

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).

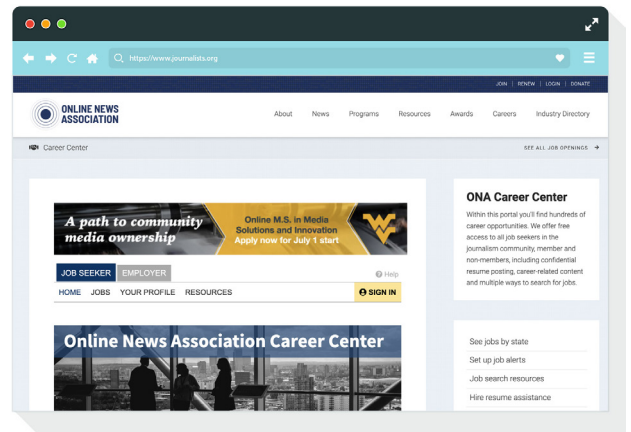
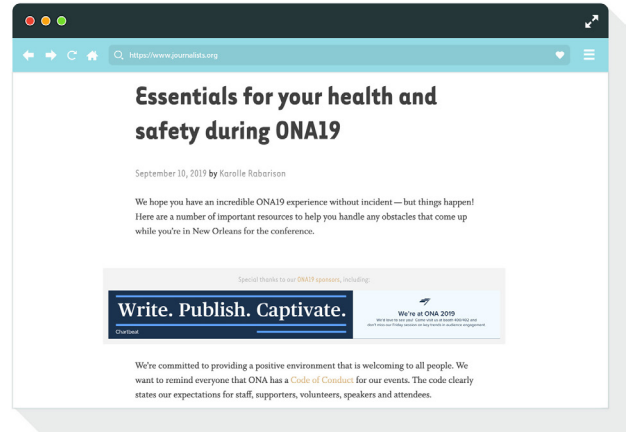
Ad Placement

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 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 the 2 weeks leading up to and including the annual conference.

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 |