

# WHY ADVERTISE ON NABJ.ORG?



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

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

We help shape the way America thinks. We are highly educated, well read and well traveled. We are affluent...we are thinkers...we are leaders...and we are influential – not only through the news you see every day, but also in our families and in our communities.

But, the most important to you – 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 journalism.

We reach you every day, and you can reach us through [www.nabj.org](http://www.nabj.org).

## WHO SHOULD ADVERTISE ON NABJ.ORG?

**Recruiters** – support your diversity recruiting efforts and diversify your news coverage.

**Authors** – promote the sales of your new book.

**Book publishers** – tell thousands of experienced

**Media organizations** – expose experienced media writers how you can facilitate their book authoring professionals to your career, training and fellowship experience. opportunities. Inform journalism students of your

**Computer & technology products and services** – tell America's leading journalist how you can make them better at their jobs in an industry that is increasingly reliant on technology

**Consumer products and services** – NABJ members are affluent consumers and leaders in the respective communities

**Journalism schools and media education institutes** – promote your faculty openings, fellowships, training opportunities and scholarships.

**Subject experts** – advertise your availability for media interviews and expert commentary.

### WEB STATS

- 74,854 page views/month
- 19,176 visits/month
- 2,494 page views/day
- 15,888 unique visitors/month





## ADVERTISING SPECIFICATIONS

Advertising commitments are for three consecutive months (3months – 1x). Frequency discounts apply. Discounts of 15 percent are available to educational institutions and nonprofits. Each banner advertisement will link to the advertiser's web page.

## AD DIMENSIONS

Skyscraper – 120 pixels (w) x 600 pixels (h)  
Top/Bottom Banner – 468 pixels (w) x 60 pixels (h)  
Standard Banner – 244 pixels (w) x 55 pixels (h)

## RATES

Frequency	Skyscraper	Top/Bottom Banner	Standard Banner
3 months (1x)	2,100	1,800	1,500
6 months (2x)	1,890	1,620	1,350
9 months (3x)	1,785	1,530	1,275
12 months (4x)	1,680	1,440	1,200

A \$150.00 fee per static ad (and \$225.00 fee per flash ad) will be charged, if NABJ has to produce your company/ organization's ad in-house.

## PRODUCTION SPECIFICATIONS

File size: 40K maximum  
Image file format: gif or jpeg

Note: Do **NOT** include images that are 72 dpi – This is a screen capture. Scanning images for banner ads – scan images at 150 dpi (minimum).

Online advertisements must be submitted in electronic format (via e-mail) – attach a hard copy (as a Word document) along with a PDF format of the web based banner advertisement. If you are submitting a flash banner ad, then send the HTML file electronically. And, airmail the CD, which should include the following files: FLA, HTML, and SWF.

No mechanicals will be accepted for online publishing.

## DEADLINES

Deadlines vary based upon availability. Note: Banner advertising is sold based on space availability.

## CONTACT INFORMATION

### Submit advertising to:

NABJ Marketing Department  
8701-A Adelphi Road  
Adelphi, MD 20783  
Tel 866.479.NABJ  
ads@nabj.org

### Purchase online advertising from:

NABJ Marketing Department  
8701-A Adelphi Road  
Adelphi, MD 20783  
Tel 866.479.NABJ  
ads@nabj.org