



**RADIO TELEVISION DIGITAL NEWS ASSOCIATION**

*The World's Leading Association of Electronic Journalists*

**2 0 1 6 Y E A R - R O U N D**

# **DIGITAL ADVERTISING OPPORTUNITIES**

# News

## **SAVE THE DATES**

### **First Amendment Awards**

March 16, 2016  
Grand Hyatt  
Washington DC

### **Excellence in Journalism**

September 18-20, 2016  
Sheraton New Orleans  
New Orleans, LA

### **Edward R. Murrow Awards**

October 10, 2016  
Gotham Hall  
New York City



# ABOUT RTDNA

The Radio Television Digital News Association (RTDNA) is the world's leading professional organization exclusively serving the electronic news profession. RTDNA members include local and network news executives, news directors, producers, reporters, digital news professionals, as well as educators and students.

RTDNA works to protect the rights of electronic journalists in the courts and legislatures throughout the country, promotes ethical standards in the industry, provides members with training and education and honors outstanding work in the profession.

## 2016 YEAR-ROUND ADVERTISING OPPORTUNITIES

RTDNA represents a community of more than 1,200 members all specializing in television, digital and radio electronic journalism:

- News Executives
- TV and Radio News Directors
- Stations and Broadcast Networks
- Online and Web News Professionals
- Producers
- Reporters
- Educators
- Students
- Government Associates
- Suppliers

Whether you are promoting new or existing products, journalism awards, business services or content sourcing, let us partner with you to design a multi-channel, targeted marketing and advertising campaign, allowing your brand and message to resonate.



## RTDNA WEBSITE

*The central information hub for all things RTDNA related!*

Advertising on RTDNA.org via display ads offers organizations the chance to deliver your message on the newly-redesigned RTDNA.org homepage as well as on select editorial pages. With original content produced daily, our pages and your ads are seen not only by the RTDNA membership but by newsroom leaders and decision makers throughout the country. With an average of 15,000 unique visitors per month, most of those visits come from a concentrated audience of newsroom leaders, making RTDNA.org an excellent place to deliver a message.

Ad Size & Positioning	1 Month	3 Month	6 Month	9 Month
Banner 468 x 60; rotating	\$1,000	\$2,550 [\$850/month]	\$4,500 [\$750/month]	\$5,850 [\$650/month]
Square 195 x 195; rotating Rectangle 180 x 150; anchor	\$350	\$895 [\$299/month]	\$1,575 [\$263/month]	\$2,050 [\$228/month]
Double Square 195 x 390; Double Rectangle 180 x 300	\$695	\$1,775 [\$592/month]	\$3,120 [\$520/month]	\$4,050 [\$450/month]



# RTDNA DAILY COMMUNICATOR AND WEEKLY RUNDOWN

The RTDNA Daily Communicator features the latest news, articles, and industry headlines of importance. It is designed to reach our members and the broader electronic journalism community on a daily basis. Along with its companion publication, the Weekly Rundown, the Communicator's mailing list has grown to more than 17,000 journalists for every issue. Our newsletters offer display advertising opportunities with clickable links, delivered directly to the inboxes of your audience with an average open rate of nearly 1,800 copies EVERY DAY.

Ad Size & Positioning	1 Week	1 Month	2 Months	3 Months
150 x 150	\$550 per week	\$1,760 [\$440/week]	\$3,080 [\$385/week]	\$3,960 [\$330/week]



## RTDNA WEBINAR PROGRAM

*Open to members and non-members*

RTDNA proudly supports industry research and the latest issues that affect the journalism community and First Amendment rights. RTDNA webinars focus on the most critical issues, future trends and best practices facing journalism professionals today.

RTDNA sponsored webinars are publicized via a four (4) week marketing campaign, including: RTDNA.org website listing, an RTDNA Daily Communicator eNewsletter mention, and two (2) dedicated e-blasts to the RTDNA network.

**Per Webinar Sponsorship: \$2,500**

### GUIDELINES:

- Sponsor will develop the content and collaborate with RTDNA on topics and subject matter of high priority to RTDNA members
- Sponsor will secure webinar speaker(s)\*
- All webinars and their promotional messages are subject to RTDNA approval
- RTDNA will provide the technology platform for the webinar and manage all logistics internally
- Webinar dates and timing are subject to approval by RTDNA

### WEBINAR SPONSORS RECEIVE:

- Comprehensive sponsor recognition on webinar promotions and materials
- Opportunity to customize webinar content and speaker selections
- One (1) logo positioned in the lower right hand corner of each slide with the RTDNA logo at the top. Sponsor will use the power point template provided by RTDNA for this purpose
- One (1) logo and 50 word company description with URL and contact information to be positioned on the closing slide of the power point deck
- The pre and post webinar attendee list. All webinars are recorded and archived for play back on demand in the members' only e-library section of the RTDNA website

**For more information about advertising opportunities with RTDNA, contact us!**  
**Holly Rose, Industry Relations Manager**  
 856-380-6890 • hollyr@rtdna.org



RADIO TELEVISION DIGITAL NEWS ASSOCIATION

# RTDNA 2016 Digital Advertising Contract

## RTDNA APPLICANT INFORMATION

COMPANY NAME (as should appear in print) \_\_\_\_\_

KEY CONTACT NAME \_\_\_\_\_ JOB TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

## PAYMENT INFORMATION

My CHECK, payable to RTDNA, is enclosed.  
 RTDNA accepts US funds drawn on a US bank only. RTDNA Tax ID Number: 52-1452178.

CHECK ENCLOSED: \$ \_\_\_\_\_

PLEASE CHARGE MY:    0 VISA        0 MASTER CARD        0 AMERICAN EXPRESS

NAME ON CARD \_\_\_\_\_

ACCOUNT NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ CVV CODE \_\_\_\_\_

TOTAL PAYMENT AMOUNT: \$ \_\_\_\_\_

**Please return your completed application, along with full payment to:**  
**Attn: Holly Rose, Industry Relations Manager, The National Press Building**  
**529 14th Street NW Suite 1240 □ Washington, DC 20045**  
**Email: hollyr@rtdna.org Fax: 856-439-0525 Phone: 856-380-6890**

## RTDNA DIGITAL ADVERTISING ORDER

- |  |                         |
|--|-------------------------|
| <input type="checkbox"/> Run of Site (ROS) Rotating Banner (468 x 60)                | \$1,000 per month _____ |
| <input type="checkbox"/> Home Page Rotating Square (195 x 195)                       | \$350 per month _____   |
| <input type="checkbox"/> Home Page Rotating Double Square (195 x 390)                | \$695 per month _____   |
| <input type="checkbox"/> Anchor ROS Rectangle (180 x 150)                            | \$350 per month _____   |
| <input type="checkbox"/> Anchor ROS Double Rectangle (360 x 150)                     | \$695 per month _____   |
| <input type="checkbox"/> RTDNA.org Mobile Website Banner (468 X 60 scaled to device) | \$400 per month _____   |
| <input type="checkbox"/> Daily Communicator & Weekly Rundown e-blasts (150 x 150)    | \$550 per week _____    |
| * (Includes 5 Daily and 1 Weekly; 6 total issues)                                    |                         |
| <input type="checkbox"/> Webinar   | \$2,500 _____           |

URL to Link Ad to: \_\_\_\_\_

Run Dates: \_\_\_\_\_