

ADVERTISE • SPONSOR • EXHIBIT

2024 Opportunities

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 representing more than 30 countries and an extended community of more than 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 podcasts are read and heard by thousands of people annually.

DIGITAL OPPORTUNITIES

EMAIL

Email is the main method of communication with the AJS community for important and timely news and announcements, with an average open rate of **55%** and a click rate of **6.1%** in 2022.

More than **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 OPPORTUNITIES

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.

Banner Ad Rate: **\$600**

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

Specifications: 550 pixels by 150 pixels, plus a link

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

DIGITAL OPPORTUNITIES *CONTINUED*

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 200,000 times by listeners in 125 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

PRINT OPPORTUNITIES

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 May and December. Print issues are mailed to approximately 1,800 AJS members and subscribers, while an open-access version is available on the AJS website.

Advertising Deadlines:

Summer 2024 Issue: April 18 reservation deadline
May 9 artwork deadline

Winter 2024 Issue: September 23

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:

Ad Size	Width	Height	Price
Inside Front Cover	8.5" + ¼" bleed	11" + ¼" bleed	\$900
Inside Back Cover	8.5" + ¼" bleed	11" + ¼" bleed	\$870
Full Page	7.5"	10"	\$700
2/3 Page	7.5"	6.5"	\$590
1/2 Page	7.5"	4.5"	\$460
1/3 Page	7.5"	3"	\$350
1/4 Page	3.5"	4.5"	\$290

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

2024 AJS HONORS ITS AUTHORS BOOK CATALOG

The 2024 AJS Honors Its Authors program celebrates 2024 books by AJS members.

The AJS Honors Its Authors program launched in 2011, and since then we've celebrated nearly 1,300 books. In 2023, we celebrated 100 books by 126 authors, editors, and translators.

The book catalog will feature all 2024 books and authors, including cover images and book descriptions, and will be mailed to approximately 1,800 AJS members in February 2025.

Rates and Size Specifications:

Ad Size	Width	Height	Price
Inside Front Cover	6" + ¼" bleed	9" + ¼" bleed	\$900
Inside Back Cover	6" + ¼" bleed	9" + ¼" bleed	\$870
Full Page	4.75"	7.75"	\$700
1/2 Page	4.75"	3.75"	\$460

Advertising deadline: September 14

2024 ANNUAL CONFERENCE

ONLINE
December 15-19, 2024

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 more than 200 sessions, a major book exhibit of leading publishers, cultural programming, plenary sessions, and awards.

This year's conference will take place Sunday, December 15 through Thursday, December 19. The conference will launch on Sunday with in-person gatherings worldwide, followed by four days of online academic sessions, Monday through Thursday.

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!

REACH CONFERENCE ATTENDEES

EXHIBIT AT THE CONFERENCE

We're focusing on interactivity for this year's **virtual exhibit hall**, which will be divided into multiple halls, including an admissions/academics hall, a publishing hall, and more! This year's conference will also feature dedicated exhibit hall times, outside of the session schedule, so that conference attendees may easily visit the exhibit hall.



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 VIRTUAL BOOTH:

- Robust page hosted on the conference platform, which can include links, videos, live zoom sessions, discounts, meeting requests, and more
- Virtual exhibit hall booths with logo and description featured in AJS emails and social media, on the AJS website, and in the conference app

Virtual Booth Rate: \$400

REACH ATTENDEES WITH A VIRTUAL TOTE BAG INSERT

Virtual tote bags featuring digital copy of the winter issue of *AJS Perspectives*, the AJS Honors Its Authors Book Catalog, and other materials are distributed to all conference attendees at the start of the conference. The virtual tote bag is the perfect place to share your book, film, or other media with conference attendees.

Tote Bag Rate: \$300

CONFERENCE SPONSORSHIP

Become a sponsor and showcase your institution, program, or organization to an international audience. Raise your visibility among conference attendees and the broader Jewish Studies community.

PLATINUM 	GOLD 	SILVER 
\$5,000	\$3,250	\$1,100
Recommended for foundations, endowed Jewish Studies centers, and corporations	Recommended for MA and PhD programs	Recommended for museums, small undergraduate programs, and research institutions

OPPORTUNITIES

	PLATINUM	GOLD	SILVER
Complimentary booth in the online exhibit hall	●	●	●
Recognition in the Winter issue of <i>AJS Perspectives</i>	●	●	●
Recognition in pre-conference email to registrants	●	●	●
Recognition and link to your website on the AJS website	●	●	●
Recognition on in-person gatherings signage	●	●	●
Complimentary ad in the AJS Honors Its Authors Book Catalog	Full Page	Full Page	Half Page*
Mailing list of Jewish Studies programs (upon request)	●	●	
Banner logo (180x100) on the AJS website for 3 months	●	●	
Complimentary insert in the virtual conference tote bag	●		
2 complimentary conference registrations	●		

SPONSORSHIP OPPORTUNITIES

Platform Sponsor

(2 sponsorships available)

\$5,500

The conference platform will be used by all conference attendees, as the location of all conference sessions and virtual events.

- Your organization will be prominently advertised on the main page of the conference platform.
- Sponsorship/logo will be included in all sponsorship promotions/announcements, as well as on the AJS website and conference emails.
- Your organization will receive a complementary booth in the online exhibit hall.

Day Sponsor

(4 sponsorships available, 1 for each day Monday through Thursday)

\$3,500

- Each day's sponsor will be prominently recognized throughout the entire day, including in the day's welcome email, via social media, and on the main page of the conference platform.
- Sponsorship/logo will be included in all sponsorship promotions/announcements, as well as on the AJS website and conference emails.
- Your organization will receive a complementary booth in the online exhibit hall.

