



The World's Leading Association of Electronic Journalists

2 0 1 8 Y E A R - R O U N D

DIGITAL ADVERTISING OPPORTUNITIES



SAVE THE DATES

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

Excellence in Journalism
September 27 - 29, 2018
Hilton Baltimore
Baltimore, MD

Edward R. Murrow Awards
October 22, 2018
Gotham Hall
New York City



ABOUT RTDNA

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

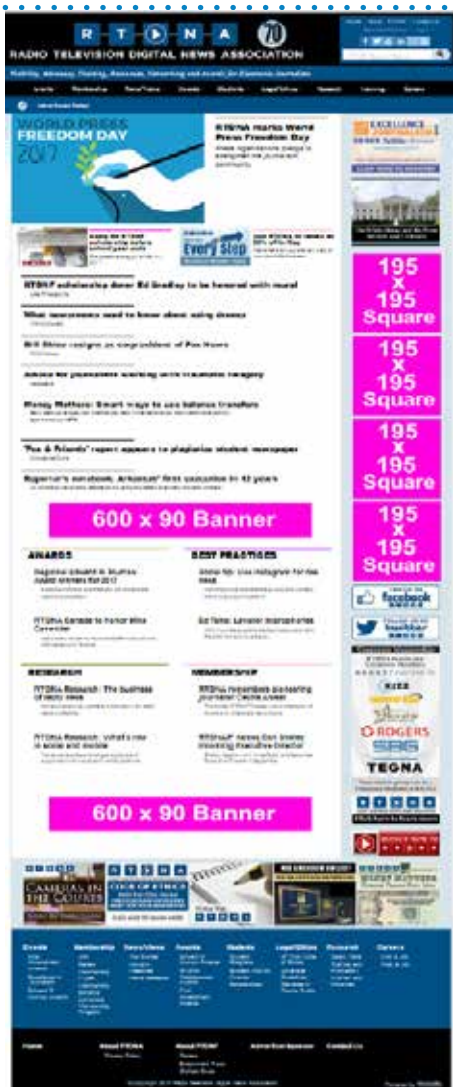
RTDNA works to protect the rights of broadcast and digital journalists in the courts and legislatures throughout the country, promotes ethical standards in the industry, provides members with training and education and honors outstanding work in the profession.

2018 YEAR-ROUND ADVERTISING OPPORTUNITIES

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

Deliver your message on the dynamic 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 Rotating as needed | \$1,000 | \$2,550 <i>15% off</i> | \$4,500 <i>25% off</i> |
| Square 195 x 195 | \$350 | \$890 | \$1,575 |
| Double Square 195 x 390 | \$600 | \$1,530 | \$2,700 |

RTDNA COMMUNICATOR

RTDNA's email newsletter reaches more than 3,000 members and news leaders each week, bringing news executives the latest industry news, tips, and trends. Get your message directly to the inboxes of your audience with eye-catching, clickable banners. 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
\$2,000

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



RTDNA 2018 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: _____