



Daniel Jones, New York Times "Modern Love" editor and author of Love Illuminated.

American Society of Journalists and Authors Educational Foundation – Partnership Opportunities



Educational Foundation

Fuel the freelancers who create top content

For almost 70 years, the members of the American Society of Journalists and Authors have been at the forefront of independent writing, delivering news, information, and books on the leading issues of the day. Now numbering close to 1300, ASJA professionals provide information that enlightens and influences opinion; improves lives; and drives personal decisions.

ASJA's members work for all facets of the nation's media and nonfiction writing arenas, including magazines and journals, radio, television, online media, newspapers, corporate communications, content on every platform, and nonfiction books on every subject.

Editors and custom content publishers hire ASJA members because they are proven professionals with the entrepreneurial flexibility to work within any media framework or format.

The professional freelance writers who are ASJA members:

- **have published more than 5,000 books, including *New York Times* bestsellers.**
- **are followed on Twitter by hundreds of thousands of fans.**
- **deliver quality content to nearly every mainstream and specialty media outlet hiring independent journalists**
- **host more than 350 blogs on topics from money to sex to sports to family to politics to travel to ...**

Words transform the world.

Professional freelancers create those words.

You: Partner with ASJA and reach the writers who reach the world.

Top Writing Specialties

- ⊙ Business & Finance
- ⊙ Culture & Society
- ⊙ Families, Parenting & Children
- ⊙ Health & Medicine
- ⊙ Technology
- ⊙ Travel & Tourism
- ⊙ Women

Other Key Topics

Aging, Elderly & Retirement
Animals & Pets
Architecture
Arts & Entertainment
Auto Industry & Cars
Book Reviews
Current Affairs
Diet, Fitness & Nutrition
Education
Environment & Energy
Food & Dining
Gaming Industry
Housing & Real Estate
Home Improvement
International Affairs
Language & Communication
Law & Crime
Leisure & Recreation
Media
Military
Music
Nature & Wildlife
Parenting
Personal Finance
Politics
Psychology & Mental Health
Religion & Spirituality
Science & Technology
Self-Help
Social Issues & Trends
Sports
Telecommunications
Transportation
Urban Affairs
Writing & Publishing

ASJA Annual Writers Conference

A gathering of top freelance talent in NYC

Each year, more than 600 leading professional nonfiction writers attend the **ASJA Annual Writers Conference** in New York City. They seek fresh article and book ideas, a new crop of reliable sources, new tools and resources for their business, and networking opportunities.

Joining these writers are scores of the most influential leaders in media, including editors, content curators, agents, publishers, corporate communications directors, social media managers and public relations professionals who come to meet and hire the writers they need.

Over just the past few years, ASJA has hosted leaders from *The New York Times*, McMurry/TMG, Dow Jones Content Lab, Twitter, LinkedIn, Audible, Amazon.com, Fortune.com, *Slate*, *Bon Appétit*, Atavist, Contently, *Vanity Fair*, *New York*, *The New Republic*, Federated Media, Scripted, *Sports Illustrated*, Simon & Schuster's Atria Books, Donald Maass Literary Agency, G.P. Putnam's Sons, and many, many more.

Educational Foundation Partners enjoy great visibility and presence at this leading industry event, closely interacting with writers, speakers, and attendees over two full days. Your partnership with ASJA brings your message directly to the writers you want to reach.



Jennifer Finney Boylan

"Access to highly relevant conferences through ASJA has helped me land new assignments, find mentors and develop my career."
- Genevive Bjorn, science writer, TheDailySmell.com



Partner with the ASJA Educational Foundation

An annual partnership with the ASJA Educational Foundation positions your organization as a prime point of contact with independent writers around the country.

"We are proud to support the ASJA Educational Foundation. Thank you for more than 15 great years of working together!"

- Patrick J. Malloy, Barnes & Noble Booksellers, Corporate & Institutional Sales

Building credibility with ASJA members is building credibility with readers of blogs, social media content, articles published by nonprofits and companies, custom content distributed by associations, and other new forms of publishing. Partners at every level get terrific interactivity and visibility at the Annual Writers Conference, regional conferences, and with the entire Educational Foundation community through regular communications to more than 5,000 active professional and aspiring nonfiction writers. In addition, your support contributes to ASJA's programming, ensuring a strong independent media now and into the future.

Our benefits program is designed to give our partners flexibility in choosing the marketing avenues that best create lasting relationships with our conference attendees and members. We look forward to building a custom package with you.

	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Annual Conference Recognition							
Presenting Partner title	✓						
Top billing on all conference materials	✓	✓					
Content Partner (produce a workshop)	✓	✓	✓	✓			
Host of selected conference scheduled event	✓	✓	✓	✓	✓	✓	
Client Connections participation	✓	✓	✓	✓	✓	✓	
Conference passes	25	20	12	8	4	2	
Promotional insert in conference bags	✓	✓	✓	✓			
Collaborative Social Media Plan							
Number of dedicated content Tweets	10	8	6	4	2	1	
Number of dedicated Facebook page content posts	5	4	3	2	1	1	
Number of "Sponsor Highlights"	5	4	3	2	1	1	

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	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000
Recognition on Conference Websites							
Logo recognition on conference homepage	✓	✓	✓	✓	✓		
Description of organization on sponsor page	✓	✓	✓				
Logo recognition on sponsor page w/link	✓	✓	✓	✓	✓		
Name on conference sponsor page						✓	✓
Recognition on ASJA Website							
Logo recognition on ASJA Foundation homepage	✓	✓	✓	✓	✓		
Name on ASJA Partners page						✓	✓
Public Relations Opportunities							
Name listing and link in press releases	✓	✓	✓				
Name listing in press releases	✓	✓	✓	✓	✓	✓	
Quote in select press releases	✓	✓	✓				
Recognition in ASJA Magazine							
Full Page Ad	✓	✓	✓				
Half Page Ad				✓			
Quarter Page Ad					✓	✓	
Content Partner (article about the industry)	✓	✓	✓	✓			
Listing on annual Partner recognition page	✓	✓	✓	✓	✓	✓	✓
Recognition in Conference Program Book							
Full Page Ad	✓	✓	✓				
Half Page Ad				✓			
Quarter Page Ad					✓	✓	
Conference Expo, two days							
Double Booth	✓	✓	✓				
Single Booth				✓	✓	✓	
Additional Relationship Benefits							
ASJA ShopTalk Content Partner	✓	✓	✓	✓			
Additional tailored benefits	✓	✓					
First right of refusal for 2016-2017 benefits	✓	✓	✓	✓			

2016 Annual Writers Conference
Change. Challenge. Opportunity.
May 20 & 21, New York City

Make the most of your partnership with one of these special recognition opportunities at the 2016 Annual Conference (some also available at regional events)

- **Keynote Address \$25,000**
ASJA brings premiere speakers to address attendees – challenging them, encouraging them to think in new ways, and inspiring them. Be a part of this exciting piece of content.
- **Client Connections \$7,500**
News and custom content editors, book agents, publishers, and editorial directors gather for this unique event to meet hundreds of writers and make connections for writing assignments. The story you read next month, or the book you read next year, may have been conceived at this event.
- **Annual Awards Program \$2,500 - \$10,000 (includes awards ceremony)**
Each year ASJA recognizes distinguished achievements in articles and books with awards presented at a gala evening during the Writers Conference.
- **Hospitality Lounge \$10,000 (may be shared)**
Interact with ASJA members and attendees in your hosted space.
- **Evening Receptions \$10,000/each**
2 opportunities, co-sponsorships available
- **Morning or Afternoon Coffee Break \$2,500/each**
Up to 4 opportunities
- **Personal Mentoring Program \$5,000**
ASJA members provide other writers expert career, writing, and publishing advice.
- **Educational Workshops Tracks \$5,000/each**
ASJA works with our sponsors to identify up to four educational sessions to acknowledge your support of the conference.
- **Conference Program Guide \$15,000**
Back cover full-page ad is reserved for the sponsor.
- **Wi-Fi & Technology \$10,000**
Your branded Wi-Fi connection helps attendees stay connected to each other and the rest of the publishing world.
- **Bags and Lanyards \$2,500**
Your logo on conference materials puts you front and center for attendees throughout the entire event. (Sponsor provides materials.)



Exhibit at the Annual Writers Conference

EARLY Rates (until March 1, 2016):

- Single Space \$ 650
- Double Space \$1150

Regular Rates:

- Single Space \$ 950
- Double Space \$1750

2016 Writers Conference at The Roosevelt Hotel, Exhibit Hours

Friday, May 20..... 8:00 a.m. until 6:00 p.m.

Saturday, May 21..... 8:00 a.m. until 6:00 p.m.

Each exhibit-table registration entitles you to:

- One or two skirted 6' tables, each with two chairs
- One conference registration



Exhibitors will receive host site information regarding additional exhibit materials. ASJA will not provide or cover the cost of equipment, electrical outlets, phone, or wired Internet. Additional representatives may register for \$200 each. Reservation and exhibit locations are allocated on a first-come, first-served basis.

Advertise at the Annual Writers Conference

Conference Bag Insert Advertising \$500 per item

Reach conference attendees by inserting a giveaway or literature into the event bags. Try flyers, brochures, t-shirts and logo items.

Program Book Display Advertising Rates:

- Full Page, full color (7.25" w x 9.5" h) \$1,500
- Full Page, b&w (7.25" w x 9.5" h) \$1,200
- Half page, b&w (7.25" w x 4.625" h) \$ 950
- Quarter-page, b&w (3.475" w x 4.625" h) \$ 650
- Business Card, b&w (3.125" w x 2" h) \$ 250

Other advertising opportunities: ASJA Weekly E-Newsletter

ASJA publishes a weekly industry e-newsletter distributed to 5,000 writers and media and publishing industry leaders. This newsletter has quickly become a top source of curated news for independent writers and those who hire them. For banner ad options and pricing visit:

<http://mk.multibriefs.com/mediakit/pricing/asja>

Current and Past Educational Foundation Partners Include:



Contact Us

Contact Alexandra Owens, ASJA Executive Director, at 212-297-2121 or director@asja.org, to discuss partnership opportunities. Learn more about ASJA and the Educational Foundation online at www.asja.org.