

Updated for | 2015



Advertising & Promotional Opportunities

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For over 100 years AEJMC has helped journalism and mass communication educators further their careers while enhancing JMC education. Advertising with AEJMC gives you the chance to reach a targeted group of educators, with the influence of our well-established association. Choose from online ads, mailing labels, or the annual AEJMC Conference to reach your audience, or combine advertising avenues to increase your impact.

Multiple avenues for marketing

Online:

- Online Job Ads
- Online Display Ads
- Email Marketing

Print:

- Newsletter Ads
- Mailing Labels

Conferences:

- Conference program ads
- Bag stuffers
- Sponsorships
- Exhibit booths
- Joint display
- Product demonstrations

About AEJMC

The Association for Education in Journalism and Mass Communication (AEJMC) is a nonprofit organization of more than 3,300 educators, students and practitioners from around the globe. Founded in 1912 as the American Association of Teachers of Journalism, AEJMC is the oldest and largest alliance of journalism and mass communication educators and administrators at the college level.

AEJMC's mission is to promote the highest possible standards for journalism and mass communication education, to encourage the widest possible range of communication research, to encourage the implementation of a multi-cultural society in the classroom and curriculum, and to defend and maintain freedom of communication in an effort to achieve better professional practice, a better informed public, and wider human understanding.

234 Outlet Pointe Blvd., Suite A
Columbia, SC 29210-5667
P: 803.798.0271 F: 803.772.3509
E: aejmc@aejmc.org

www.aejmc.org

Online Opportunities

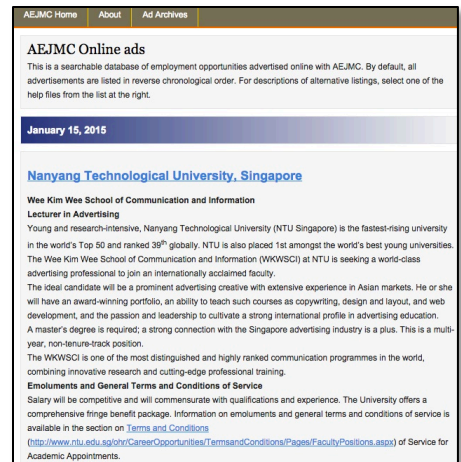
Online Job Ads

Looking to post a job online, but don't know where to start? Ensure your ad is read by relevant prospects with a detailed ad on our Online Job Ads site. Ads will be posted on the AEJMC website for 60 days and promoted on Twitter.

Deadline: Online ads are ongoing.

Price: Rates start at \$250 for the first 200 words, then 25 cents for each additional word.

Contact: K. Anthony (aejmcwebsite@aol.com)



Online Display Ads

Place your display ad in front of thousands of unique visitors every month and reach out to your audience every single time they visit the AEJMC website. Display ads are shown on every page of the AEJMC website except the home page.

Deadline: Online display ads are ongoing.

Price: Rates start at \$250/month. Placement, rates and discounts for length of time vary.

Size: 240px (width) by 199px or 72px (length)

Contact: K. Anthony (aejmcwebsite@aol.com)

Format: PNG, JPEG - Note: *GIFs* are not supported. These are static ads.



Email Marketing Ads

AEJMC sends out membership emails each month to our members. Each email is sent to more than 3,300 people, and is a quick and easy way to reach AEJMC membership on a regular basis. Advertise in one email or use them as a campaign. With above average industry open and click-rates, the AEJMC membership emails provide you with the exposure you're looking for.

Deadline: Email ads are ongoing.

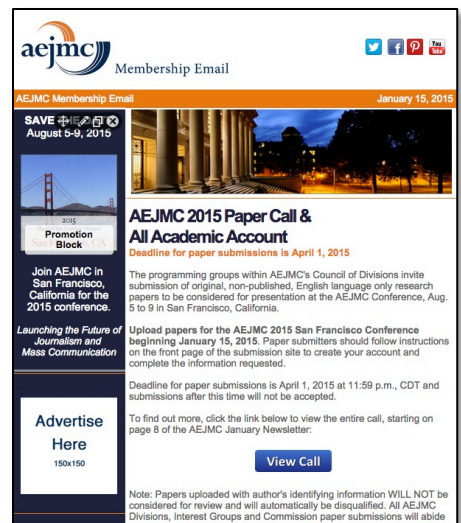
Price: \$75 per email

Size: 150px by 150px

Contact: Samantha Higgins (aejmcpr@aol.com)

Format: PNG, JPEG or GIF – Note: *TIFF* or *BMP* are not supported.

Average open rate is 38.6%. These are static ads.



AEJMC Newsletters

AEJMC News contains news of AEJMC and journalism/mass communication education, as well as a national placement service for programs seeking candidates for positions in journalism/mass communication. ***AEJMC News* is published five times a year and is sent to all of our members**, as well as posted on our website.

Deadlines: January issue – December 1; March issue – February 1;
July issue – June 1; September 15 issue – August 1;
November issue – October 1

Price: \$250 for the first 200 words, then 25 cents for each additional word.

Contact: Lillian Coleman (aejmcnews@aol.com)



Mailing Labels

Purchase the AEJMC mailing labels and market directly to our members through the mail. Each mailing label purchase includes printed address labels of all the current AEJMC members. All you need to do is stick them on your materials and send them out!

Deadline: Mailing labels can be purchased at any time.

Price: Starting from \$75.

Contact: Pamella Price (aejmcmemsub@aol.com)

Joe Member
123 Street Way
Columbia, SC 29229

Conference Opportunities



Conference Opportunities

AEJMC has the largest audience of journalism and mass communication educators at the college level, all in one location. **Reach more than 2,300 educators and administrators over four days** by exhibiting, advertising or sponsoring at our 2015 AEJMC San Francisco Conference, August 6-9.

There are multiple avenues for exposure at the AEJMC Conference:

Exhibit Booths – Display your products at the conference and talk one-on-one with attendees. Booths are open for a total of 2.5 days (18 hours) during the conference. *Price: \$685.*

Conference Program – Get your ad into the hands of every conference attendee by placing your announcement in our conference program. *Price: Full page – \$625, Half page – \$525. Special placement and color available; contact for details and pricing.*

Product Demonstration Rooms - Use a room for an entire day as you demonstrate your product(s) to attendees. *Price: \$1,250.*

Sponsorship – Spread the hospitality of your organization by sponsoring a conference activity and gain additional visibility and recognition. *Multiple options available; contact for details and pricing.*

Bag Stuffers – Promote your business or university by placing a 8 ½ x 5 ½ flyer in each attendee conference bag. Only 5 spots available. *Price: \$625.*

Mailing Labels – Reach out to AEJMC members to promote your attendance at the conference with our mailing labels. *Price: \$175. Receive a 30% discount with booth purchase.*

Joint Display – Don't have enough book titles to justify sending a representative to the conference? Send your books to us and we'll display them at a booth for you. *Price: \$75 first title, \$60 second title, \$50 each additional title.*

Contact: jennifer@aejmc.org

Deadline: May 15

Discounts: 30% discount on Mailing Labels with booth purchase. ASJMC and Council of Affiliates members receive an approximate 25% discount on booth purchase and conference program full-page and half-page advertising.

Advertising and Sponsorships Forms

You can find this PDF, as well as advertising and sponsorship forms, on our website: aejmc.org