purple bundles

To align quarterly promotions with C:JET distribution the deadlines are listed below:
Reserve by June 11 for Q3 promotions starting July 1 (fall C:JET ad PDF due July 12).
Reserve by July 30 for Q4 promotions starting Oct. 1 (winter C:JET ad PDF due Sept. 1).
Reserve by Oct. 15 for Q1 promotions starting Jan. 1 (spring C:JET ad PDF due Nov. 17).
Reserve by Jan. 7 for Q2 promotions starting April 1 (summer C:JET ad PDF due Feb. 7).

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 June 11 for fall C:JET inclusion (ad PDF due July 12), digital ads may be scheduled for July, August or September.

Reserve by July 30 for winter C:JET inclusion (ad PDF due Sept. 1), digital ads may be scheduled for August, September, October, November or December.

Reserve by Oct. 15 for spring C:JET inclusion (ad PDF due Nov. 17), digital ads may be scheduled for November, December, January, February or March.

Reserve by Jan. 7 for summer C:JET inclusion (ad PDF due Feb. 7), digital ads may be scheduled for February, March, April, May, June or July.

SUMMER WORKSHOP PACKAGE

Reserve by Feb. 1. Content due March 1.

C:JET ADS

Reserve by June 11 for fall C:JET. Ad PDF due July 12.

Reserve by July 30 for winter C:JET. Ad PDF due Sept. 1.

Reserve by Oct. 15 for spring C:JET. Ad PDF due Nov. 17.

Reserve by Jan. 7 for summer C:JET. Ad PDF due Feb. 7.

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

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 in Philadelphia

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

February Scholastic Journalism Week

April JEA/NSPA National High School Journalism Convention in Los Angeles

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 from the previous year, as well as throughout their careers.

- \$2,000 Platinum Sponsorship
- \$1,500 Gold Sponsorship
- \$1,000 Silver 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 (3 available)
- \$750 Gold Sponsorship
- \$500 Silver Sponsorship

Contact Kelly Glasscock at Kelly@jea.org for more information about sponsorships.