

Jobs, Fellowships, Awards

The online Job Center promotes professional opportunities (jobs, awards, fellowships, scholarships, etc.) to an audience of working journalists, educators and students who share IRE's dedication to the highest standards for in-depth reporting.

- Text ads, \$150 (6 weeks for job listings, 12 weeks for all others)
- Most ads submitted by e-mail are posted within 24 hours.
- Jobs will also be featured in IRE's Quick Hits newsletter and a rotating jobs ad in *Uplink*, our computer-assisted reporting newsletter. See www.ire.org/jobs for more details.
- Discounts for Web advertisers, free listings for print advertisers.

Web, Uplink, e-mail and more

Choose a target for your online message:

- *Extra! Extra!*, a weblog that tracks the latest investigative reporting projects
- *Quick Hits*, an e-mail newsletter delivered to more than 4,000 IRE members and supporters
- *The IRE Journal* a companion to the print magazine.
- *Uplink*, a one-of-a-kind electronic publication dedicated to computer-assisted reporting and technology for journalists
- The Resource Center's stories, reporting tips and tools
- The Database Library, the investigative journalists' source for government databases

For more information, please call 573-882-2042

Placement	Size (pixels, W x H)	Rate
Extra! Extra! blog	728 x 90	\$250/mo.
	180 x 150	\$150/mo.
	234 x 60	\$150/mo.
Site Rotation* Multiple pages (No Extra!Extra!, <i>Uplink</i>)	728 x 90	\$150-250/mo.
	180 x 150	\$100-200/ mo.
	234 x 60	\$100-200/ mo.
Uplink Computer-Assisted Reporting newsletter	180 x 150	\$100 / 2 mo.
	728 x 90	\$150/ 2 mo.
Quick Hits E-mail newsletter		single / multiple
	120 x 600	\$150/ \$100
	250 x 250	\$100/ \$80
	180 x 150	\$75
	234 x 60	\$50

Online ad specs: IRE uses IAB standard ad sizes and formats. The site supports graphics and Flash animation. File size must be 40 KB or less. Submit ad file via e-mail; please include desired click-through URL. Please contact us if you need design assistance.

* Site rotation ads display on multiple pages (not including Extra!Extra!, Uplink or Quick Hits.). Not all pages associated with IRE and NICAR domains are open to ad placement. IRE reserves the right to restrict advertising placement on any of its online or electronic content.



Our flagship quarterly publication delivers the stories behind the latest stories, including exclusive tips for successful investigations. The reporters, editors and producers who write for the *Journal* share the processes that went into reporting and presenting the story, creating a how-to knowledge base unlike any other.

View the *Journal's* online home: <http://data.nicar.org/irejournal>. Or download a copy of the print version (PDF format) online at www.ire.org/news/mediakit.

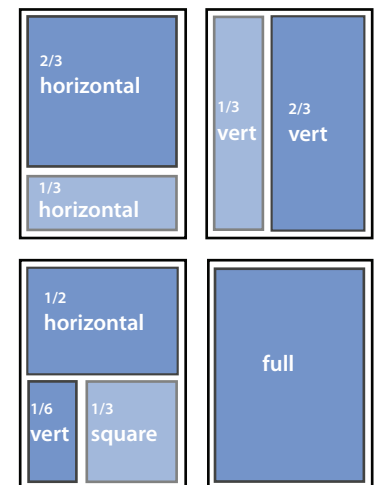
Ad Size

(width x height in inches)

	Single	Multiple
full page	7 1/2 x 9 1/2	\$2,890.....\$2,750
2/3 vertical.....	5 x 9 1/2	\$2,175.....\$2,065
2/3 horizontal.....	7 3/4 x 6 1/4	\$2,175.....\$2,065
1/2 horizontal.....	7 3/4 x 5	\$1,690.....\$1,600
1/3 vertical.....	2 3/8 x 9 1/2	\$1,330.....\$1,265
1/3 horizontal.....	7 3/4 x 3	\$1,330.....\$1,265
1/3 square.....	5 x 4 1/2	\$1,330.....\$1,265
1/6 vertical.....	2 3/8 x 4 1/4	\$ 595.....\$ 500
back cover	8 x 8 1/4	\$2,950.....\$2,750
inside cover	7 1/2 x 9 1/2	\$2,950.....\$2,750

Rates (Net)

	Single	Multiple
full page	7 1/2 x 9 1/2	\$2,890.....\$2,750
2/3 vertical.....	5 x 9 1/2	\$2,175.....\$2,065
2/3 horizontal.....	7 3/4 x 6 1/4	\$2,175.....\$2,065
1/2 horizontal.....	7 3/4 x 5	\$1,690.....\$1,600
1/3 vertical.....	2 3/8 x 9 1/2	\$1,330.....\$1,265
1/3 horizontal.....	7 3/4 x 3	\$1,330.....\$1,265
1/3 square.....	5 x 4 1/2	\$1,330.....\$1,265
1/6 vertical.....	2 3/8 x 4 1/4	\$ 595.....\$ 500
back cover	8 x 8 1/4	\$2,950.....\$2,750
inside cover	7 1/2 x 9 1/2	\$2,950.....\$2,750



Prices are subject to change. (All prices are net. Ad agency commission: add usual rate to net rates.)

Print specifications: Ads should be camera-ready or high-resolution, actual-size electronic files in Acrobat PDF, PageMaker, QuarkXpress, InDesign, Illustrator, or Photoshop format and saved on Zip disks, CDs or delivered as a compressed e-mail attachment. When preparing your ads for submission, include all files, linked elements and both screen and printer fonts, and a print or PDF proof of the final version of your ad. Ads saved as raster images or ads with linked graphics saved as raster images should be at least 266 dpi. For design questions, contact Wendy Gray, wendy@ire.org.



IRE Advertising Insertion Order

138 Neff Annex, Missouri School of Journalism, Columbia, MO 65211
IRE Main Office: 573-882-2042 Fax: 573-884-5544

Contact IRE to learn about package pricing on multiple insertions.

Advertiser: _____

Contact: _____

Affiliation: _____

Phone: _____ Fax: _____

E-mail: _____

Address: _____

City _____ ST _____ ZIP _____

Billing Information: Use ad contact

IRE will send an invoice when the first ad on this order is printed or posted online, unless other arrangements are approved in advance.

Bill to: _____

Affiliation: _____

Phone: _____ Fax: _____

E-mail: _____

Address: _____

City _____ ST _____ ZIP _____

Special instructions:

Billing contact prefers to prepay by credit card

Please provide a copy of IRE's IRS Form W-9

This form provides details related to an existing marketing package or other discounts approved by IRE.

Notes: _____

IRE encourages ads from journalism organizations and groups that offer valuable resources and opportunities to our members. All advertisers and advertising content are subject to approval.

Total \$ _____

Signature: _____

Date: _____

The IRE Journal

____ Winter (Jan.-Mar;
reserve by 12/19)

____ Spring (Apr.-June;
reserve by 2/27)

____ Summer (July-Sept;
reserve by 5/22)

____ Fall (Oct.-Dec.; reserve
by 9/18)

These are guidelines for advanced planning. Contact IRE with specific scheduling questions.

Miss a reservation date? Please call to check our print schedule.

CHOOSE A SIZE:

Full page..... 7 1/2 x 9 1/2 _____

inside cover: Front _____ Back _____

Back cover..... 7 1/2 x 8 1/4 _____

2/3 vertical..... 5 x 9 1/2 _____

2/3 horizontal..... 7 3/4 x 6 1/4 _____

1/2 horizontal..... 7 3/4 x 5 _____

1/3 vertical..... 2 3/8 x 9 1/2 _____

1/3 horizontal..... 7 3/4 x 3 _____

1/3 square..... 5 x 4 1/2 _____

1/6 vertical..... 2 3/8 x 4 1/4 _____

Web, Uplink, Quick Hits e-mail newsletter

Extra! Extra! 728 x 90
Investigative story blog 180 x 150
234 x 60

Site Rotation 728 x 90
Multiple pages (No 180 x 150
Extra!Extra!, Uplink) 234 x 60

Uplink 180 x 150
Computer-Assisted 728 x 90
Reporting newsletter 234 x 60
<http://data.nicar.org/uplink>

Quick Hits 120 x 600
E-mail newsletter 250 x 250
www.ire.org/quickhits 180 x 150
234 x 60

Circle placement(s)
and banner size.

Insertion dates:

Start _____

End _____

For Quick Hits only:
of issues _____

*E-mail ad file and target URL to
meganm@ire.org.*

*IRE offers design assistance if
advertisers supply creative
content (copy, logos, art, etc.).*

Jobs, awards, fellowships

Place easy text ads at www.ire.org/jobs. Jobs are featured in each issue of the *Quick Hits* e-newsletter at no extra cost. Listings are *HALF PRICE with Web ad purchase or FREE with a print ad, and we will extend your listing to the deadline* for your job, fellowship, award or scholarship program.

To submit an ad, please e-mail text to jobpostings@ire.org.

Job ads: 6 week listing

_____ \$150 reg. price _____ \$75 with paid Web ad

_____ Free with print ad

Fellowships/Awards/Scholarships: 12 week listing

_____ \$150 reg. price _____ \$75 with paid Web ad

_____ Free with print ad