



**ONLINE NEWS
ASSOCIATION**

Digital Sponsorship Opportunities

UPDATED
May 2020

Industry Directory

List your organization prominently in the ONA website tool

The ONA Industry Directory is a new way for sponsors to reach our audience of digital journalists in a useful, searchable database. Directory listings are the best way to have a year-round presence with the community.

You'll get a detailed overview

In addition to the logo and a description of your company, you'll be able to add social links and contact details.

Add a call-to-action

Listings in our premium tier receive four call-to-action listings of any length throughout the year. Use these to share unique offers or benefits to the ONA community or simply direct them to a useful resource.

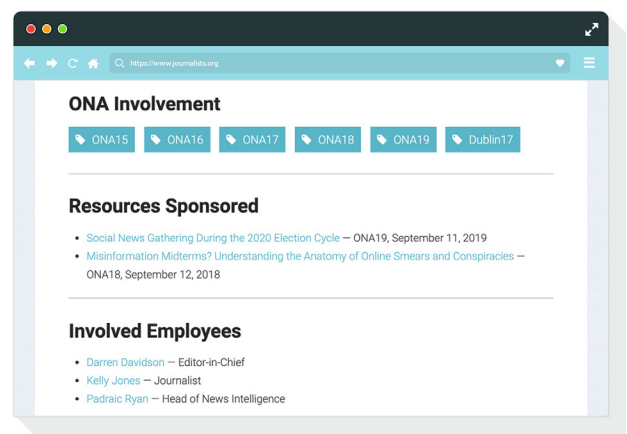
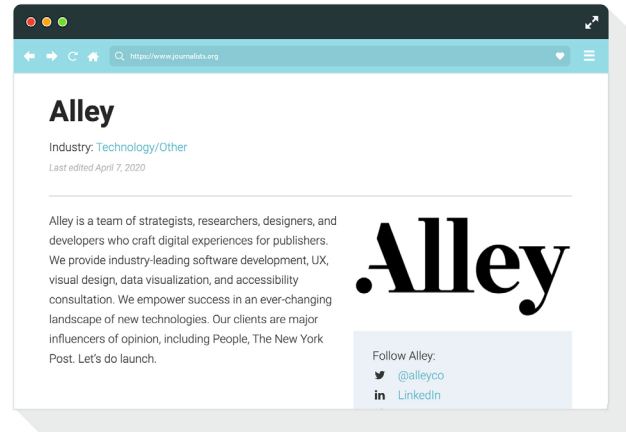
Show all the ways you've been involved with ONA

Active sponsors can be involved in myriad ways: sponsoring an ONA program, providing a resource, sharing a blog post, posting to the Career Center and encouraging their employees to be involved. All of these items can appear on a Directory listing to draw attention to your involvement.

Your listing doesn't expire

After your year-long listing is up, it won't be removed from the Directory, but lowered to our Basic tier. These listing appear at the end of directory archives without a logo, but they remain on the site as long as you're in business.

[See the directory at *journalists.org/directory*](https://journalists.org/directory)



Industry Directory, continued ...

Sponsoring one of ONA's programs or events will automatically provide you with a one-year listing in the Active tier ONA Directory at no additional cost. Organizations may join the listed at any time. For more information, please read the FAQ at journalists.org/directory/faq

	Basic	Active	Premium
Timeframe	Indefinite	1 year	1 year
Cost	Listings are only down-graded to basic tier after expiration	<ul style="list-style-type: none"> • \$200 for members • \$350 for non-members • Included with program sponsorship 	<ul style="list-style-type: none"> • \$250 upgrade from Active for members <i>(\$450 total as stand-alone purchase)</i> • \$500 upgrade for non-members <i>(\$850 total as stand-alone purchase)</i> • Not connected to program sponsorship
Description	Yes	Yes	Yes
Related Lists	Yes	Yes	Yes
Logo in Listing	No	Yes	Yes
Social Links	No	Yes	Yes
Contact Info	No	Yes	Yes
Order Priority	No	Yes	Highest – regardless of alpha
Text CTA	No	No	Yes

Interested in learning more?

Jessica Strelitz, Chief Strategic Partnerships Officer • jessica@journalists.org

Bill Brady, Strategic Partnerships Coordinator • bill@journalists.org

Digital Advertising

Show your support for our community with a leaderboard display ad

Show your support of the ONA Community where they are — in the content of the ONA digital network. With a digital ad you will have the exclusive sponsor message on a given page.

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).

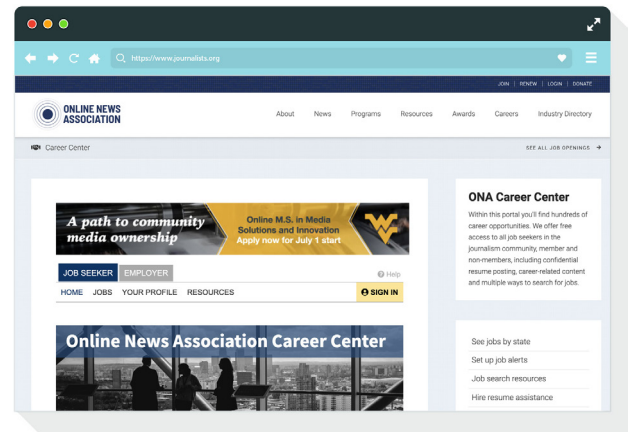
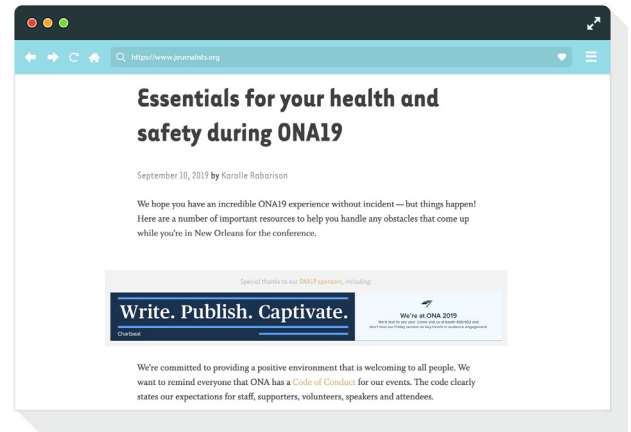
Ad Placement

Only one ad is displayed per page in the ONA network, giving your organization tremendous visibility as an ONA supporter. Leaderboard ads are placed within the content of most blog posts on [journalists.org](https://www.journalists.org) and our conference site. These posts are of high value to the ONA Community and often represent program announcements, community updates and new resources. On the ONA Ethics site, ads are placed within topical essays and on the user dashboard. Career Center ads are placed at the top of all pages within the portal.

Duration and Specs

Ads will run for one month. A maximum of two sponsors will be in rotation at any given time. We allow up to three sponsors to be in rotation on the conference website, excepting Sept. 15-Oct. 16, when that ad placement is part of a separate sponsor package.

Creatives should measure 1456 px x 180 px and be sent in .png or .jpg formats.



Pricing

Annual Conference	\$500
Career Center	\$750
journalists.org	\$500
ONA Ethics	\$500
Campaign across all four sites	\$1,250

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

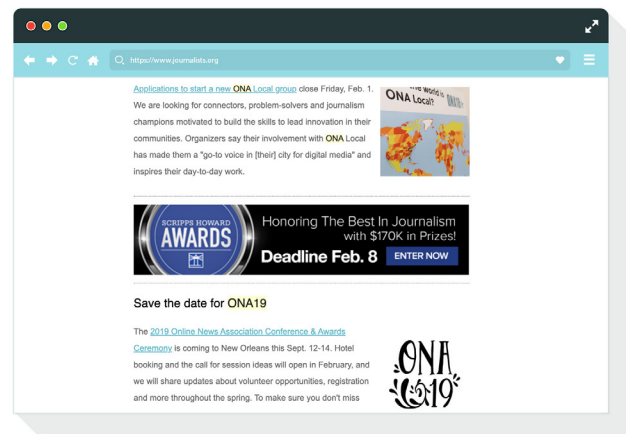
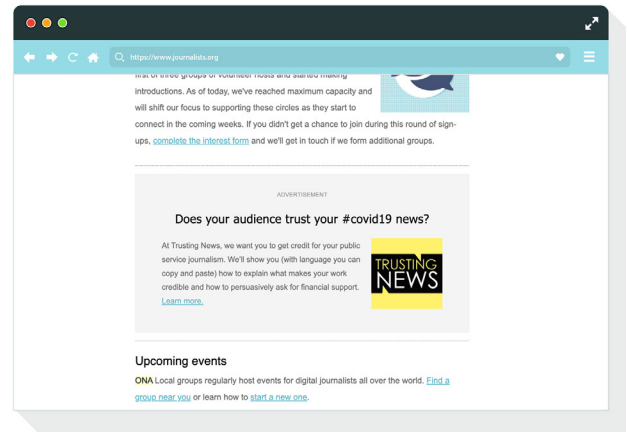
The official weekly e-newsletter is sent each Wednesday to a circulation of over 20,000 readers. The open rate is above 22 percent year-round. With only one ad per issue, you'll have the exclusive sponsor voice. Discounts are available for start-ups, educators and multi-issue runs. — examples here

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)

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

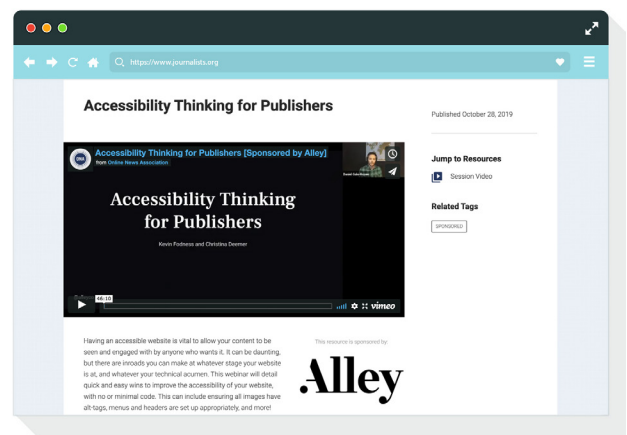
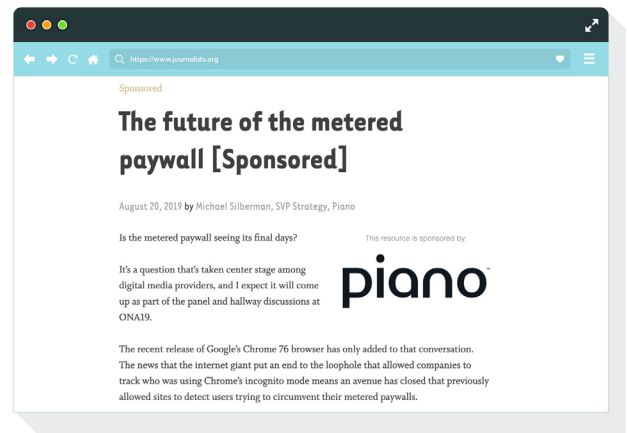
Sponsors write their own blog post with high value to the ONA audience, up to 500 words. The post should include embedded links, photos, video or audio. ONA will review content prior to publishing. Provided content will be marked as sponsored.

- 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?

Jessica Strelitz, Chief Strategic Partnerships Officer • jessica@journalists.org

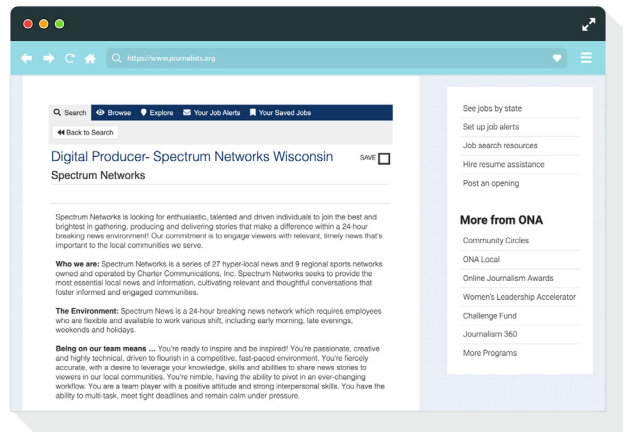
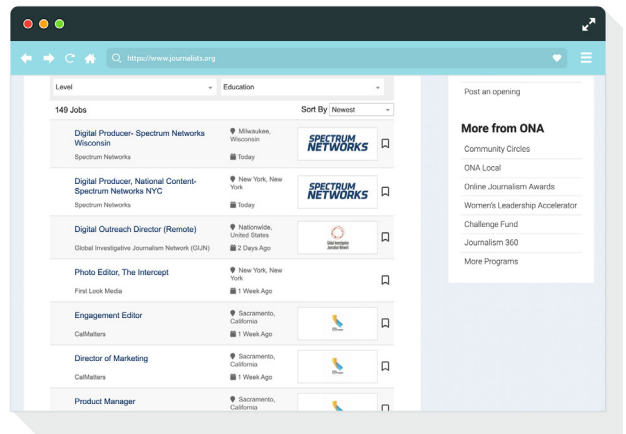
Bill Brady, Strategic Partnerships Coordinator • bill@journalists.org

ONA Career Center

Provide training for the ONA community with your own resources

One of our key areas of focus is skills development for professionals in the digital journalism space. Listing your job, internship and fellowship opportunities in our official career portal will target top talent in the online news community. Each job posting is active in the ONA Career Center for 30 days. In addition, ONA promotes listings in the Career Center via the Opportunities section of our weekly e-newsletter and several targeted social channels.

Members of the ONA community receive steep discounts on Career Center postings. Sign up to become a member before creating your Career Center account to take advantage of these savings:



Package	Non-Members	Members
One posting	\$300	\$200
Three postings	\$800	\$500
Ten postings	\$2600	\$1700
Featured job upgrade	\$150	\$100

Interested in posting a job opening?

Visit <https://careers.journalists.org/employers> to create your account and begin posting!

Additional Opportunities



Programs / Events

The primary way in which ONA serves our community

Community Circles

ONA is looking to partner with sponsors and funders to support the education, community and cohort-building, as well as the overall health and well-being of professionals in the digital news industry, as part of our new [Community Circles](#) initiative. Contact ONA for details on supporting this initiative.

Women's Leadership Accelerator

WLA is a yearlong intensive program that supercharges the leadership and management skills of women who are pushing digital innovation. Each year we welcome a cohort of women representing a range of backgrounds, expertise and newsrooms around the globe. Our program is focused on digital skill development, and is a year-long commitment with touchpoints throughout that period, both as a cohort and connections to the broader WLA alumnae network. [All class details from 2017-2020.](#)

Demographics + Details:

- More than 1,800 in the five years total that ONA has run this program
- 26 women in the 2020 cohort, 30+ speakers and mentors in LA, virtual training, summer convening and ONA20.
- 40% of the cohort identify as people of color
- Geographically diverse group, with 6 international participants and representation throughout the US.
- Variety of roles, newsrooms, beats, and organization sizes represented, plus several freelancers and nonprofit/small local newsrooms

Funders and sponsor support make this program completely tuition-free for our cohort. Contact ONA for details on supporting this initiative.

Programs / Events, continued ...

Local

Support our [50+ Local communities](#) across the country and around the world. Organizers are looking for sponsor support to cover those in-person costs (when we can safely resume in-person meet-ups) and speaker support. [This link includes maps](#) for our US-based, student and International groups. Contact ONA for details on supporting this initiative.

ONA Annual Event

ONA20 Everywhere is the world's largest gathering of highly engaged digital journalists who are shaping the future of journalism and technology. We anticipate hosting thousands of publishers, technologists, newsroom decision-makers, educators, designers, product managers, innovators and all types of digital media professionals as part of our annual event.

This will be a virtual event, allowing participants to join from around the world Oct. 1-16. There are several ways to connect with the ONA community, from being involved in our Midway exhibition and programming space, to program and session sponsorships and networking opportunities.

About the ONA Annual Conference audience:

- 20% of ONA19 attendees reported being the primary decision maker in purchasing decisions AND 61% reported having high or medium influence in decision making
- 32% were in senior management positions (director to C-suite)
- 31% of attendees were in management
- 70%+ were employed in the journalism space (16% were in related technology and tools; 11 percent were academic)
- 85% of participants report visiting the Midway or sponsor lounges during ONA19

To find out more, contact Jessica Strelitz at jessica@journalists.org or Hanaa Rifaey at midway@journalists.org.

ONA Programs, continued ...

Online Journalism Awards Celebration

A showcase of the best, innovative forms of digital storytelling, to be held in October. Opportunities available for program sponsorship and award support. Contact ONA for details.

New for 2020

Contact ONA for details on supporting these events and new training series.

- **Town Hall Series: Executive Leadership Through Crisis**
 - Virtual conversations around COVID-19 specific challenges, June 23-July 7
- **ONA Insights: Audience Development and Analytics Conference**
 - June 24-25, 2020
- **ONA Insights: Emerging Tech Conference**
 - Focused on AR/VR, AI and Beyond, July 29-30, 2020
- **Women's Leadership Town Hall Series**
 - Virtual conversations around topics in digital leadership for women, from August-September, 2020.

Interested in learning more?

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