

America | MEDIA  
A JESUIT MINISTRY

**2024**  
**MEDIA**  
**KIT**

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# America | MEDIA

A JESUIT MINISTRY

## BRAND MISSION

The Catholic Church is changing, and America bridges the gap between the Church and global issues. From Congress to the Vatican, you'll find a smart, refreshing Catholic take on the news. With theological essays, political analysis, book reviews, and more, America interprets the world for the Church and the Church for the world.

Founded and directed by the Jesuits, America is a forum for bold and honest journalism. Our mission is to provide consumers with what they need to know now: in-depth news, analysis, and spiritual resources across print, digital, audio, video, and events.

America Media reaches a thriving community of influential, affluent, and educated subscribers through our media platforms and events. Our audience, which is growing steadily, is more engaged than ever, making you a part of this vibrant community.

## BRAND FOOTPRINT

- 70,000 print readers
- 20,000 digital subscribers
- 600,000 monthly unique users\*
- 110,000 newsletter subscribers
- 1,200,000 social media followers
- 110,000 podcast downloads per month\*
- 74,000 YouTube subscribers

## OUR COMMUNITY

One of the best educated audiences in journalism.

- Education: 90% college degree+; 70% master's degree+
- Average age: 45\*
- Average HHI: \$97,000

Responsive influencers who are invested personally for the long term.

- 90% read us for an intellectual and informed take on church issues
- 87% take action as a result of reading an article
- 80% renew magazine subscription
- 71% share content
- Donate regularly: \$2M+ annually

Sources: Google Analytics, 2019 Subscriber Studies, Megaphone Data

\*Average age of our digital and YouTube subscriber

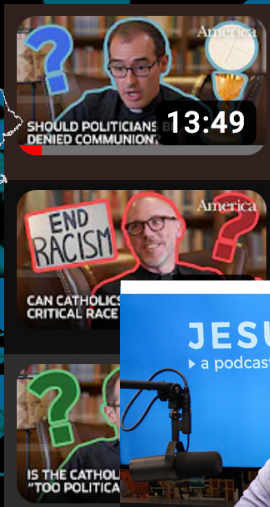
\*\* Six-month average



# PEOPLE OF GOD



## OUR PLATFORMS



### AMERICA: THE JESUIT REVIEW OF FAITH AND CULTURE

**America** magazine is the leading Catholic journal of opinion in the United States. From church news to politics, immigration, education, arts and culture, and social justice, our coverage spans the globe.

[Click here to view the current issue of \*\*America\*\*.](#)

### AMERICAMAGAZINE.ORG

Updated several times daily, [americamagazine.org](http://americamagazine.org) provides the in-depth news and analysis and spiritual resources you need to lead the conversation. Throughout the day, we highlight the latest information on national and global events, along with stories about how faith is being reflected in daily life, arts and culture.

[Click here to visit americamagazine.org.](http://americamagazine.org)

### NEWSLETTERS

“America Today,” our daily newsletter, highlights breaking news from the church and the world along with stories on faith and culture. Our weekly and monthly theme newsletters offer reflections on Scripture, literary reviews and editors’ picks from the current issue of **America**.

[Click here to sign up for our free newsletters.](#)

### VIDEO

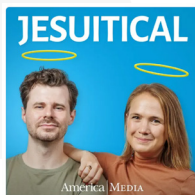
**America** is on YouTube! Find compelling stories, informative interviews, and dynamic explainers on issues at the intersection of the church and the world. Watch our groundbreaking documentary, “The Catholic Church in China” and our exclusive interview with Cardinal Robert McElroy on sex, sin, the inclusion of LGBT people in the church, and women., Get informed and entertained with our popular series “Think Like a Jesuit,” with hosts Eric Sundrup, S.J., and Patrick Gilger, S.J. as they break open the most debated issues in the Catholic Church. Produced on location or from the William J. Loschert Studio in New York City.

[Click here to watch our YouTube channel.](#)

### PODCAST

From documentaries and news to variety shows and spirituality, our podcast network is a diverse collection of informative and enriching audio experiences. Listen to our weekly podcast for young adult Catholics “Jesuitical,” and “Inside the Vatican”, where we go behind the headlines of the biggest Vatican news stories, along with documentary series, including “Plague: Untold Stories of AIDS and the Catholic Church”; and seasonal podcasts such as “Voting Catholic” and “Hark! The stories of our favorite Christmas carols.”

[Click here to listen to our podcast.](#)



# Hark!

## NEWSLETTERS

America Media publishes daily and weekly newsletters, each reaching a unique community of subscribers who turn to us for the latest analysis at the intersection of the church and the world. Our newsletters provide the ideal environment to promote your brand message to a highly-engaged audience of Catholics.

### DAILY

“America Today” (Monday-Friday)

Top stories from the church and the world

**Subscribers: 110,000**

### WEEKLY

“Cover Story” (Mondays)

The week’s “must read,” podcast or video

**Subscribers: 110,000**

“Catholic Book Club” (Tuesdays)

Book reviews and literary discussions

**Subscribers: 13,500**

“Arts & Culture” (Saturdays)

Weekend culture reads

**Subscribers: 110,000**

“Faith in Focus” (Sundays)

Sunday reflections on Scripture and daily life

**Subscribers: 110,000**

### MONTHLY

“The Issue” (Fridays)

Editor’s picks from the latest edition of *America*

**Subscribers: 110,000**

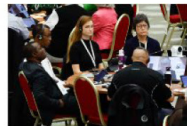
**AMERICATODAY** America MEDIA  
*Today's top stories from the church and the world*

ACTIVITIES • MOVIES / FILMS • THEATER • BOOKS • CHARITY • EDUCATION  
HIGH SCHOOLS • UNIVERSITIES • GIFTS • HOME HEALTH • JOBS • RETIREMENTS  
SEMINARIES & THEOLOGY STUDIES • SEMINARS • VOLUNTEER / VOCATION

CLASSIFIEDS  
MARKETPLACE  
SEARCH NOW >>>



**Reading C. S. Lewis during the climb**  
In “The Great Divorce,” C.S. Lewis paints a picture of an afterlife, one that could teach Christians quite a bit.  
[READ MORE >](#)



**PODCASTS**  
Podcast: Secret?  
In this episode, Colleen Dulla “The Vatican Prophecies,” guidelines are at time.  
[READ MORE >](#)



**NEWS**  
Pope Francis' problems...

**THE CATHOLIC BOOK CLUB** America MEDIA  
*Book reviews and literary discussion from America Media*

ACTIVITIES • MOVIES / FILMS • THEATER • BOOKS • CHARITY • EDUCATION  
HIGH SCHOOLS • UNIVERSITIES • GIFTS • HOME HEALTH • JOBS • RETIREMENTS  
SEMINARIES & THEOLOGY STUDIES • SEMINARS • VOLUNTEER / VOCATION

CLASSIFIEDS  
MARKETPLACE  
SEARCH NOW >>>



**Holy sinners and doubting saints: The fiction of Brian Moore**  
Despite his public antipathy toward Catholicism, a number of Brian Moore's novels dealt subtly and deftly with the profound emotional impact of struggles with faith.  
[Read more →](#)

## COVERSTORY

*This week's top pick from the editors of America Media*

It's that time of year again, when a Catholic editor's attention is drawn to demonic possession. Here at America, that means stories about “other horror movies, of which we have run many over the years.”

This Halloween, however, we decided to dig a little deeper and as correspondent, Michael J. O'Loughlin, to take a long look at, we crept him out a bit, but he was game and delivered this week’s “Keeping an eye on the devil: How should today's Catholics think about darkness?”

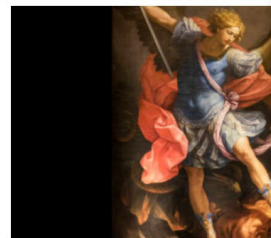
“Spending weeks researching the devil and Catholic attitudes toward the idea of a good time,” Michael writes. “I am admittedly somewhat of a devil—or at least the devil I have come to know through a steady stream of films.”

“But over and over again Pope Francis has reminded us that the devil is a pop-culture trope.”

You may want to read this one in

And you can read more about our [Cover Story](#)

Tim Reidy  
Deputy Editor in Chief



**Keeping an eye on the devil: How should we think about the prince of darkness?**  
[READ MORE >](#)



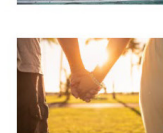
**ARTS & CULTURE**  
From 1999: Brian Moore's Christ-Haunted Fiction  
From Brian Moore's earliest and best known novel, *The Lonely Passion of Judith Hearne*, to his last, *The Magician's Wife*, the mystery of belief has haunted his best fiction.  
[READ MORE >](#)

## FAITHINFOCUS

*Sunday reflections on Scripture and daily life*

ACTIVITIES • MOVIES / FILMS • THEATER • BOOKS • CHARITY • EDUCATION  
HIGH SCHOOLS • UNIVERSITIES • GIFTS • HOME HEALTH • JOBS • RETIREMENTS  
SEMINARIES & THEOLOGY STUDIES • SEMINARS • VOLUNTEER / VOCATION

CLASSIFIEDS  
MARKETPLACE  
SEARCH NOW >>>



**SHORT TAKE**  
Why are people so angry about a Eucharistic procession through New York City?  
I love Eucharistic processions—not because they trigger some kind of fond nostalgia for the good old days (how did you think I am?), but because it is literally Jesus and people following him. What's not to love?  
[READ MORE >](#)

**FAITH AND REASON**  
Catholics should care about sex and consent.  
Discussions around consent should become a commonplace feature of Catholic conversations about sexual ethics. They can serve especially as a corrective to the harmful use of “marital debt” rhetoric within Catholic culture.  
[READ MORE >](#)

**TWENTY-EIGHTH SUNDAY IN ORDINARY TIME: REFLECTIONS ON SUNDAY'S READINGS**

*The Good, the Bad and the Ugly: A Glimpse of Heaven?*



## PODCASTS

From documentaries and news to variety shows and spirituality, our podcast network is a diverse collection of informative and enriching audio experiences.



### NEWS

#### Inside The Vatican

Each week, Colleen Dulle goes behind the headlines of the biggest Vatican news stories with America's Rome correspondent, Gerard O'Connell. They will break down complicated news stories that have a whole lot of history behind them in an understandable, engaging way. Colleen and Gerard will give you the inside scoop on what people inside the Vatican are thinking, saying—and planning.

Throughout the year, we produce special deep dive episodes that take a closer look into some of the personal, theological, and social justice matters most relevant to Catholics today, nationally and worldwide. These deep-dive episodes have been highly-popular among our podcast listeners.

**Downloads** (6-month average): 5,500



### VARIETY

#### Jesuitical

“Jesuitical” is a weekly podcast featuring Ashley McKinless and Zac Davis—two “young, hip, lay editors” of America Media. On each episode, they discuss the Catholic news of the week and speak with an interesting guest from the world of faith, politics or culture. Drawing from the insights of the Spiritual Exercises of St. Ignatius, the hosts create a fun, relatable atmosphere that invites young adult Catholics to become a part of an interactive online faith community.

**Downloads** (6-month average): 8,500



### SPIRITUALITY

#### The Examen

The Examen is a centuries-old prayer practice that helps you find God in your daily life. Our podcast is based on a technique that St. Ignatius Loyola outlined in the Spiritual Exercises, his classic manual for prayer. Each week, James Martin, S.J., will provide you with a new reflection and guide you through the Examen prayer.

**Downloads** (6-month average): 2,000

#### NEW Preach: The Catholic Homilies Podcast

What makes a great Catholic homily? And what goes into the art of delivering it well? “Preach” is a new weekly podcast from America Media that features a diverse cast of Catholic preachers who open up their hearts and minds to reveal their techniques, approaches to interpreting scripture and the spiritual reflection necessary to enable great preaching.

**Downloads** (6-month average): TBD

### SEASONAL SPECIALS

Hark! The Stories of our Favorite Christmas Carols It's the most wonderful time of the year! The cookies, the mistletoe, the lights...oh, and the music! For Christians, Christmas carols mark a season of hope and the celebration of Jesus' birth. Even in popular culture, these iconic jingles capture a warmth, a cheer and a nostalgia that transcends religious belonging.

**Downloads** (6-month average): 3,500

[Click here to listen to our podcasts.](#)

# DIRECTORIES & GUIDES

America Media produces content that is unique, relevant, accessible and impactful—content that provides an emotional connection and spiritual nourishment for its community, giving readers and subscribers resources to navigate through various life events.

Engage with America Media's influential, affluent and responsive community of subscribers with our exclusive directories and guides. Category specific in-book inserts, coupled with our interactive digital marketplace channel, offer prime positioning to promote your message and drive response.

## OPPORTUNITIES

- Education Directory
- Retreat Directory
- Volunteer & Vocation Directory
- Holiday Gift Guide

**During the 2021-22 school year, Catholic school enrollment across the United States increased by 1.8 percent, according to the National Catholic Educational Association. The organization also noted that this is the first increase in two decades and the largest recorded increase by NCEA. The supporters of Catholic education, these numbers are one of many reasons to hope that Catholic schools still have a vibrant future.**

**And when we celebrate Catholic schools and universities we also honor the thousands of faculty members and staff who work tirelessly on behalf of their students, as well as the parents who recognize and support the schools in endless ways. (What do I buy some wrapping paper?) And, of course, we celebrate the students who embrace the mission and vision of St. And who one day, God willing, will be the ones to continue it.**

**Catholic schools and universities have been a steadfast presence during the difficult years of the Covid-19 pandemic. Even in the midst of a changing world, their identity remains constant and motivated by a faithfulness to Christ. Catholic schools and Catholic universities exist at the intersection of faith and the world. They are not places that exist to shield students from reality, nor are they places where students deal only with secular concerns. They help students process their experience through the lens of faith with the hope that their work in the world will reflect that.**

**As a Jesuit ministry, America Media loves alongside our brothers and sisters in Catholic education by providing a trusted, balanced and comprehensive analysis of the latest developments in the church and the world. Together we work to connect Catholics across the globe, to educate people throughout their lives, and to build a better society in the spirit of Christ, one great teacher.**

**Parfido College Preparatory School**

### EDUCATION DIRECTORY 2023

**Parfido College Preparatory School**  
 Located in the heart of the city, Parfido College Preparatory School is a Catholic, all-boys, Jesuit college preparatory school. The school's mission is to provide a rigorous education that prepares students for the challenges of the 21st century. The school's curriculum is rooted in the liberal arts and sciences, with a focus on critical thinking and problem-solving. The school's faculty is composed of highly qualified educators who are committed to the success of every student.

**Georgetown Preparatory School**  
 Founded in 1763, Georgetown Preparatory School is a Catholic, all-boys, Jesuit college preparatory school. The school's mission is to provide a rigorous education that prepares students for the challenges of the 21st century. The school's curriculum is rooted in the liberal arts and sciences, with a focus on critical thinking and problem-solving. The school's faculty is composed of highly qualified educators who are committed to the success of every student.

**Loyola Academy**  
 Located in the heart of the city, Loyola Academy is a Catholic, all-boys, Jesuit college preparatory school. The school's mission is to provide a rigorous education that prepares students for the challenges of the 21st century. The school's curriculum is rooted in the liberal arts and sciences, with a focus on critical thinking and problem-solving. The school's faculty is composed of highly qualified educators who are committed to the success of every student.

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**Loyola University Chicago**  
 Located in the heart of the city, Loyola University Chicago is a Catholic, all-boys, Jesuit college preparatory school. The school's mission is to provide a rigorous education that prepares students for the challenges of the 21st century. The school's curriculum is rooted in the liberal arts and sciences, with a focus on critical thinking and problem-solving. The school's faculty is composed of highly qualified educators who are committed to the success of every student.

### RETREAT DIRECTORY

**AMERICA'S GUIDE TO RETREATS**

Many of us find ourselves asking about retreats. What does one do on a retreat? Where does one go? What is an extended period of prayer, usually done in silence and usually at a retreat house or a center of spiritual direction, help you find God in your presence. There are four different kinds of retreats. On a directed retreat a person meets daily with a spiritual director to discuss what is happening in prayer. A guided retreat focuses more on one topic (for women's spirituality) and offers presentations as well as opportunities to meet with a director a few times. Pre-planned retreats consist in listening to presentations and praying on your own, but with the opportunity for direction. And our retreat houses are ideal places to connect with trained professionals who will help you with retreat spiritual direction.

*Thought by America Media*

### RETREAT DIRECTORY

**Benedictine Abbey Retreat Center**  
 Located in the heart of the city, Benedictine Abbey Retreat Center is a Catholic, all-boys, Jesuit college preparatory school. The school's mission is to provide a rigorous education that prepares students for the challenges of the 21st century. The school's curriculum is rooted in the liberal arts and sciences, with a focus on critical thinking and problem-solving. The school's faculty is composed of highly qualified educators who are committed to the success of every student.

**Benedict Hill Monastery**  
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**St. Ignace Center**  
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**Compan Center Conference & Retreat**  
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**St. Ignace Retreat Center**  
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### VOLUNTEER AND VOCATION DIRECTORY

**AMERICA'S VOLUNTEER OPPORTUNITIES**

Who'd suspect that a simple outdoor activity could be so meaningful? It's not just the work itself, but the chance to connect with others who share your passion. Our online resources make it so easy to find the right opportunity for you. Whether you're looking for a one-time project or a long-term commitment, we've got you covered. Explore our directory today and discover the joy of giving back.

*Kevin Jackson, 2019-2020 Ofice Fellow*

### VOLUNTEER AND VOCATION DIRECTORY

**From Mission to Mission**  
 Located in the heart of the city, From Mission to Mission is a Catholic, all-boys, Jesuit college preparatory school. The school's mission is to provide a rigorous education that prepares students for the challenges of the 21st century. The school's curriculum is rooted in the liberal arts and sciences, with a focus on critical thinking and problem-solving. The school's faculty is composed of highly qualified educators who are committed to the success of every student.

**Maggie's Place**  
 Located in the heart of the city, Maggie's Place is a Catholic, all-boys, Jesuit college preparatory school. The school's mission is to provide a rigorous education that prepares students for the challenges of the 21st century. The school's curriculum is rooted in the liberal arts and sciences, with a focus on critical thinking and problem-solving. The school's faculty is composed of highly qualified educators who are committed to the success of every student.

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### AMERICA'S HOLIDAY GIFT GUIDE

**With the holidays fast approaching, we have you covered with gifts for the entire family. Find joy in discovering gifts that delight, renew and feel good to give.**

**This holiday season, give your loved ones something they will remember.**

### AMERICA'S HOLIDAY GIFT GUIDE

**A Light on an Angel Wing**  
 A beautiful book of prayers and reflections for the Christmas season. Perfect for anyone looking for a meaningful gift.

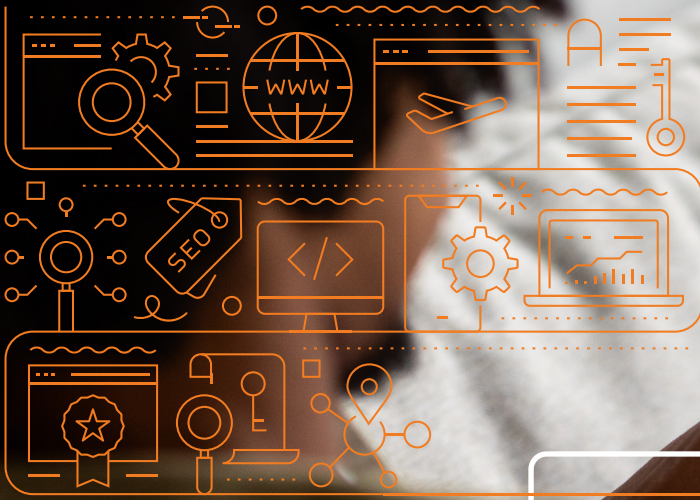
**Book of Hours**  
 A classic book of prayers and reflections for the Christmas season. Perfect for anyone looking for a meaningful gift.

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## AMERICA'S CLASSIFIEDS

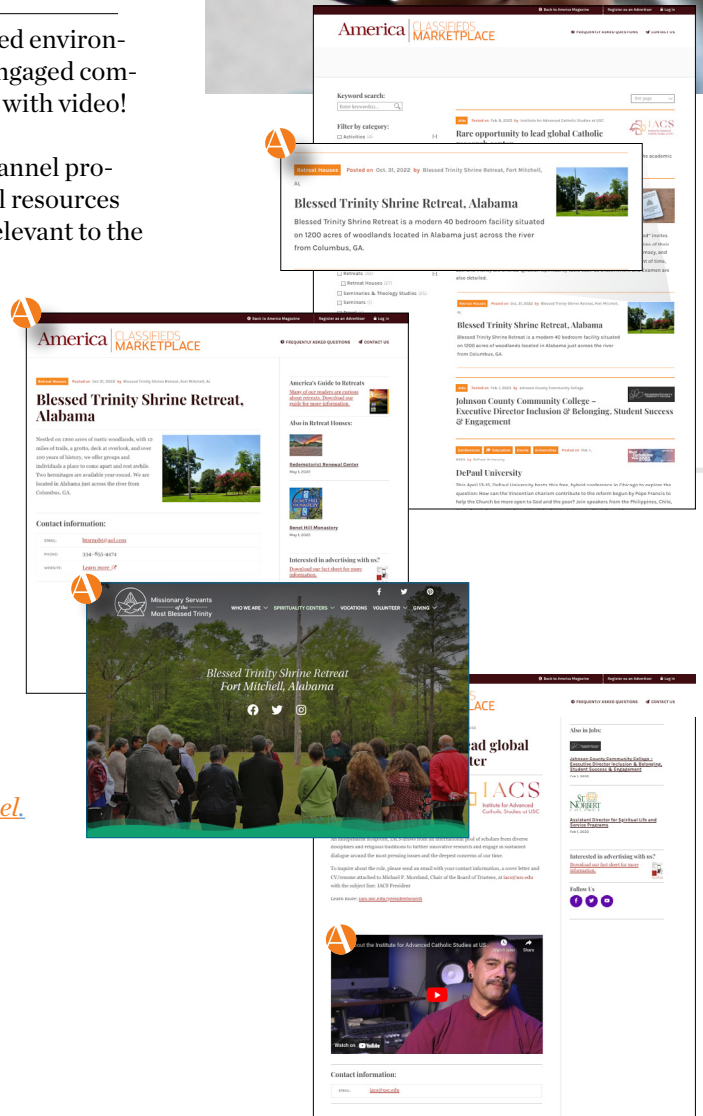
America's Classifieds offers partners a targeted environment to reach our professional, affluent and engaged community of subscribers—print, digital and now with video!

Our in-book listings and exclusive website channel promote job and teaching opportunities, spiritual resources and experiences, and products and services relevant to the America community.

### CATEGORIES

- Books
- Conferences
- Education
- Gifts
- Jobs
- Spiritual Resources
- Retreat Houses
- Retreats
- Seminaries
- Seminars & Theology Studies
- Travel
- Volunteer & Vocation
- And more...

[Click here to visit our Classifieds digital channel.](#)



# WEBSITE TAKEOVER

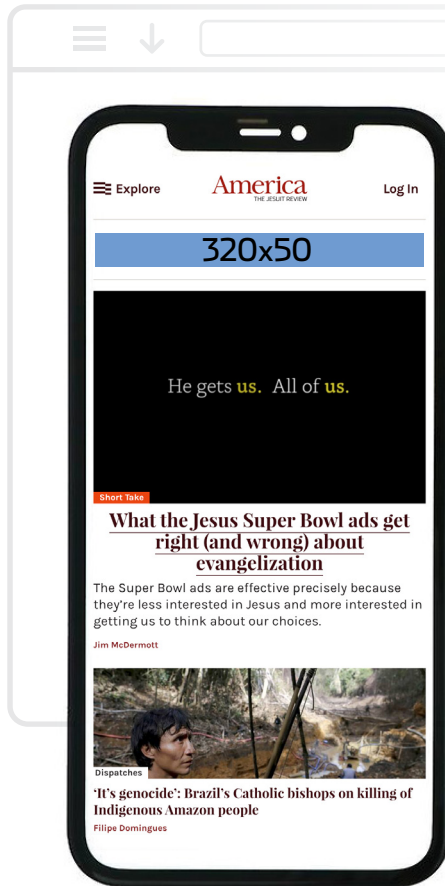
Have your advertising message take center stage with an immersive advertising experience on [americamagazine.org](http://americamagazine.org). With a website takeover, you will reach thousands of engaged and responsive users who turn to us for in-depth news and analysis on events at the intersection of the church and the world.

By utilizing various creative executions, you will capture users' attention and promote one or more brand messages for one day. **America's** Creative Studio is available to assist with developing advertising that connects your brand to our audience.

## BENEFITS

- One-day campaign
- Exclusive promotion across website; full ROS takeover
- 125,000 digital impressions (minimum)
- Offered twice per month based on availability

NOTE: Category takeover packages also available upon request. Categories include: Publishing, Education, Faith, Health Care and Arts & Culture, just to name a few.





## SOCIAL MEDIA

America Media offers two social media opportunities, sponsored posts and social paid boosts, promoting your brand message to targeted followers.

**America Magazine - The Jesuit Review**  
32m · 🌐

A message from one of our partners:

The Online Graduate Diploma in Catholic Studies at Assumption University in Windsor, Ontario is now accepting applicants for May and September 2024. No international or application fees. Take one course or the entire diploma. The diploma has pathways to additional graduate credentials. Apply now at [https://assumptionu.ca/application\\_form/](https://assumptionu.ca/application_form/).

- ✓ No International Fees
- ✓ Hiring Asset by 8 School Boards
- ✓ Pathways to M.A., M.Ed., M.T.S., and M.Div. degrees
- ✓ Classes after Working Hours

**Admission Requirement:**  
A completed bachelor's degree in any discipline with a cumulative average of 70%.

REGISTRAR@ASSUMPTIONU.CA  
WWW.ASSUMPTIONU.CA

**GRADUATE DIPLOMA IN CATHOLIC STUDIES (ONLINE)**

AT ONE OF CANADA'S MOST HISTORIC UNIVERSITIES

**SPRING, SUMMER 2024 CLASSES:**

- ✓ Capstone in Catholic Studies
- ✓ Directed Readings in Catholic Studies
- ✓ Major Paper in Catholic Studies

Deadline to Apply: April 18, 2024  
Scholarship Available

**Assumption UNIVERSITY**  
UNIVERSITY OF WINDSOR  
RESEARCH WITH THE UNIVERSITY OF WINDSOR

### Sponsored Post (America Media Audience)

Reach America Media's social community on Facebook or Instagram.

### Sponsored Paid Boost

Reach targeted audiences outside America Media's community on Facebook or Instagram. In close collaboration with you, our team will work to customize a campaign that promotes your message regionally or nationally.

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Download the FREE PBS App, and search for the film, "TEILHARD: Visionary Scientist." Telling the story of the late French ...See more

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SEARCH FOR FILM TITLE WATCH FILM

<https://www.pbs.org/anywhere...>  
**TEILHARD: Visionary Scientist** Download

Like Comment Share



## PRIVATE EVENTS

America Media offers a premier, state-of-the-art event space, located in the heart of New York City, to its premier partners. This venue is the perfect location to host alumni events, mentoring events, movie screenings, book readings/signings, seminars, school recruitment events, panel discussions and more. With its contemporary design, this space can accommodate 75+ guests and includes a fully equipped, on-site kitchen and separate bathroom facilities.

## BENEFITS AVAILABLE

- Premium AV capabilities, including livestream
- Hi-speed Wi-Fi
- Catering
- Staffing
- Event materials and giveaways
- Advertising and marketing promotion







## 2025 EDITORIAL CALENDAR

January	Spiritual Wellness
February	Education <a href="#">Directory: Education</a>
March	Social Justice
April	Publishing/Literary <a href="#">Directory: Retreat</a>
May	Family & Marriage <a href="#">Directory: Vocation &amp; Volunteer</a>
June	Health Care
July/August	Arts & Culture
September	Education <a href="#">Directory: Education</a>
October	Publishing/Literary <a href="#">Directory: Retreat</a>
November	Philanthropy/Giving <a href="#">Directory: Vocation &amp; Volunteer</a>
December	Year Wrap Up <a href="#">Holiday Gift Guide</a>

## PRODUCTION SCHEDULE

### AMERICA MAGAZINE

#### Space & Materials Closing

January Issue	11/27
February Issue	12/30
March Issue	1/29
April Issue	2/26
May Issue	4/2
June Issue	4/30
July/August Issue	6/10
September Issue	7/30
October Issue	8/27
November Issue	9/24
December Issue	10/29

### AMERICAMAGAZINE.ORG

10 days prior to launch

### NEWSLETTERS

10 days prior to launch

### PODCASTS

14 days prior to air date

### SOCIAL MEDIA

7 days prior to post

## RATE CARD

### AMERICA MAGAZINE

Center Spread	\$7,200
Spread	\$6,500
Full Page	\$3,600
½ Page	\$2,150
¼ Page	\$1,000

### AMERICAMAGAZINE.ORG

ROS Campaign	\$15/CPM
Website Takeover	\$2,500 one day (minimum package)

### NEWSLETTERS

Ad Unit—300x250	\$550 per day
Sponsorship—600x70	\$650 per day

### PODCASTS

Single Placements—:15/:30 spots	\$250 per spot
Integrated Ad—:60 spot	\$375 per spot

### SOCIAL MEDIA

Sponsored Post	\$250
Sponsored Paid Boost	\$2,500 package and above

### CLASSIFIEDS

Magazine Listing (1x)	\$375
Digital Listing (1 month)	\$125
Magazine & Digital Listings	\$500

### DIRECTORIES & GUIDES

Magazine Listing (1x)	\$375
Digital Listing (1 month)	\$125
Magazine & Digital Listings	\$500



# CREATIVE/MEDIA SPECIFICATIONS

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## AMERICA MAGAZINE

### Spread

Bleed: 16 1/2" x 10 3/4"

Trim: 16 1/4" x 10 1/2"

### Full-Page

Non-Bleed: 7 1/8" x 9 1/2"

Bleed: 8 3/8" x 10 3/4"

Trim: 8 1/8" x 10 1/2"

**Half-Page Horizontal:** 7 1/8" x 4 1/2"

**Quarter Page:** 3 1/2" x 4 5/8"

Preferred Format: Supplied PDF

- High-Res Adobe PDF with bleed and crop marks
- Crop Marks: 1/8" Offset
- Image Resolution: 300 Dpi
- Color Space: images must be converted to CMYK
- No Spot, Lab or Process colors
- Font size should be no smaller than 10 pt.

Note: Illustrations and text should be kept 1/4" from trim and 1/2" from gutter

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## AMERICAMAGAZINE.ORG & NEWSLETTERS

**Sizes:** 728x90, 300x250, 300x600, 970x250, 600x70 & 320x50

**Preferred Format:** High-Res JPEG, GIF or PNG

- Resolution: 300 DPI
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## PODCASTS

Preferred Format: MP3

Script/copy points for host-read ads

Recommended word count - :15 spot = 40 words;

:30 spot = 80 words; :60 spot = 160 words

Ad/Script Recommendations:

- Connection with our audience is key; motivation drives engagement
- Start with "why your brand matters" or a personal story
- Drive curiosity so they take the next step to contact you
- CTA should engage the listener to call a phone number or visit your website

## SOCIAL MEDIA

### Sponsored Post (America Media Audience)

Images

Preferred Format: High-Res JPEG, GIF or PNG

Resolution: 300 DPI

- Facebook: 1200x630
- Instagram: Story Post 1080x1920

Post copy

- 280 characters maximum
- Post Link/URL

Note: All posts will be noted as "SPONSORED"

### Sponsored Paid Boost (External Meta Targeted Audience)

- Primary Text: 125 characters
  - Headline: 40 characters
  - Description: 25 characters
  - Call to Action
  - Post link/URL
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## CLASSIFIEDS, DIRECTORIES & GUIDES

### Magazine

- 50 words plus contact information
- Logo: 1.75" wide x 2.25" high

### Website

- Promotional message and image
  - Custom web page with contact information
  - Ability to link your YouTube Video to your listing
  - Register at our self-service portal  
[marketplace.americamagazine.org](https://marketplace.americamagazine.org)
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## CONTACTS

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