Sponsored Content

Provide training for the ONA community with your own resources

Contribute to the resources we provide the ONA community with your own expertise by sponsoring content. Our members see training among their top benefits and they want to hear from our sponsors.

About Our Audiences

The ONA community is a diverse collection of digital journalists and technologists in all career levels. ONA will promote posts on networks including Twitter, Facebook and via ONA e-newsletters (global reach of 100,000+ digital journalists).
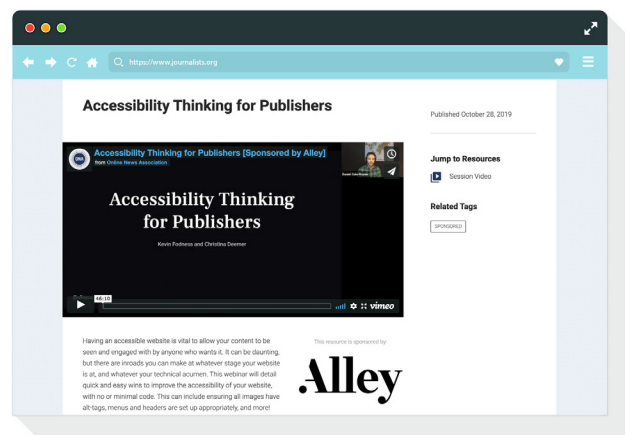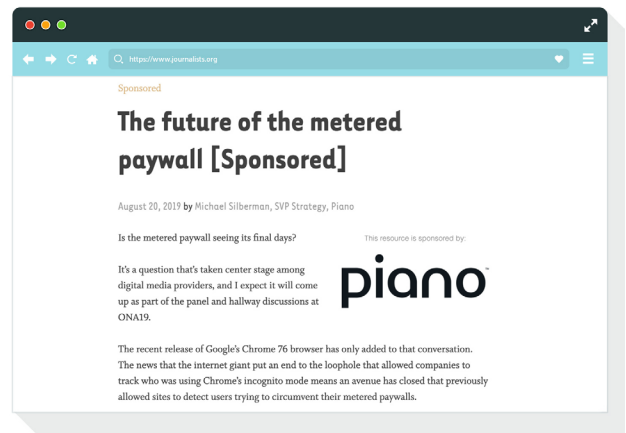
Blog Post Specifications

Sponsors write their own blog post with high value to the ONA audience, up to 500 words. The post should include embedded links, photos, video or audio. ONA will review content prior to publishing. Provided content will be marked as sponsored.

- Annual Conference Blog Content — $2,000
- journalists.org Blog Content — $1,500

Resource Specifications

The ONA Resource Center is a new, growing benefit to our community. It houses over 400 session recaps from ONA conferences in addition to recordings of webinars and other guides. ONA is now opening this section to our sponsors to add their own resources for the community. These could include webinar recordings, PDF guides, worksheets or slide presentations. Content is subject to ONA approval. Provided content will be marked as sponsored.

- journalists.org Resource — $1,500

Sponsored Content, continued ...

Event Specifications

Sponsors may also promote their virtual and in-person events to the ONA community. Whether you'd like to host a special webinar for the ONA community or invite our local community to your office for a lunch-and-learn or happy hour, we'll add it to our event listing and promote the RSVP to our community via our e-newsletter and social channels.

- Post your event to journalists.org — $1,500
    - *Add-on: Include the webinar recording as a sponsored resource* — $500
- Sponsor an existing ONA Local event — **Inquire for pricing**
- Hosted event on ONA's virtual event platform — $3,000

Additional Benefits

Each sponsored element in the ONA digital network will include the sponsor's logo. To manage these logos, sponsors will have a listing in the Industry Directory. If the sponsor is not yet listed in the Directory, they will be given one in the basic tier. All content sponsored by that organization will be listed on their Directory page.

Interested in learning more?

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