



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 24-48 business hours.
- Postings can be submitted by IRE members and non-members.

Online marketing

Site Rotation* - multiple pages	
728x90 (pixels, WxH)	\$275 per month
300x250 (pixels, WxH)	\$200 per month

Digital marketing

Quick Hits - bi-weekly electronic newsletter (emailed to 15,000 subscribers)	
558x80 (pixels, WxH)	\$250 per month
150x150 (pixels, WxH)	\$150 per month

Online ad specs

IRE uses IAB standard ad sizes and formats. File size must be 40KB or less. Submit ad via email; 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 (with ¼" margin inside)	Price
Full page	8.5" x 11"	\$2,000
½ page (horizontal)	8.5" x 5.5"	\$1,000
¼ page	4.25" x 5.5"	\$500

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

	Reserve ad space by	Ads Due by	Est. Delivery Date
Q4 2020	Sep. 18, 2020	Oct. 9, 2020	Last week of Nov. 2020
Q1 2021	Dec. 1, 2020	Jan. 11, 2021	End of Feb. 2021
Q2 2021	Mar. 12, 2021	Apr. 9, 2021	End of May 2021
Q3 2021	June, 14, 2021	July 16, 2021	End of Aug. 2021

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 email 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.

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 Klimstra, Director of Events, at stephanie@ire.org or 407-246-9097.

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