



ADVERTISE • SPONSOR • EXHIBIT

2025 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 representing more than 30 countries and an extended community of more than 5,500 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 podcasts 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 average open rate just under **60%** and a click rate of **7.5%**.

More than **5,500 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 OPPORTUNITIES

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.

Banner Ad Rate: **\$600**

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

Specifications: 550 pixels by 150 pixels, plus a link

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 over 275,000 times by listeners in 150 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 is posted on AJS social media and included in an email to all 5,500+ individuals in the AJS community.

Rate: \$350

Discounts available: 15% for full/associate institutional member

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 June and December. Print issues are mailed to approximately 1,800 AJS members and subscribers, while an open-access version is available on the AJS website.

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

ADVERTISING DEADLINES:

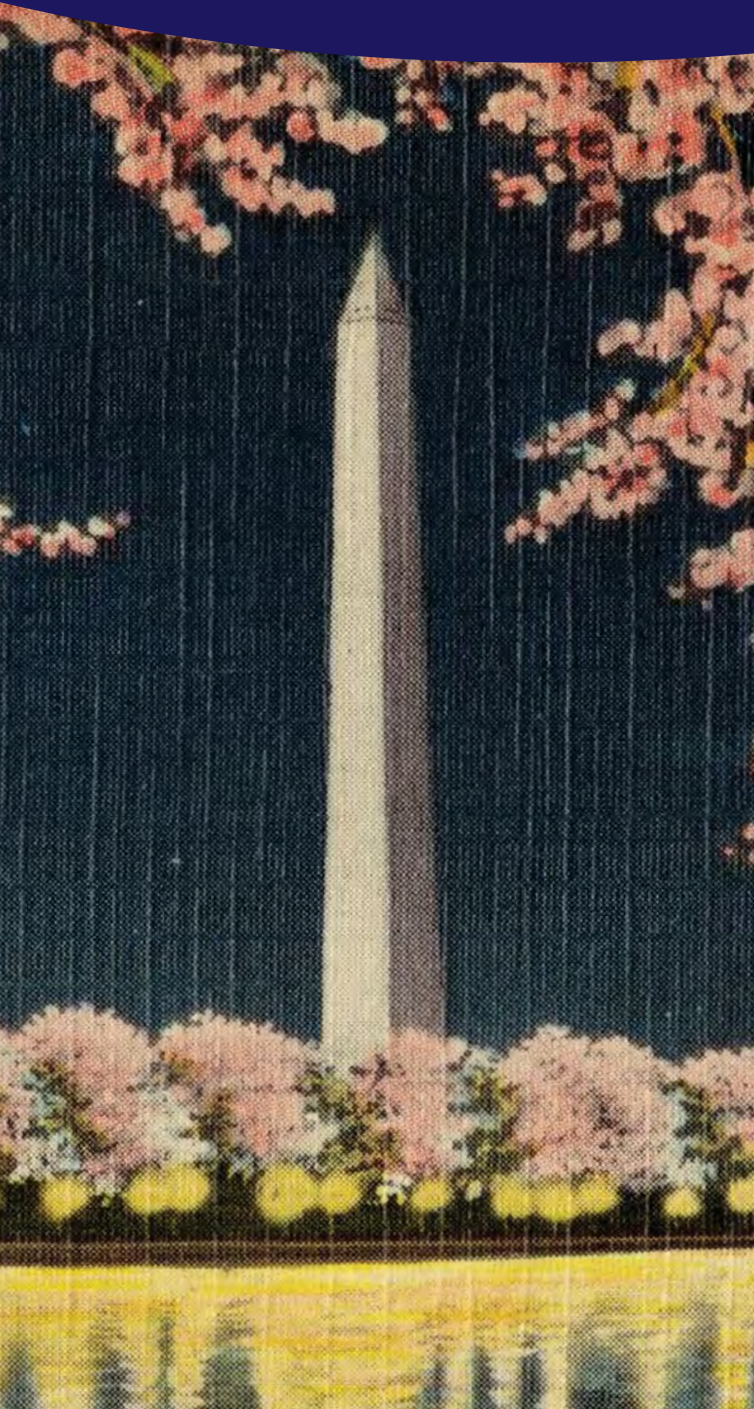
Summer 2025 Issue:
April 1 reservation deadline;
April 22 artwork deadline

Winter 2025 Issue:
September 15 reservation deadline;
September 30 artwork deadline

ADDITIONAL SPECIFICATIONS:

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

2025 ANNUAL CONFERENCE



Washington, DC
December 14-16, 2025
Marriott Marquis Washington, DC

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 more than 200 sessions, a major book exhibit of leading publishers, cultural programming, plenary 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!

REACH CONFERENCE ATTENDEES

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



EXHIBIT AT THE CONFERENCE—

Booth Rates

8'x10' Booth	\$1,000 (Early Bird rate: \$900)
8'x10' Corner Booth	\$1,100 (Early Bird rate: \$1,000)
8'x20' Booth	\$1,600 (Early Bird rate: \$1,500)

Each booth includes a table, 2 chairs, and a wastebasket, as well as a company ID sign; if you require an electrical power drop, please contact Amy Ronek at aronek@associationforjewishstudies.org.

Each booth also includes complimentary conference registration for up to four exhibitors.

TOTE BAG INSERTS

Tote bags featuring a copy of the Winter 2025 issue of *AJS Perspectives* and other materials are distributed to all conference attendees at the start of the conference. Include your flyer, postcard, 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.

Tote Bag Rate: \$575



Exhibitors
receive a
50% discount
on tote inserts!

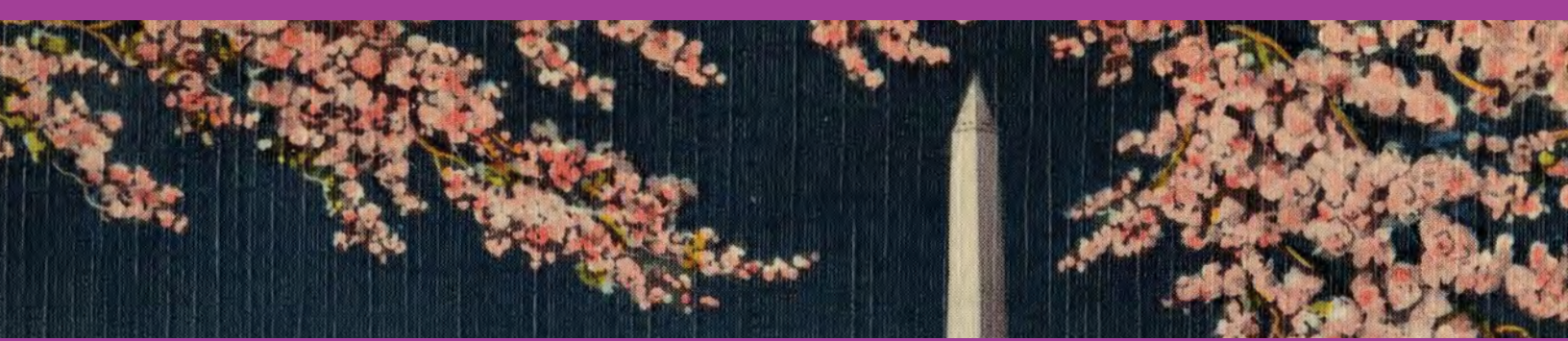
CONFERENCE SPONSORSHIP

Become a sponsor and showcase your institution, program, or organization to an international audience. Raise your visibility among conference attendees and the broader Jewish Studies community.

PLATINUM 	GOLD 	SILVER 
\$5,000	\$3,250	\$1,100
Recommended for foundations, endowed Jewish Studies centers, and corporations	Recommended for MA and PhD programs	Recommended for museums, small undergraduate programs, and research institutions

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 in-person gatherings signage	●	●	●
Recognition on conference signage	●	●	●
Banner logo (180x100) on the AJS website for 3 months	●	●	
Complimentary insert in the conference tote bag	●		
2 complimentary conference registrations	●		



SPONSORSHIP OPPORTUNITIES

Upon arrival at the conference, all attendees receive an official conference badge and lanyard, plus a conference tote bag, featuring the 2025 Winter issue of AJS Perspectives, the official conference pen, and more!

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

Lanyards (Exclusive)

Your organization's name and logo are printed on each lanyard, which are distributed to all attendees to hold name badges and which are required to be worn throughout the entire conference. 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

Tote Bag Sponsor (Exclusive)

Your organization's 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 other materials. As the exclusive tote bag 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's name and logo will be 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





DIGITAL SPONSORSHIP

EVENT SPONSORSHIP

Wi-Fi Sponsor (Exclusive)

Your organization's name and logo will appear on all signage with wi-fi information at registration and throughout the conference hotel, and you will be able to choose the wi-fi password. 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

Exhibit Hall Coffee Break

Your organization will be featured on prominent recognition and signage at the event, and your sponsorship will be included in all promotions or announcements about the coffee break. 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

Mobile App Sponsor (Available to 2 Sponsors)

Your banner ad will appear prominently on the main page of the conference app, which is the only place to find the most up-to-date conference information and program changes. Your organization's name and logo will also appear in all mobile app promotions and announcements. In addition, as a mobile app sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the app.

\$4,500

Graduate Student Reception (Exclusive)

Your organization will receive prominent recognition and signage at this event, which allows you to introduce yourself to up-and-coming scholars while facilitating this networking event. As the exclusive graduate student reception sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

\$2,500

NEW IN 2025! Registration Kiosk Sponsor (Exclusive)

Your organization will be recognized at every registration kiosk, where every conference attendee will check-in and print their conference badges. As the exclusive Registration Kiosk Sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

\$5,500

Scholars of Color Reception (Exclusive)

Your organization will receive prominent recognition and signage at this event, which allows you to introduce yourself to the AJS Scholars of Color Fellows (current and alumni) and mentors, while facilitating this networking event. As the exclusive Scholars of Color reception sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

\$2,500