



# 2022 MEDIA KIT

**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 over 4,000 Jewish Studies scholars and supporters.

**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.



**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 offers numerous advertising and sponsorship opportunities to share your message with the Jewish Studies community - online, in person, in print, and by podcast.**

# EMAIL

Email is the main method of communication with the AJS community for important and timely news and announcements, with an average open rate of 51% and an average click rate of 7.3%. More than 4,000 members of the AJS community 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 4,000+ AJS community, exclusively featuring your content and linking to your website. Dedicated emails are limited to one per month to allow for maximum focus on your promotion.

**Rate:** \$1,250

*Specifications:* A single image, 600 pix wide max, with a 2:3 ratio. In addition, please provide a subject line and preferred link.

### Banner Ads

Place your banner ad in a bi-weekly email newsletter featuring current AJS news, events, updates, and deadlines received by 4,000+ members of the AJS community. 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:* Banner ad: 425 pixels by 150 pixels, plus a preferred link.

### Classified Ads

Place your classified ad in a bi-weekly email newsletter featuring current AJS news, events, updates, and deadlines received by 4,000+ members of the AJS community. Classified ads are text-only and featured in a dedicated section in the lower half of the newsletter.

**Rate:** \$200

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

*Specifications:* text of maximum 50 words, plus a preferred link

# 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 2,000 AJS members and subscribers and distributed to approximately 1,200 AJS Annual Conference attendees, while the online version is fully accessible on the AJS website.

## 📣 2022 Advertising Opportunities, Rates and Size Specifications:

Ad Size	Width	Height	Price
Inside Back Cover	8.5" + ¼" bleed	11" + ¼" bleed	\$790.00
Full Page	7.5"	10"	\$620.00
2/3 Page	7.5"	6.5"	\$560.00
1/2 Page	7.5"	4.5"	\$420.00
1/3 Page	7.5"	3"	\$335.00
1/4 Page	3.5"	4.5"	\$275.00
1/6 Page	3.5"	3"	\$225.00

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

### Advertising Deadlines:

**Spring Issue:** March 17 (June publication)

**Fall 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%.

# OTHER OPPORTUNITIES

## ADVENTURES IN JEWISH STUDIES PODCAST SERIES

Now in its fourth season, 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 50,000 times by listeners in more than 100 countries worldwide, and listenership continues to grow with each episode.

## 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.

## 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.

## MAILING LIST RENTAL

The AJS mailing list gives you access to the mailing addresses of current AJS members so that you can announce publications, positions, and other matters of interest to scholars in all disciplines of Jewish Studies.

## ★ SPONSORSHIP OPPORTUNITY

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

**Rate: \$1,000**

*Discounts available:* 10% for all institutional members

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

## 📣 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: \$800**

*Discounts available:* Conference Exhibitor price - \$650

*Specifications:* 400 pixels. x 400 pixels. plus a preferred link

## 📣 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 members

**Rent the AJS mailing list to share your message with Jewish Studies scholars in the US and around the world.**

**Rate: \$325 for list rental** plus \$60 for email delivery or \$75 for FTP/electronic transfer



# ANNUAL CONFERENCE

## 2022

54th Annual Conference

December 18-20, 2022

Boston, Massachusetts

## 2023

55th Annual Conference

December 17-19, 2023

San Francisco, California

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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, plenary sessions, and awards.

Numerous opportunities for advertising, sponsorship, and exhibiting - in-person, in print, and virtual - are available each year at the Annual Conference, allowing you to showcase your message most effectively with Jewish Studies scholars.

## 📣 ADVERTISING OPPORTUNITIES

### ANNUAL CONFERENCE GUIDEBOOK

The Program Book is the official record of the Annual Conference, featuring complete event information, detailed descriptions of sessions, exhibit hall and exhibitor information, hotel maps, and more. A virtual edition of the Program Book is distributed to attendees one month prior to the conference and a print edition is distributed to attendees at the conference.

#### 2022 Rates

Full Page	\$655 <i>(exhibitors: \$575)</i>
Half Page	\$475 <i>(exhibitors: \$430)</i>
Inside Back Cover	\$820
Inside Front Cover	\$850
Outside Back Cover	\$995

*Discounts available:* 15% full/associate institutional member and exhibitor rates of \$500 for a full page ad and \$455 for a half page ad (discounts may also be stacked)

*Specifications:* The Guidebook page is 6" x 9". Ads should be submitted at size as PDF files (full page: 4.75" x 7.75"; half page: 4.75" x 3.75")

### ANNUAL CONFERENCE TOTE BAG INSERT

Tote bags featuring the Annual Conference Guidebook, Fall issue of *AJS Perspectives*, 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.

<b>2022 Rate</b>	\$575
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*Specifications:* Single page, up to 8.5" x 11", folded or flat. For larger inserts, please contact the AJS.

## 🌟 SPONSORSHIP OPPORTUNITIES

High-impact sponsorship opportunities are available at the Annual Conference and are a high-visibility complement to exhibiting and advertising.

Get your message across to all conference attendees with a number of item sponsorship options, including wi-fi, mobile app, conference tote, charging station, pen, and badge holder cords sponsorship opportunities. Each item features your name and logo, and you'll also be recognized in the Program Book, on the AJS website, and in the mobile app. Specialty item sponsorship rates begin at \$2,500.

Celebrate Jewish Studies scholars by sponsoring an event at the Annual Conference. Sponsor a graduate student reception and or coffee break, where you will receive prominent recognition and signage at the event. Reception and coffee break sponsorship begin at \$2,500.

Show your support for Jewish Studies by sponsoring the Welcome Party and online Plenary Lecture, while raising your visibility among the 1,200+ conference attendees and 600+ event participants at the largest gathering of all attendees at the conference. Become a silver, gold, or platinum level sponsor, with rates beginning at \$1,100.

## 📋 EXHIBITION OPPORTUNITY

**Exhibit at the Annual Conference, either in-person or virtually - or both!, and share your message or offerings with 1,200+ Jewish Studies scholars.**

Exhibiting at the Annual Conference allows you to interact directly with conference attendees and promote your programs, fellowships, and grants or your books, journals, films, and other scholarly materials. Exhibiting also gives you the opportunity to recruit for new positions and programs or meet with authors and make acquisitions.

#### 2022 Rates

Virtual Booth	\$650
In-Person Booth	Begins at \$650

*Discounts available:* Virtual booth rate of \$375 for in-person exhibitors.

Conference art: *Back Bay Bossa Nova*, © 2014 Paula Ogier; Visit [paulaogierart.com](http://paulaogierart.com)