



# ADVERTISE • EXHIBIT • SPONSOR

## 2023 Opportunities

**Share YOUR Message** with the Jewish Studies Community!

The Association for Jewish Studies is the largest learned society and professional organization representing Jewish Studies scholars worldwide, with over 1,800 members from more than 30 countries and an extended community of nearly 5,000 Jewish Studies scholars and supporters.



**The AJS** offers a wide variety of advertising and sponsorship opportunities to share your message with the Jewish Studies community, including digital, print, and conference options.

In this publication, you'll find all the ways you can promote your organization through the AJS. We hope you'll take advantage of our varied opportunities to maximize your reach and impact with the AJS audience.



**The AJS community features a unique, interdisciplinary mix of scholars who hold a wide variety of positions, including:**

Professors

PhD candidates and post-graduate scholars

University and college department chairs

Institute directors and researchers

Historians

Librarians

Editors

Archivists

Writers

Rabbis

Secondary school educators

Hebrew and Yiddish teachers

Nonprofit executives and program directors

Museum executives

Curators of Judaica and Hebraica

Art historians

**In the fields of:**

Anthropology

Biblical Studies

Film and the Arts

Hebrew Studies

Holocaust Studies

Israel Studies

Jewish History

Jewish Languages and Linguistics

Jewish Literature

Jewish Music

Jewish Philosophy

Judeo-Islamic Studies

Mysticism

Pedagogy

Rabbinic Literature

Religion

Sephardi and Mizrahi Studies

Social Sciences

Theology

Yiddish Studies

**The AJS community** is active and engaged with the organization: over 1,200 people attend the AJS Annual Conference each year, the AJS has an active social media presence with a continuously growing audience, and AJS publications and podcast are read and heard by thousands of people annually.



# DIGITAL OPPORTUNITIES

## EMAIL

Email is the main method of communication with the AJS community for important and timely news and announcements, with an open rate of **50%** and a click rate of **13%** in 2022.

Nearly **5,000 individuals** receive bi-weekly email newsletters featuring current AJS news, events, updates, and deadlines. In addition, they receive a limited number of dedicated emails featuring AJS information and announcements from advertising partners.

## ADVERTISING OPPORTUNITY

### Dedicated Emails

Send a dedicated email to the AJS audience, exclusively featuring your content and linking to your website. A limited number of dedicated email opportunities are available.

**Rate: \$1,250**

*Specifications:* A single image, 600 pixels wide max, with a 2:3 ratio

### Banner Ads

Place your banner ad in a bi-weekly email newsletter featuring current AJS news, events, updates, and deadlines or a monthly email celebrating Jewish studies books and authors. Banner ads are limited to one per email and appear immediately following the email introduction to allow for maximum exposure.

**Banner Ad Rate: \$600**

*Discounts available:* 15% full/associate institutional member, 10% affiliate institutional member

*Specifications:* 425 pixels by 150 pixels

### Classified Ads

Place your classified ad in a bi-weekly email newsletter featuring current AJS news, events, updates, and deadlines. Classified ads are text-only and featured in a dedicated section in the lower half of the newsletter.

**Rate: \$400**

*Discounts available:* 15% full/associate institutional member, 10% affiliate institutional member

*Specifications:* text of 50 words maximum





# DIGITAL OPPORTUNITIES CONTINUED

## ADVENTURES IN JEWISH STUDIES PODCAST SERIES

*The Adventures in Jewish Studies* podcast series takes listeners on exciting journeys that explore a wide range of topics featuring the expertise and scholarship of Jewish Studies scholars. Episodes have been downloaded more than 140,000 times by listeners in more than 100 countries worldwide, and listenership continues to grow with each episode.

## SPONSORSHIP OPPORTUNITY

Sponsor a podcast episode and get your message out to thousands of Jewish Studies listeners. Sponsors receive a 20-second sponsorship announcement in the podcast episode and their logo and organization name featured as the episode sponsor on the AJS podcast webpage.

**Rate: \$1,000**

*Specifications:*

Copy for a 20-second sponsorship announcement, beginning with "This episode sponsored by..." to be read by podcast host.

## AJS WEBSITE

The AJS website is the official online home of the Association for Jewish Studies and a must-visit for all members of the AJS community to register for events, read publications online, and learn about professional development opportunities.

## ADVERTISING OPPORTUNITY

Place an ad on the busiest pages of the AJS website. Your ad will run for 3 months on the AJS web pages with the highest traffic.

**Rate: \$900**

*Specifications:*

400 pixels x 400 pixels

## AJS CAREER CENTER

The AJS Career Center jobs board is the most comprehensive listing of current open positions and post-doctoral fellowships in Jewish Studies.

## ADVERTISING OPPORTUNITY

List your position for 60 days in the AJS Career Center, which is open to all Jewish Studies job seekers. In addition to inclusion in the AJS Career Center on the AJS website, each position listing includes two AJS social media posts, one each on Twitter and Facebook.

**Rate: \$350**

*Discounts available:* 15% for full/associate institutional member

# PRINT OPPORTUNITIES

## AJS PERSPECTIVES MAGAZINE

The magazine of the Association for Jewish Studies, *AJS Perspectives*, is the leading forum for exploring methodological and pedagogical issues in Jewish Studies. It is available in both online and print versions. Advertising in *AJS Perspectives* is an ideal means of promoting books, journals, films, and other materials for classroom adoption and library purchase, as well as programs, fellowships, position listings, and special events and announcements.

The magazine is published twice annually, in summer and winter. Print issues are mailed to approximately 1,800 AJS members, while an open-access version is available on the AJS website. The Winter Issue is also distributed onsite to all those attending the AJS Annual Conference.

### Advertising Deadlines:

**Summer 2023 Issue:** May 22 (June/July publication)

**Winter 2023 Issue:** September 29 (December publication)

**Additional Specifications:** PDF format is preferred.  
4-color CMYK, 300 dpi images, 1200 dpi monochrome.  
Embed all fonts and subset fonts below 100%

### Rates and Size Specifications:

Ad Size	Width	Height	Price
Inside Front Cover	8.5" + ¼" bleed	11" + ¼" bleed	\$900
Inside Back Cover	8.5" + ¼" bleed	11" + ¼" bleed	\$870
Full Page	7.5"	10"	\$700
2/3 Page	7.5"	6.5"	\$590
1/2 Page	7.5"	4.5"	\$460
1/3 Page	7.5"	3"	\$350
1/4 Page	3.5"	4.5"	\$290

*Discounts available:* 15% full/associate institutional member, 10% affiliate institutional member

## NEW! 2023 AJS HONORS ITS AUTHORS BOOK CATALOG

The 2023 AJS Honors Its Authors program celebrates 2023 books by AJS members.

The AJS Honors Its Authors program launched in 2011, and since then we've celebrated nearly 1,200 books. In 2022, we celebrated 129 books by 166 authors, editors, and translators.

This year we're expanding the program and launching a book catalog, which will feature all 2023 books and authors, including cover images and book descriptions.

The AJS Honors Its Authors Book Catalog will be mailed to the entire AJS membership in February/March 2023.

### Rates and Size Specifications:

Ad Size	Width	Height	Price
Inside Front Cover	6" + ¼" bleed	9" + ¼" bleed	\$900
Inside Back Cover	6" + ¼" bleed	9" + ¼" bleed	\$870
Full Page	4.75"	7.75"	\$700
1/2 Page	4.75"	3.75"	\$460

Advertising deadline: January 8



# 2023

## ANNUAL CONFERENCE OPPORTUNITIES



San Francisco, CA  
December 17-19, 2023  
San Francisco Marriott Marquis

The Annual Conference of the Association for Jewish Studies is the largest international gathering of Jewish Studies scholars in the world, with 1,200 attendees annually. The conference features nearly 200 sessions, a major book exhibit of leading publishers, cultural programming, professional development sessions, and awards.

**A variety of opportunities to advertise, sponsor, and exhibit allows you to showcase your message most effectively with Jewish Studies scholars. Our high-visibility opportunities are perfect for academic presses, Jewish Studies programs and centers, colleges and universities, museums, research institutes, foundations, and more!**

## WHO SHOULD EXHIBIT?

- Publishers, distributors, and independent sellers of books, journals, films, and scholarly materials for classroom adoption and library purchase
- Publishers wishing to meet with current or potential authors or to make acquisitions
- Vendors of services and products geared toward institutions of higher learning
- Digital media/software companies
- Universities wishing to recruit students, announce fellowships, and publicize job opportunities
- Foundations, museums, and cultural institutions seeking to promote their programs, fellowships, and grants

## WHAT'S INCLUDED IN A BOOTH:

- Booth size of your choice, in 8' x 10' units, including pipe and drape
- A table, 2 chairs, and a wastebasket
- Carpeted exhibit hall
- Company ID sign
- Complimentary conference registration for up to four exhibitor personnel
- Listing with logo, description and link on the AJS website and conference mobile app

## WHAT'S INCLUDED IN AN ONLINE BOOTH:

- Robust page hosted on the AJS website, which can include links, videos, live zoom sessions, discounts, and more – add meaningful content to reach Jewish Studies scholars beyond conference attendees
- Online exhibit hall featured in AJS emails, social media, and in the conference app

**The (AJS) attendees represent the most dedicated and intelligent reading audience of non-fiction books of Jewish interest."**

- Sami Rohr Prize

# EXHIBIT AT THE CONFERENCE— in person and online!

### Booth Rates

8'x10' Booth	\$1,000 (Early Bird rate: \$800)
8'x10' Corner Booth	\$1,100 (Early Bird rate: \$900)
8'x20' Booth	\$1,600 (Early Bird rate: \$1400)
Electrical power drop for booth	\$375

(Early Bird rates available through May 15, 2023)

### Online Booth Rates

Online Booth	\$650
Add-on Online Booth for In-Person Exhibitors	\$375















# CONFERENCE SPONSORSHIP

Become a sponsor and showcase your institution, program, or organization to an international audience. Raise your visibility among 1,200 conference attendees.

<b>PLATINUM</b>  <b>\$5,000</b> Recommended for foundations, Jewish Studies centers, and corporations	<b>GOLD</b>  <b>\$3,250</b> Recommended for MA and PhD programs	<b>SILVER</b>  <b>\$1,100</b> Recommended for museums, small undergraduate programs, and research institutions
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OPPORTUNITIES	PLATINUM	GOLD	SILVER
Recognition in the Winter issue of <i>AJS Perspectives</i>			
Recognition in pre-conference email to registrants			
Recognition and link to your website on the AJS website			
Recognition on conference signage			
Complimentary ad in the AJS Honors Its Authors Book Catalog	Full Page	Full Page	Half Page*
Logo (250x125px) on the AJS website for 3 months			
Directory of Jewish Studies programs (upon request)			
Complimentary insert in the conference tote bag			
2 complimentary conference registrations			

\*AJS Institutional Members receive upgrade to full-page ad.





## SPECIALTY ITEMS SPONSORSHIP

Upon arrival at the conference, all participants receive an official conference badge and lanyard plus a conference tote bag, featuring valuable AJS publications and more. Contents include the 2023 Winter issue of *AJS Perspectives* magazine, the 2023 AJS Honors Its Authors Jewish Studies Book Catalog, the official conference pen, and more!

**Get your organization in front of all conference attendees with one of these opportunities:**

### Lanyards (Exclusive)

Sponsor name and logo printed on each lanyard, which are distributed to all attendees to hold name badges and which are required to be worn throughout the entire event. As the exclusive lanyard sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

**\$2,500**

### Conference Tote Bag Sponsor (Available to 2 Sponsors)

Your name and logo will appear on one side of the official conference tote that is distributed to all conference attendees with copies of *AJS Perspectives* and the AJS Honors Its Authors Book Catalog. As a conference tote sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

**\$3,500**

### Pen Sponsor (Exclusive)

Your organization name and logo printed on a pen, which is distributed to each attendee as part of the conference tote bag. As the exclusive pen sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

**\$2,500**

### Tote Bag Insert

Tote bags featuring the Winter issue of *AJS Perspectives*, the new AJS Honors Its Authors Book Catalog, and other materials are distributed to all conference attendees at the start of the conference. Include your flyer, postcards, or similar printed piece announcing your company's new publication, your organization's new program, or other special announcements and offerings in the tote bag.

(Specifications: Single page, up to 8.5" x 11", folded or flat. For larger inserts, please contact the AJS)

**\$575**







## DIGITAL SPONSORSHIP

### Wi-Fi Sponsor (Exclusive)

- Your choice of password.
- Logo on any signage with Wi-Fi information at registration and through out the conference hotel.
- Sponsorship listed in the conference mobile app
- As the exclusive Wi-Fi sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

**\$5,500**

### Mobile App Sponsor

(Available to 2 Sponsors)

In 2022, the app was used by more than 80% of all conference attendees, and is the only place to find the most up-to-date information on program changes.

- Prominent advertisement on the main page of the mobile app.
- Sponsorship/logo included in all mobile app promotions/announcements.
- As a mobile app sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

**\$3,500**

### Branded Push Notifications

(Available to 4 Sponsors)

A push notification that will be sent through the mobile app. Pick the time and message!

**\$400**

### Online Exhibit Booth

- Robust page hosted on the AJS website, which can include links, videos, live zoom sessions, discounts, and more - add meaningful content to reach Jewish Studies scholars beyond conference attendees.
- Online exhibit hall featured in AJS emails, social media, and in the conference app.

**\$650**

\$375 for in-person exhibitors

## EVENT SPONSORSHIP

### Exhibit Hall Coffee Break

Sunday morning, Sunday afternoon, Monday morning or Monday afternoon

- Prominent recognition and signage at the event.
- Sponsorship/logo included in all coffee break promotions/announcements.
- As a coffee break sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

**\$2,500**

### Graduate Student Reception

Reach out to graduate students and facilitate their networking while introducing your organization, programs, or company to up-and-coming scholars. Prominent recognition and signage at the event.

**\$2,500**

As the graduate student reception sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

