YOUTH today

You serve America's youth! We serve you with an average of 40,000 online page views monthly!



with new content daily, youth development professionals, advocates and funders look to **Youth Today** for resources and independent quality journalism that helps them provide quality services. **YouthToday.org** provides groundbreaking research, industry stakeholder commentary, professional development resources and funding opportunities — in addition to in-depth reporting and solutions-oriented journalism.

84

Percentage of YT subscribers and readers involved in purchase selection for their organization **50**

Percentage of YT readership who make final purchasing decisions **58**

Percentage of YT readers serving in executive senior management **52**

Percentage of YT readers who work in organizations with annual budgets of \$1 million - \$50 million

Your ad is viewed by:

After-School Programs K-12 Schools/School Districts

Foundations

Youth Centers

Federal/State Government Agencies

Universities/Higher Ed

... and many more!

PRODUCTS OF INTEREST TO OUR READERS INCLUDE:

- Awards
- Art Supplies
- Athletic Products& Equipment
- Capital Expenditures
- Common Core
- Computer Hardware/Software
- Consulting Services
- Continuing Education
- Curricula/Educational Services
- E-learning
- Executive/Staff Search Services
- Food Services
- Fundraising Products& Services
- Furniture
- Insurance Services
- Legal Services
- Logo Merchandise& Memorabilia
- Market Research & Services
- Payroll
- Professional Development
- Retirement Plans
- Testing Materials
- Youth Grants, Awards,& Scholarships

MISSION STATEMENT:

Youth Today provides quality independent journalism and training resources for professionals who work to ensure that all children reach their full personal, educational and societal potential.

ADVERTISE with YOUTH today

The more placements you buy, the better your value!

Sponsored Web Article

Includes:

- Bonus ad on grants e-newsletter
- Click through to internal landing page

Advertiser provides:

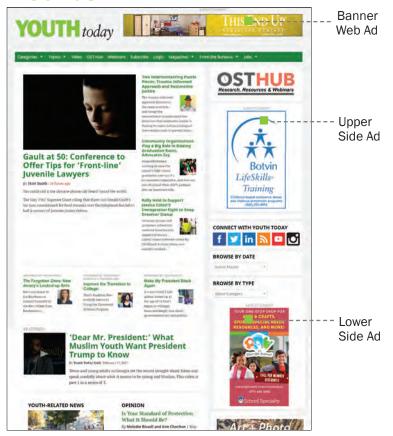
- 300- to 600-word content
- 5- to 10-word headline
- 500 x 500 pixel PNG image (300 dpi)
- 728 x 90 pixel PNG display ad for e-newsletter

Pricing options:

1-4x / \$1,250 per month 5-8x / \$1,125 per month 9-12x / \$1,000 per month



Web Ads



Pricing options:

Top Banner Ad / $$500 / 728W \times 90H$ (in pixels) Upper Side Ad / $$350 / 240W \times 400H$ (in pixels) Lower Side Ad / $$300 / 240W \times 400H$ (in pixels)

Online Job Board Listing

\$100 per job / per site / per month

■ Posted to youthtoday.org or jjie.org jobs pages

E-Newsletter Ads



728 x 90 pixel PNG display ad (300 dpi)

Pricing options:

1-2 monthly ads / \$400 per month

3-4 monthly ads / \$350 per month

5-6 monthly ads / \$250 per month

1-2 weekly ads / \$250 per week

3-4 weekly ads / \$200 per week

5-6 weekly ads / \$150 per week

Social Media





Tell our social media followers about your products and services. Advertiser provides post text and a 470 x 470 pixel display ad or photo.

Facebook post / \$50
Twitter post / \$50
Facebook + Twitter post / \$75