

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

SPONSORED BY: INNOVATION RESEARCH & TRAINING (IRT)

Improve the Transition to College:

Teach Students How to Build Networks Using the Connected Scholars Program



Web Ads



The screenshot shows the YOUTHtoday website interface. At the top is a banner ad for 'THIS END UP'. Below it are navigation links and a main content area with several articles. On the right side, there is an 'OSTHUB' ad and a 'Botvin LifeSkills Training' ad. At the bottom right, there is a 'Lower Side Ad' for 'YOUR ONE-STOP SHOP FOR... CRAFTS, SHOWS, AND MORE RESOURCES, AND MORE!'. The website also features social media icons and a 'CONNECT WITH YOUTH TODAY' section.

Banner Web Ad

Upper Side Ad

Lower Side Ad

Pricing options:

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

E-Newsletter Ads



The screenshot shows the YOUTHtoday Grants Newsletter email. It features the YOUTHtoday logo, the title '-Grants Newsletter-', and the date '-Week of March 13th, 2017-'. There are social media icons for Twitter and Facebook. A call to action says 'CLICK HERE to see all available grants on the YOUTHtoday website.'. Below this, there are several featured grant opportunities with images and brief descriptions, including one from the National 4-H Conference and another from the National 4-H Center for Career & College.

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

Contact: Chelsey Tabakian Odom / Marketing Manager / 470.578.2975 / ctodom@csjournalism.org