



RTDNA

2020–2021 MEDIA KIT

YEAR-ROUND

DIGITAL ADVERTISING

AND MARKETING

OPPORTUNITIES



SAVE THE DATES

EDWARD R. MURROW AWARDS
FALL 2020, DIGITAL PREMIERE

FIRST AMENDMENT AWARDS
MARCH 2021, WASHINGTON, DC



ABOUT RTDNA

The Radio Television Digital News Association (RTDNA) is the world’s largest professional organization devoted exclusively to broadcast and digital journalism. Founded as a grassroots organization in 1946, RTDNA’s mission is to promote and protect responsible journalism. RTDNA defends the First Amendment rights of electronic journalists throughout the country, honors outstanding work in the profession through the Edward R. Murrow Awards and provides members with training to encourage ethical standards, newsroom leadership and industry innovation.

RTDNA represents a community of more than 1,300 members all specializing in television, digital and radio journalism. Who you’ll reach: 57% News Executives, 23% News Staff, 5% Educators, 4% Students

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 20,000 monthly visitors, 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, to take advantage of the .38% average CTR!

Ad Size	1 Month	3 Months 15% discount	6 Months 25% discount
600 x 90 Banner	\$1,000	\$2,250	\$4,500
195 x 195 Square	\$400	\$1,020	\$1,800
195 x 390 Tower	\$600	\$1,530	\$2,700

RTDNA COMMUNICATOR

RTDNA's email newsletter reaches more than 4,000 subscribers and news leaders each week, bringing news executives the latest industry news, tips, and trends. This publication enjoys an open rate of nearly 25% and a 13% CTR on average.

Get your message directly to the inboxes of your audience with eye-catching, clickable banners with direct link to your company's website. We'll track and report on your metrics to help you evaluate your ROI.

NEW OPPORTUNITY! Place an article in an issue of Communicator, and direct readers to your site's advertorial or content marketing content with an article-style insert including a headline, graphic and teaser text.

Ad Type	1 Week	1 Month 15% discount	2 Months 25% discount
600 x 90 Banner	\$550	\$1,870	\$3,300
Article with link	\$1,200	x	x



CUSTOM EBLAST TO RTDNA MEMBERS: \$1,500

Broadcast a targeted informative message about a new technology, process, product or service to the entire RTDNA membership in an email of up to 500 words. The email can link to additional information on your website to provide more information or to capture leads.

With the prospect of recipients forwarding emails, your audience has the potential to expand well beyond RTDNA's more than 1,300 members. Vendor supplies the text, subject to RTDNA approval, and any graphic elements. Spotlight emails are limited to one per month and available on a first-come, first-served basis.

RTDNA WEBINAR SPONSORSHIP: \$1,000

RTDNA offers webinars on a variety of topics to provide accessible training for journalists. Our webinars are free for members, and available to non-members for a fee. Sponsor an RTDNA-produced webinar to reach broadcast and digital journalists when they are ready to be educated!

SPONSORS RECEIVE

- One logo, 50-word company description with URL and contact information positioned on the opening and closing slide
- Inclusion in webinar promotion through website, newsletter and social media
- Follow up email sent to all registered attendees

RTDNA SCHOLARSHIP/FELLOWSHIP SPONSOR: \$5,000

Since 1970, RTDNF has awarded more than \$1 million in scholarships and fellowships to more than 500 young journalists as part of its mission as the educational arm of RTDNA. Winners are announced each spring/summer and include diverse, up-and-coming journalists who are high academic performers and have demonstrated professional-quality work. As a sponsor, you will be invited to join an online/virtual event to introduce all winners to the sponsor. A significant majority of these highly qualified candidates are seeking career advancement, including jobs and graduate school opportunities.

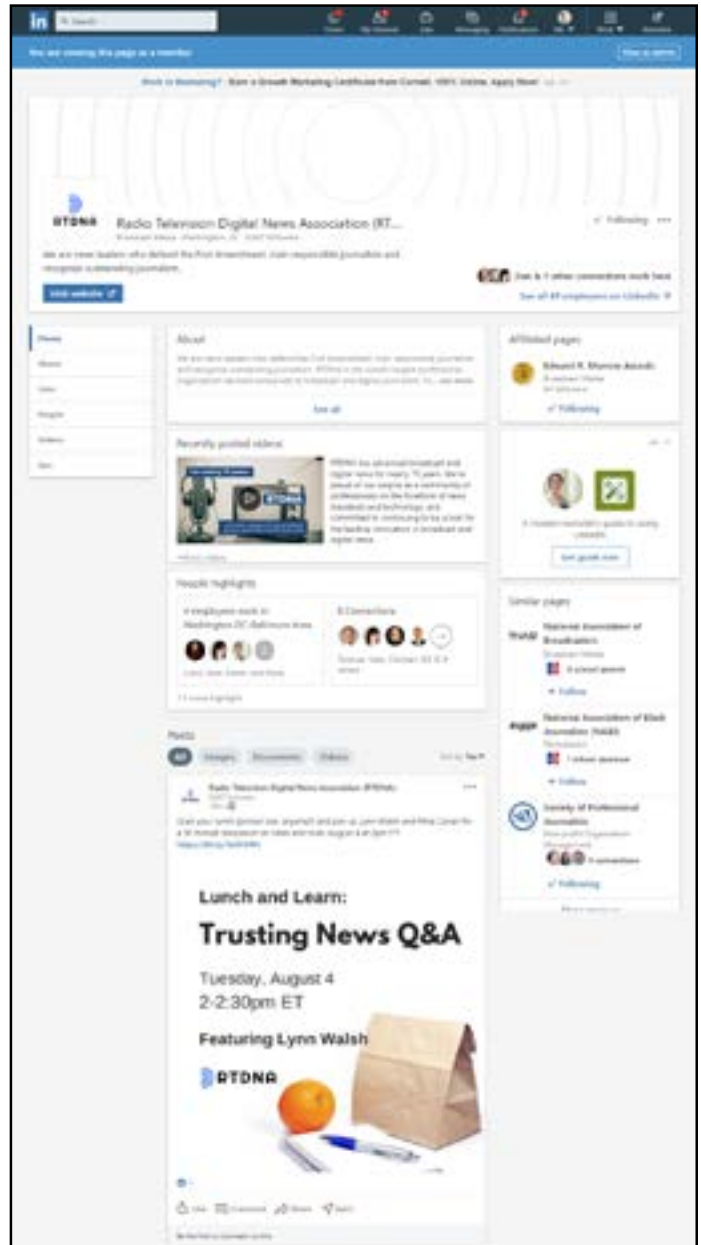
PROMOTE ON RTDNA SOCIAL MEDIA: \$600/POST

RTDNA LinkedIn has 9,600 followers with 13,000 monthly impressions and a 4.5% engagement rate!

Posts can be up to 700 words but keeping the post under 140 characters ensures your reader can view all of your content when scrolling through the feed, plus we can include a link and one hashtag or page tag.

BONUS! With the purchase of a social media post, RTDNA will include two posts on our job board for no extra charge!

Linked In posts are limited to one per month, so reserve yours today!



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



RTDNA 2020-2021 DIGITAL ADVERTISING CONTRACT

CONTACT NAME _____ EMAIL _____
 TITLE _____ COMPANY NAME _____
 ADDRESS _____ CITY _____ STATE _____ ZIP _____
 PHONE _____ FAX _____

Website Advertising

Ad Size	1 Month	3 Months 15% discount	6 Months 25% discount
<input type="checkbox"/> 600 x 90 Banner	\$1,000	\$2,250	\$4,500
<input type="checkbox"/> 195 x 195 Square	\$400	\$1,020	\$1,800
<input type="checkbox"/> 195 x 390 Tower	\$600	\$1,530	\$2,700

Other Digital Advertising

Ad Type	Price
<input type="checkbox"/> EBlast	\$1,500
<input type="checkbox"/> Webinar	\$1,000
<input type="checkbox"/> Scholarship	\$5,000
<input type="checkbox"/> Social Media Post	\$600

Newsletter Advertising

Ad Type	1 Week	1 Month 15% discount	2 Months 25% discount
<input type="checkbox"/> 600 x 90 Banner	\$550	\$1,870	\$3,300
<input type="checkbox"/> Article with Link	\$1,200	x	x

Calculate your payment

Total Amount Due: \$ _____

Payment Attached Invoice

URL to Link Ad to: _____

Run Dates: _____

PAYMENT INFORMATION

Note: Even when paying by check, you MUST include signature below.

Check Enclosed RTDNA accepts US funds drawn on a US bank only. RTDNA Tax ID Number: 52-1452178.

Credit Card: AMEX VISA MASTERCARD

Name on Card: _____ Card Number: _____

Exp Date _____ CVV _____ Charge Amnt. _____ Signature _____

Please return your completed application, along with full payment to:
Attn: Tara Puckey, Chief Staff Officer, 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