

# ADVERTISE WITH NABJ

Advertising Opportunities

## Who Should Advertise?

### Recruiters

Support your diversity recruiting efforts and diversify your news coverage.

### Media organizations

Expose journalists to your career, training and fellowship opportunities, and students to your scholarship and internship opportunities.

### Schools of Journalism and Media Institutes

Promote your faculty openings, fellowships, training opportunities and scholarships.

### Subject experts

Advertise availability for media interviews and expert commentary.

### Authors

Promote the sales of your new book.

### Publishers


Tell experienced writers how you can facilitate their authoring experience.

### Consumer product and service companies

Reach affluent consumers.

### Computer & technology products and services

Tell journalists how you can make them better at their jobs in an industry that is increasingly reliant on technology.



The screenshot shows the NABJ website with a congratulatory message for the Journalist of the Year Award recipient, Derrick Kennedy. The page includes a navigation menu, a search bar, and a sidebar with a calendar and member list.

## Who Visits NABJ.org?

- Over 50% of our Web visitors come from New York, California, Georgia, Texas, Illinois, Virginia, Florida, and District of Columbia
- Average over 87,000 page views per month
- Over 1 million page views per year
- Average over 23,000 unique visitors per month

## Why Advertise?

Advertising with NABJ is an excellent way to reach journalists, students and media related professionals. These are the people who help shape the way America thinks. They are highly educated, well-read and well-traveled. They are affluent, thinkers, leaders— with influence not only through

## Advertise on NABJ eBlast

Sponsor or advertise in NABJ eBLAST messages regarding professional development opportunities, award announcements and general member information. Contact NABJ for rates, material due dates and specifications. Email: [sponsors@nabj.org](mailto:sponsors@nabj.org) or call (301) 405-0248.

## Advertise in NABJ's Convention Programs

Advertising with NABJ through convention program books and materials is an excellent way to reach journalists, students and other media related professionals. Ad discounts are also available to sponsors of our annual convention and career fairs.

- Platinum & Diamond Sponsors—1 complimentary full-page ad
- Gold Sponsor – 50% discount
- Silver Sponsor – 25% discount
- Bronze Sponsor – 15% discount
- Patron – 10% discount
- Friend – 5% discount

**Please send the ads via email to the NABJ national office at:**

[sponsors@nabj.org](mailto:sponsors@nabj.org)

National Association of Black Journalists

**Attn: NABJ Marketing Department**

1100 Knight Hall, Suite 3100 • College Park, MD 20742

Tel: (301) 405-0248 • Fax: (301) 314-1714

**Note:** NABJ cannot assume responsibility for ads not conforming to specified requirements and reserves the right to make adjustments to ads. All ads become the property of NABJ.



# NABJ JOURNAL

The NABJ Journal, a quarterly magazine, is a great way to advertise to our members. The NABJ Journal continues to be a valuable industry resource and member benefit with almost **3,000 subscribers** and a **readership of over 10,000**.

## The Journal:

- Provides news and information about NABJ activities, its members, its affiliate chapters and other journalism organizations with similar goals
- Explores industry-related issues, trends and lifestyles as they affect African-Americans
- Examines the media’s triumphs and deficiencies, spotlighting outstanding achievements of journalists so that others may learn and emulate

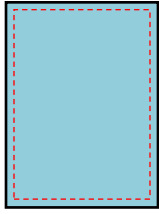
### Ad Deadlines

The following are deadlines to submit your advertising order and ad copy/art:

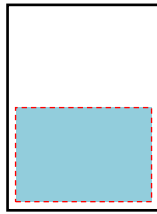
Issue	Space Reserve	Artwork Due
Summer/ Convention Issue	May 1	May 8
Fall	September 1	September 8
Winter	December 1	December 1

**For more information contact:** NABJ Marketing Dept.  
 1100 Knight Hall, Suite 3100 • College Park, MD 20742  
 Tel: (301) 405-0248 • Fax: (301) 314-1714 • [sponsors@NABJ.org](mailto:sponsors@NABJ.org)

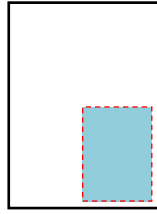
## Display Advertisements



**non-bleed**  
7.50”w x 10”h



**non-bleed**  
7.50”w x 5”h



**non-bleed**  
3.75”w x 5”h

**bleed** 8.75”w x 11.25”h  
(Keep live area in 7.50”w x 10”h)

Page Size	Frequency	B/W	2-color	4-color
Full Page	1X	\$1,500	\$2,000	\$2,500
	2X	\$1,200	\$1,600	\$20600
	3X	\$1,125	\$1,500	\$1,875
	4X	\$1,050	\$1,400	\$1,750
1/2 Page	1X	\$930	\$1,500	\$2,050
	2X	\$744	\$1,200	\$1,640
	3X	\$697	\$1,125	\$1,537
	4X	\$651	\$1,050	\$1,435
1/4 Page	1X	\$610	\$1,150	\$1,750
	2X	\$488	\$920	\$1,400
	3X	\$457	\$862	\$1,312
	4X	\$427	\$805	\$1,225

### Position charges:

Cover 4:	+25%	Cover 3:	+15%
Cover 2:	+20%	Center Spread:	+10%

## Ad Format

Please send your ad, sized to the exact dimensions outlined on the left, in any of the following formats:

**TIF** — Resolution must be 300 dpi. Color mode must be CMYK. Flatten all images. Include crop marks.

**PDF** — Resolution must be 300 dpi. Color mode must be CMYK. Embed all fonts. Include crop marks.

For full page ads: Be sure to add 1/8” around for bleeds. Keep live area in 7.50”w x 10”h.

Submit your ad via email. Please send color proof when possible.

NABJ cannot assume responsibility for ads NOT conforming to specific mechanical requirements, and reserves the right to make adjustments to ads (on an as-needed basis). All ads become the property of NABJ.

## Payment Policy

NABJ will invoice you after your advertisement’s publication, including a tear sheet with the invoice. Late payment is subject to a 5 percent surcharge. Ads are to be paid with check, American Express, MasterCard, or visa.

### NABJ

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sponsors@nabj.org

## In addition to display advertisements, deliver your important messages through these additional marketing vehicles.

**Cover Wrap** – Maximum exposure for your organization. The cover wrap offers you three pages of premium advertising space in full color.

**Dimensions:** 8.5” x 11” (three pages, add 1/8” all around for full bleed)

**Rate:** \$9,750

**Polybag and Insert** – Polybagging offers added protection of the NABJ Journal and is an attractive alternative to using envelopes. Include your marketing message on an insert that will be mailed along with the NABJ Journal inside the polybag.

**Dimensions:** 8.5” x 11” (insert)

**Rate:** \$7,500

**Belly Band** – A furnished paper outsert with your marketing message wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read the issue. The bellyband can contain your message on both sides of the piece.

**Dimensions:** 18” x 6”

**Rate:** \$9,750

**Inserts** – A furnished insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and a custom size – from postcard to poster. Furnished inserts may be bound-in or tipped.

Postcard (bound)

**Dimensions:** 6” x 9”

**Rate:** \$4,050

Postcard (glued)

**Dimensions:** 6” x 9”

**Rate:** \$4,650

Two-Page (bound)

**Dimensions:** 8.75” x 11.25”

**Rate:** \$6,550

Two Page (glued)

**Dimensions:** 8.75” x 11.25”

**Rate:** \$7,250

Description	1 Month*	3 Months	6 Months	1 Year
<b>LEADERBOARD</b> <div style="border: 1px solid black; padding: 5px; text-align: center; margin: 10px 0;"><b>728 X 90</b></div> <ul style="list-style-type: none"> <li>• Top placement of NABJ navigation</li> <li>• Appears on NABJ home page and all sub pages</li> <li>• Active link to your company's website</li> </ul>	\$850	\$2,300	\$4,080	\$7,140
<b>TOP BANNER</b> <div style="border: 1px solid black; padding: 5px; text-align: center; margin: 10px 0;"><b>468 X 60</b></div> <ul style="list-style-type: none"> <li>• Next to NABJ logo at top of site</li> <li>• Appears on NABJ home page and all sub pages</li> <li>• Active link to your company's website</li> </ul>	\$700	\$1,890	\$3,360	\$5,880
<b>SKYSCAPER 1</b> <div style="border: 1px solid black; padding: 5px; display: inline-block; vertical-align: middle; margin-right: 10px;"><b>120 X 600</b></div> <ul style="list-style-type: none"> <li>• Right side of NABJ site</li> <li>• Appears on NABJ home page and all sub pages</li> <li>• Active link to your company's website</li> </ul>	\$650	\$1,755	\$3,120	\$5,460
<b>SKYSCAPER 2</b> <div style="border: 1px solid black; padding: 5px; display: inline-block; vertical-align: middle; margin-right: 10px;"><b>120 X 90</b></div> <ul style="list-style-type: none"> <li>• Right side of NABJ site</li> <li>• Appears on NABJ home page and all sub pages</li> <li>• Active link to your company's website</li> </ul>	\$500	\$1,350	\$2,400	\$4,200
<b>SKYSCAPER 3</b> <div style="border: 1px solid black; padding: 5px; display: inline-block; vertical-align: middle; margin-right: 10px;"><b>120 X 90</b></div> <ul style="list-style-type: none"> <li>• Right side of NABJ site</li> <li>• Appears on NABJ home page and all sub pages</li> <li>• Active link to your company's website</li> </ul>	\$350	\$945	\$1,680	\$2,940

\* Advertising specific to the Convention and Career Fair will only appear the week of the convention.

## Discounts:

- 10% for a three-month campaign
- 20% for a six-month campaign
- 30% for a one-year campaign

## Ad specifications:

- Banner ads can be static or standard animated GIF or JPEG at the above dimensions.
- All graphics should be designed at 72 dpi and be kept under 30K in size.
- Materials are due one week prior to the month your ad will run.
- Ad must be sent as it will appear. NABJ does not provide services for adjustments or graphic design.
- Advertiser assumes responsibility for any errors in the artwork submitted to NABJ.
- NABJ reserves the right to assign positioning as applicable.



You may not realize it, but you hear from us everyday: in your newspapers and magazines; on television and on the radio; in public relations; and marketing and advertising campaigns.

We're editors, writers, producers, photographers, reporters, communications specialists, news anchors, columnists, journalism students, journalism educators and more.

Most importantly—we are consumers. All of us log on to [www.nabj.org](http://www.nabj.org). It's our source for information on the issues and opportunities that make us better at what we do—in our careers and in our lives outside of the journalism field. Reach us through [www.nabj.org](http://www.nabj.org).

1

**Complete this form and fax to NABJ Marketing Department, (301) 314-1714**

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 E-mail Address \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_

2

**Ad to go live at:**       [nabj.org](http://nabj.org)       NABJ Convention Home Page

3

**Please indicate ad size and total amount using the chart below:**

Size: \_\_\_\_\_  
 Total Amount: \_\_\_\_\_

**Please check methods of payment listed below:**

- Payment is enclosed  
 Check made payable to NABJ
- Credit Card:  
 Visa     MasterCard     American Express
- Name \_\_\_\_\_  
 Card Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 Signature \_\_\_\_\_
- Purchase Order No. \_\_\_\_\_  
 Payment will be remitted at time of publication

Ad Size	Rates			
	1 Month*	3 Months	6 Months	1 Year
Leaderboard 728x90	\$850	\$2,300	\$4,080	\$7,140
Top Banner 468x60	\$700	\$1,890	\$3,360	\$5,880
Skyscraper 1 120x600	\$650	\$1,755	\$3,120	\$5,460
Skyscraper 2 120x90	\$500	\$1,350	\$2,400	\$4,200
Skyscraper 3 120x60	\$350	\$945	\$1,680	\$2,940

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