



## **ADVERTISING RATES 2017**

Journo Resources is driving positive change in the media industry by giving young people the tools they need to break into journalism.

In less than a year the business has built a strong online following through organic engagement, with more than 1,500 followers across social media growing at a rate of 200 new followers each month.

JR is the top Google search result for both '*journo grad schemes*' and '*journalism graduate schemes*', and our website attracts more than 1,000 hits each week.

Our monthly email reaches more than 1,500 people, with an average open rate of 50% - double the industry average.

Advertising with JR will support our goal of helping more young people into the industry, as well as giving you unique access to a highly engaged and focused group of young people, soon to be the journalists of the future.

We offer the following services and advertising opportunities. If you're interested or would like to know more, get in touch at [jem@journoresources.co.uk](mailto:jem@journoresources.co.uk)

### **LISTINGS**

---

Your job listing or opportunity will be shared with our growing social media following, on both Twitter and Facebook.

It will also be included in our monthly newsletter as a featured opportunity, along with a small write-up.

**£30 per listing**

### **WEB BANNER ADVERT**

---

A banner advert on our website will highlight your products, services or company, linking directly to a webpage of your choice.

Additional social media promotion once per week is included to reinforce your campaign.

**£150 per month**

### **SPONSORED ADVICE CLINIC POST**

---

Contribute your expertise to our advice clinic with a branded post answering a common query young journalists face.

Your post will be shared across social media and in our newsletter.

**£200 per post**

### **MASTERCLASS WITH JEM COLLINS**

---

Our founder Jem Collins has spoken at colleges, universities

and conferences across the UK, as well as appearing on broadcast media.

Jem will prepare a bespoke session at your event or for your students, or take part in a panel discussion or other format.

**£200 plus expenses**

### **SPONSORED WEBSITE SECTION**

---

Add your name and branding to one of our popular website sections, including *Freelance Rates*, *Graduate Schemes*, *Awards* and more.

Your brand will be featured on all promotion of the page and its content, in our newsletter and across social media.

**£1200 per annum**

### **BESPOKE WEBSITE SECTION**

---

We'll build a new thread on our site, sponsored by you. This could focus on any area you think might be useful to young journalists, such as *How to fund an MA course*, for example.

We'll add your branding to the page, and you'll be referenced in newsletter campaigns and on social media when we promote the page.

**£1200 per annum**

*Please note, all editorial content will need to be approved by the Journo Resources team to ensure that it fits with our ethos. We will only promote paid job roles.*