



Advertising With IRE

Online

Jobs, Fellowships, Awards

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

- \$150 for a 6 week listing for jobs, 12 week listing for all others
- Requests submitted by email are typically posted within 24 hours

Online marketing

Site Rotation* - multiple pages

728x90 (pixels, WxH)	\$275 per month
300x250 (pixels, WxH)	\$200 per month
160x600 (pixels, WxH)	\$250 per month

Digital marketing

Quick Hits - bi-weekly electronic newsletter

(emailed to 10,000 subscribers)

558x80 (pixels, WxH)	\$250 per month
150x150 (pixels, WxH)	\$150 per month
150x500 (pixels, WxH)	\$100 per month

Online ad specs

IRE uses IAB standard ad sizes and formats. The site supports graphics and Flash animation. File size must be 40KB or less. Submit ad via e-mail; please include desired click-through URL.

*Site rotation ads display on multiple pages (excluding the main page) on a rotating basis with other ads of the same size. IRE reserves the right to restrict advertising placement on any of its online or electronic content.

The IRE Journal

The IRE Journal, the award-winning magazine of Investigative Reporters and Editors, Inc., is published four times a year and contains journalist profiles, how-to stories, reviews, investigative ideas and backgrounding tips. Our audience is journalists from all media, journalism educators or students who want to hone their investigative skills— from tried-and-true Watchdog fundamentals to the latest innovations that help you get the story. The answers come from the reporters, editors or producers writing in the Journal about their own experiences with investigative projects.

View the Journal's online home: www.ire.org/publications.

Ad Size (all ads are in color)	Size	Price
Full page	7 1/2"x 9 1/2"	\$2,000
1/2 page (horizontal)	7 1/2" x 5"	\$1,000
1/4 page	4" x 5"	\$500
Back inside cover	7 1/2" x 9 1/2"	\$2,500
Front inside cover	7 1/2" x 9 1/2"	\$2,500

Other ad sizes are available, please contact Stephanie@ire.org for questions. Prices are subject to change. (All prices are net. Ad agency commission: add usual rate to net rates.)

Issues	Ads Due	Est. Delivery Date
1st Quarter 2017	Feb. 17, 2017	March 31, 2017
2nd Quarter 2017	April 14, 2017	June 9, 2017
3rd Quarter 2017	July 21, 2017	Sept. 15, 2017
4th Quarter 2017	Oct. 20, 2017	Dec. 15, 2017

These are guidelines for advanced planning. Contact Stephanie@ire.org with specific scheduling questions.

Print specifications

Ads should be camera-ready or high-resolution, actual-size electronic files in Acrobat PDF, InDesign, Illustrator, or Photoshop format and 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 in your ad. Ads saved as raster images or ads with linked graphics saved as raster images should be at least 266dpi.

Thank you for your interest in advertising with IRE. We would be happy to create a custom proposal for you based on your advertising needs. Please send your name, contact information, and the type of advertising you are interested in to Stephanie@ire.org.

For any questions, please contact Stephanie Sinn, Director of Events, at Stephanie@ire.org or 901-286-7549.