



*The World's Leading Association of Electronic Journalists*

2 0 1 7 Y E A R - R O U N D  
**DIGITAL ADVERTISING OPPORTUNITIES**



**SAVE THE DATES**

**Excellence in Journalism**  
September 7-9, 2017  
Anaheim, CA  
New Orleans, LA

**Edward R. Murrow Awards**  
October 9, 2017  
Gotham Hall  
New York City

**First Amendment Awards**  
March 8, 2018  
Marriott Marquis  
Washington, DC



# 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.

## 2017 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 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. Get a discount for advertising in multiple months!

| Ad Size & Positioning                 | 1 Month | 3 Month                   | 6 Month                   |
|---------------------------------------|---------|---------------------------|---------------------------|
| Banner 600 x 90<br>Rotating as needed | \$1,000 | \$2,550<br><i>15% off</i> | \$4,500<br><i>25% off</i> |
| Square 195 x 195                      | \$350   | \$890                     | \$1,575                   |
| Double Square 195 x 390               | \$600   | \$1,530                   | \$2,700                   |

# RTDNA COMMUNICATOR

The *RTDNA Communicator* features the latest news, articles, and industry headlines of importance. It is designed to reach our members and the broader electronic journalism community every Wednesday afternoon. The *Communicator's* mailing list has grown to more than 17,000 journalists for each issue. Our newsletter offers display advertising opportunities with clickable links, delivered directly to the inboxes of your audience, with an average open rate of nearly 1,800 copies. We'll also track and report on your metrics to help you evaluate your ROI.

| Ad Size & Positioning | 1 Week         | 1 Month         | 2 Months        | 3 Months        |
|-----------------------|----------------|-----------------|-----------------|-----------------|
| 600 x 90              | \$550 per week | \$1,870 15% off | \$3,300 25% off | \$4,290 35% off |



## 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. Do you have a topic to present to the members? Let us help you reach your target audience.

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

### 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 2017 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 INVOICE ME \_\_\_\_\_

PLEASE CHARGE MY: \_\_\_\_\_ VISA \_\_\_\_\_ MASTER CARD \_\_\_\_\_ 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) Banner (600 x 90)                     | \$1,000 per month _____ | # of months _____ |
| <input type="checkbox"/> Home Page Square (195 x 195)                            | \$350 per month _____   | # of months _____ |
| <input type="checkbox"/> Home Page Double Square (195 x 390)                     | \$600 per month _____   | # of months _____ |
| <input type="checkbox"/> RTDNA Communicator eNewsletter (600 x 90)               | \$550 per week _____    | # of weeks _____  |
| <input type="checkbox"/> Webinar   | \$2,000 _____           |                   |
| <input type="checkbox"/> EBlast to RTDNA Members (Approximately 1,200 delivered) | \$1,500 _____           |                   |

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

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