Share YOUR Message with the Jewish Studies Community!

The Association for Jewish Studies is the largest learned society and professional organization representing Jewish Studies scholars worldwide, with over 1,800 members from more than 30 countries and an extended community of nearly 5,000 Jewish Studies scholars and supporters.

The AJS offers a wide variety of advertising and sponsorship opportunities to share your message with the Jewish Studies community, including digital, print, and conference options.

In this publication, you’ll find all the ways you can promote your organization through the AJS. We hope you’ll take advantage of our varied opportunities to maximize your reach and impact with the AJS audience.

The AJS community features a unique, interdisciplinary mix of scholars who hold a wide variety of positions, including:

- Professors
- PhD candidates and post-graduate scholars
- University and college department chairs
- Institute directors and researchers
- Historians
- Librarians
- Editors
- Archivists
- Writers
- Rabbis
- Secondary school educators
- Hebrew and Yiddish teachers
- Nonprofit executives and program directors
- Museum executives
- Curators of Judaica and Hebraica
- Art historians

In the fields of:

- Anthropology
- Biblical Studies
- Film and the Arts
- Hebrew Studies
- Holocaust Studies
- Israel Studies
- Jewish History
- Jewish Languages and Linguistics
- Jewish Literature
- Jewish Music
- Jewish Philosophy
- Judeo-Islamic Studies
- Mysticism
- Pedagogy
- Rabbinic Literature
- Religion
- Sephardi and Mizrahi Studies
- Social Sciences
- Theology
- Yiddish Studies

The AJS community is active and engaged with the organization: over 1,200 people attend the AJS Annual Conference each year, the AJS has an active social media presence with a continuously growing audience, and AJS publications and podcast are read and heard by thousands of people annually.
Email is the main method of communication with the AJS community for important and timely news and announcements, with an open rate of 50% and a click rate of 13% in 2022.

Nearly 5,000 individuals receive bi-weekly email newsletters featuring current AJS news, events, updates, and deadlines. In addition, they receive a limited number of dedicated emails featuring AJS information and announcements from advertising partners.

**ADVERTISING OPPORTUNITY**

### Dedicated Emails
Send a dedicated email to the AJS audience, exclusively featuring your content and linking to your website. A limited number of dedicated email opportunities are available.

**Rate:** $1,250

**Specifications:** A single image, 600 pixels wide max, with a 2:3 ratio

### Banner Ads
Place your banner ad in a bi-weekly email newsletter featuring current AJS news, events, updates, and deadlines or a monthly email celebrating Jewish studies books and authors. Banner ads are limited to one per email and appear immediately following the email introduction to allow for maximum exposure.

**Banner Ad Rate:** $600

**Discounts available:** 15% full/associate institutional member, 10% affiliate institutional member

**Specifications:** 425 pixels by 150 pixels

### Classified Ads
Place your classified ad in a bi-weekly email newsletter featuring current AJS news, events, updates, and deadlines. Classified ads are text-only and featured in a dedicated section in the lower half of the newsletter.

**Rate:** $400

**Discounts available:** 15% full/associate institutional member, 10% affiliate institutional member

**Specifications:** text of 50 words maximum
**ADVENTURES IN JEWISH STUDIES PODCAST SERIES**

*The Adventures in Jewish Studies* podcast series takes listeners on exciting journeys that explore a wide range of topics featuring the expertise and scholarship of Jewish Studies scholars. Episodes have been downloaded more than 140,000 times by listeners in more than 100 countries worldwide, and listenership continues to grow with each episode.

**SPONSORSHIP OPPORTUNITY**

Sponsor a podcast episode and get your message out to thousands of Jewish Studies listeners. Sponsors receive a 20-second sponsorship announcement in the podcast episode and their logo and organization name featured as the episode sponsor on the AJS podcast webpage.

*Rate:* $1,000  
*Specifications:*  
Copy for a 20-second sponsorship announcement, beginning with "This episode sponsored by..." to be read by podcast host.

**AJS WEBSITE**

The AJS website is the official online home of the Association for Jewish Studies and a must-visit for all members of the AJS community to register for events, read publications online, and learn about professional development opportunities.

**ADVERTISING OPPORTUNITY**

Place an ad on the busiest pages of the AJS website. Your ad will run for 3 months on the AJS web pages with the highest traffic.

*Rate:* $900  
*Specifications:*  
400 pixels x 400 pixels

**AJS CAREER CENTER**

The AJS Career Center jobs board is the most comprehensive listing of current open positions and post-doctoral fellowships in Jewish Studies.

**ADVERTISING OPPORTUNITY**

List your position for 60 days in the AJS Career Center, which is open to all Jewish Studies job seekers. In addition to inclusion in the AJS Career Center on the AJS website, each position listing includes two AJS social media posts, one each on Twitter and Facebook.

*Rate:* $350  
*Discounts available:* 15% for full/associate institutional member

For more information or for information on discounts for combining multiple opportunities, please contact aronek@associationforjewishstudies.org
AJS PERSPECTIVES MAGAZINE

The magazine of the Association for Jewish Studies, AJS Perspectives, is the leading forum for exploring methodological and pedagogical issues in Jewish Studies. It is available in both online and print versions. Advertising in AJS Perspectives is an ideal means of promoting books, journals, films, and other materials for classroom adoption and library purchase, as well as programs, fellowships, position listings, and special events and announcements.

The magazine is published twice annually, in summer and winter. Print issues are mailed to approximately 1,800 AJS members, while an open-access version is available on the AJS website. The Winter Issue is also distributed onsite to all those attending the AJS Annual Conference.

Advertising Deadlines:
- Summer 2023 Issue: May 22 (June/July publication)
- Winter 2023 Issue: September 14 (December publication)

Additional Specifications: PDF format is preferred. 4-color CMYK, 300 dpi images, 1200 dpi monochrome. Embed all fonts and subset fonts below 100%.

Rates and Size Specifications:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>8.5&quot; + ¼&quot; bleed</td>
<td>11&quot; + ¼&quot; bleed</td>
<td>$900</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>8.5&quot; + ¼&quot; bleed</td>
<td>11&quot; + ¼&quot; bleed</td>
<td>$870</td>
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<tr>
<td>Full Page</td>
<td>7.5&quot;</td>
<td>10&quot;</td>
<td>$700</td>
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<tr>
<td>2/3 Page</td>
<td>7.5&quot;</td>
<td>6.5&quot;</td>
<td>$590</td>
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<td>1/2 Page</td>
<td>7.5&quot;</td>
<td>4.5&quot;</td>
<td>$460</td>
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<tr>
<td>1/3 Page</td>
<td>7.5&quot;</td>
<td>3&quot;</td>
<td>$350</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5&quot;</td>
<td>4.5&quot;</td>
<td>$290</td>
</tr>
</tbody>
</table>

Discounts available: 15% full/associate institutional member, 10% affiliate institutional member.

NEW! 2023 AJS HONORS ITS AUTHORS BOOK CATALOG

The 2023 AJS Honors Its Authors program celebrates 2023 books by AJS members.

The AJS Honors Its Authors program launched in 2011, and since then we’ve celebrated nearly 1,200 books. In 2022, we celebrated 129 books by 166 authors, editors, and translators.

This year we’re expanding the program and launching a book catalog, which will feature all 2023 books and authors, including cover images and book descriptions.

The AJS Honors Its Authors Book Catalog will be given to all AJS conference attendees as part of the conference tote bag, and will also be mailed to the entire AJS membership.

Rates and Size Specifications:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>6&quot; + ¼&quot; bleed</td>
<td>9&quot; + ¼&quot; bleed</td>
<td>$900</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>6&quot; + ¼&quot; bleed</td>
<td>9&quot; + ¼&quot; bleed</td>
<td>$870</td>
</tr>
<tr>
<td>Full Page</td>
<td>4.75&quot;</td>
<td>7.75&quot;</td>
<td>$700</td>
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<tr>
<td>1/2 Page</td>
<td>4.75&quot;</td>
<td>3.75&quot;</td>
<td>$460</td>
</tr>
</tbody>
</table>

Advertising deadline: September 14

For more information or for information on discounts for combining multiple opportunities, please contact aronek@associationforjewishstudies.org
The Annual Conference of the Association for Jewish Studies is the largest international gathering of Jewish Studies scholars in the world, with 1,200 attendees annually. The conference features nearly 200 sessions, a major book exhibit of leading publishers, cultural programming, professional development sessions, and awards.

A variety of opportunities to advertise, sponsor, and exhibit allows you to showcase your message most effectively with Jewish Studies scholars. Our high-visibility opportunities are perfect for academic presses, Jewish Studies programs and centers, colleges and universities, museums, research institutes, foundations, and more!
WHO SHOULD EXHIBIT?

- Publishers, distributors, and independent sellers of books, journals, films, and scholarly materials for classroom adoption and library purchase
- Publishers wishing to meet with current or potential authors or to make acquisitions
- Vendors of services and products geared toward institutions of higher learning
- Digital media/software companies
- Universities wishing to recruit students, announce fellowships, and publicize job opportunities
- Foundations, museums, and cultural institutions seeking to promote their programs, fellowships, and grants

WHAT’S INCLUDED IN A BOOTH:

- Booth size of your choice, in 8’ x 10’ units, including pipe and drape
- A table, 2 chairs, and a wastebasket
- Carpeted exhibit hall
- Company ID sign
- Complimentary conference registration for up to four exhibitor personnel
- Listing with logo, description and link on the AJS website and conference mobile app

WHAT’S INCLUDED IN AN ONLINE BOOTH:

- Robust page hosted on the AJS website, which can include links, videos, live zoom sessions, discounts, and more – add meaningful content to reach Jewish Studies scholars beyond conference attendees
- Online exhibit hall featured in AJS emails, social media, and in the conference app

EXHIBIT AT THE CONFERENCE— in person and online!

Booth Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Early Bird Rate</th>
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</thead>
<tbody>
<tr>
<td>8’x10’ Booth</td>
<td>$1,000</td>
<td>$800</td>
</tr>
<tr>
<td>8’x10’ Corner Booth</td>
<td>$1,100</td>
<td>$900</td>
</tr>
<tr>
<td>8’x20’ Booth</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Electrical power drop for booth</td>
<td>$375</td>
<td></td>
</tr>
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</table>

(Early Bird rates available through May 15, 2023)

Online Booth Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Booth</td>
<td>$650</td>
</tr>
<tr>
<td>Add-on Online Booth for In-Person Exhibitors</td>
<td>$375</td>
</tr>
</tbody>
</table>

The (AJS) attendees represent the most dedicated and intelligent reading audience of non-fiction books of Jewish interest.”

- Sami Rohr Prize
CONFERENCE SPONSORSHIP

Become a sponsor and showcase your institution, program, or organization to an international audience. Raise your visibility among 1,200 conference attendees.

**PLATINUM**

$5,000

Recommended for foundations, Jewish Studies centers, and corporations

**GOLD**

$3,250

Recommended for MA and PhD programs

**SILVER**

$1,100

Recommended for museums, small undergraduate programs, and research institutions

**OPPORTUNITIES**

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
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<tbody>
<tr>
<td>Recognition in the Winter issue of <em>AJS Perspectives</em></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Recognition in pre-conference email to registrants</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Recognition and link to your website on the AJS website</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Recognition on conference signage</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary ad in the AJS Honors Its Authors Book Catalog</td>
<td>Full Page</td>
<td>Full Page</td>
</tr>
<tr>
<td>Logo (250x125px) on the AJS website for 3 months</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Directory of Jewish Studies programs (upon request)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary insert in the conference tote bag</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>2 complimentary conference registrations</td>
<td>✔</td>
<td>✔</td>
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*AJS Institutional Members receive upgrade to full-page ad.*

For more information or for information on discounts for combining multiple opportunities, please contact aronek@associationforjewishstudies.org
SPECIALTY ITEMS SPONSORSHIP

Upon arrival at the conference, all participants receive an official conference badge and lanyard plus a conference tote bag, featuring valuable AJS publications and more. Contents include the 2023 Winter issue of *AJS Perspectives* magazine, the 2023 AJS Honors Its Authors Jewish Studies Book Catalog, the official conference pen, and more!

Get your organization in front of all conference attendees with one of these opportunities:

**Lanyards** (Exclusive)
Sponsor name and logo printed on each lanyard, which are distributed to all attendees to hold name badges and which are required to be worn throughout the entire event. As the exclusive lanyard sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

$2,500

**Conference Tote Bag Sponsor** (Available to 2 Sponsors)
Your name and logo will appear on one side of the official conference tote that is distributed to all conference attendees with copies of *AJS Perspectives* and the AJS Honors Its Authors Book Catalog. As a conference tote sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

$3,500

**Pen Sponsor** (Exclusive)
Your organization name and logo printed on a pen, which is distributed to each attendee as part of the conference tote bag. As the exclusive pen sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.

$2,500

**Tote Bag Insert**
Tote bags featuring the Winter issue of *AJS Perspectives*, the new AJS Honors Its Authors Book Catalog, and other materials are distributed to all conference attendees at the start of the conference. Include your flyer, postcards, or similar printed piece announcing your company's new publication, your organization's new program, or other special announcements and offerings in the tote bag.

*Specifications: Single page, up to 8.5" x 11", folded or flat. For larger inserts, please contact the AJS*

$575

For more information or for information on discounts for combining multiple opportunities, please contact aronek@associationforjewishstudies.org.
### Digital Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Description</th>
<th>Cost</th>
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</table>
| **Wi-Fi Sponsor** (Exclusive) | • Your choice of password.  
• Logo on any signage with Wi-Fi information at registration and throughout the conference hotel.  
• Sponsorship listed in the conference mobile app  
• As the exclusive Wi-Fi sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.                                                                 | $5,500 |
| **Mobile App Sponsor**       | (Available to 2 Sponsors)  
In 2022, the app was used by more than 80% of all conference attendees, and is the only place to find the most up-to-date information on program changes.  
• Prominent advertisement on the main page of the mobile app.  
• Sponsorship/logo included in all mobile app promotions/announcements.  
• As a mobile app sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app. | $3,500 |
| **Branded Push Notifications** | (Available to 4 Sponsors)  
A push notification that will be sent through the mobile app. Pick the time and message!                                                                                                                                                                                                              | $400   |
| **Online Exhibit Booth**     | • Robust page hosted on the AJS website, which can include links, videos, live zoom sessions, discounts, and more - add meaningful content to reach Jewish Studies scholars beyond conference attendees.  
• Online exhibit hall featured in AJS emails, social media, and in the conference app.                                                                                                                                                                                                 | $650   |

### Event Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Description</th>
<th>Cost</th>
</tr>
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</table>
| **Exhibit Hall Coffee Break** | Sunday morning, Sunday afternoon, Monday morning or Monday afternoon  
• Prominent recognition and signage at the event.  
• Sponsorship/logo included in all coffee break promotions/announcements.  
• As a coffee break sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app.                                                                 | $2,500 |
| **Graduate Student Reception** | Reach out to graduate students and facilitate their networking while introducing your organization, programs, or company to up-and-coming scholars. Prominent recognition and signage at the event.  
As the graduate student reception sponsor, you will also be recognized via signage at the conference, on the AJS website, and in the conference mobile app. | $2,500 |

For more information or for information on discounts for combining multiple opportunities, please contact aronek@associationforjewishstudies.org