

Newsletter Sponsorship

Get your messaging in front of the most engaged ONA readership

Participate in one of the most popular of ONA's digital offerings — our e-newsletters. Our reach and open rates have beat industry standards for years and our sponsored content is seen as a valuable community benefit.

ONA Weekly Newsletter — Inquire for pricing

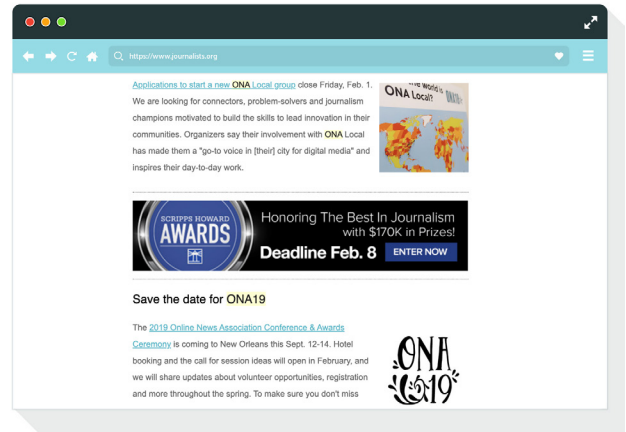
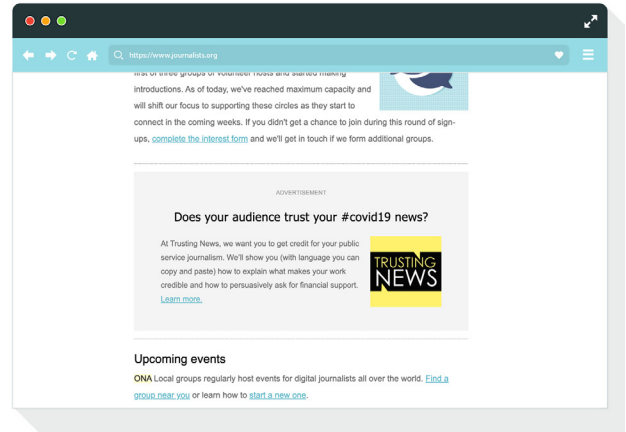
The official weekly e-newsletter is sent each Wednesday to a circulation of over 20,000 readers. The open rate is above 22 percent year-round. With only one ad per issue, you'll have the exclusive sponsor voice. Discounts are available for start-ups, educators and multi-issue runs. — examples here

Annual Conference Newsletter — Inquire for pricing

Reach 12,000+ opt-in readers in the digital media space around the world in the months leading up to our largest annual event. Because of the devoted audience, this newsletter sees a higher engagement rate on average (over 30 percent). In September our average open rate is over 50 percent with a click rate over 18 percent. One ad per issue, with discounts for multi-issue runs.

Annual Conference Daily — \$1,250 per ad/issue

Our highest-engagement newsletter opportunity, this newsletter is only offered during the three days of the annual conference. The newsletter goes only to conference registrants (estimated 3,000 for 2020) and has seen open rates of above 50 percent. Two ads available per issue.



Two Formats Available

Boxed/Text content ad

- Headline length: 6 words / 60 characters
- Word count: 40 words
- Photo/image size: 150 px wide by 120 px tall (JPG, PNG or GIF)

Banner ad

- 600 x 125 px (JPG, PNG or GIF)