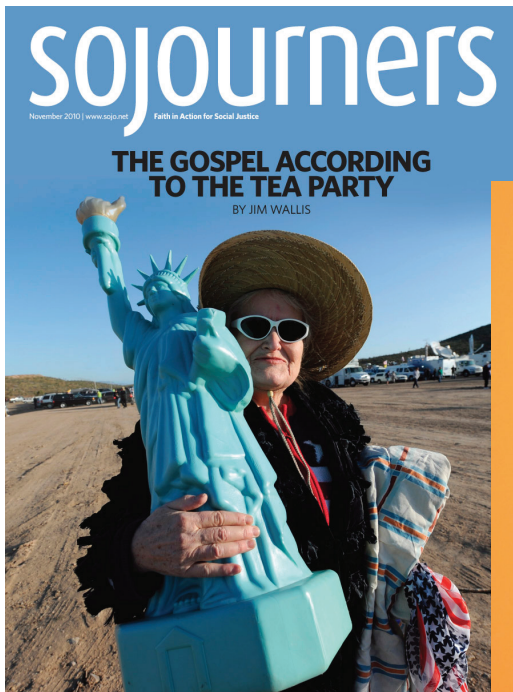


2011 Media Kit

SOJO



"More important today than ever before." —Bill Moyers, PBS

sojourners

Advertising Department

Kierra Jackson, Director of Advertising
Rachel Burton, Advertising Administrative Assistant
Alie Jones, Advertising Assistant
3333 14th Street NW, Suite 200, Washington, DC 20010
1-800-714-7474 • (202) 328-8757 (fax)
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2011 Media Kit

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2011 Media Kit

- ✓ **Responsive Ad Placements**
- ✓ **Dynamic Online Community**
- ✓ **Quality Mailing Lists**

OUR READERS RESPOND

Spiritually minded and culturally engaged: Sojourners readers respond. They actively make buying decisions that reflect environmental and social values. They're enthusiastic and committed—giving both time and money to political and social advocacy groups. Best of all, they tell other people what they're buying and doing to make the world a better place.

SOJOURNERS is an ecumenical and progressive organization reaching hundreds of thousands of well-educated and culturally engaged readers through our website, Sojo.net, online e-newsletters, and *Sojourners* magazine, an influential national voice exploring the crossroads of faith, politics, and culture.

Reach the progressive faith community here on a broader and deeper scale than you can anywhere else.

Sojourners magazine

For more than 35 years, our award-winning monthly magazine has inspired and engaged readers as it speaks biblical truth to power. **Total distribution: 35,000**

Online e-newsletters

Engaging our online community on a weekly and daily basis.

SojoMail: 200,000 subscribers

Weekly e-newsletter featuring reflections and commentary from Jim Wallis and friends.

Daily Digest: 26,000 subscribers

Summary of each day's top news stories.

Daily Verse and Voice: 33,000 subscribers

Scripture and compelling quotes.

Faith & Justice Connection: 6,000 subscribers (NEW)

A monthly e-newsletter for clergy members of our Faith & Justice Network.

Sojo.net

With its huge archive of material and daily updates, Sojourners' website is a nationally recognized place for networking, study, and action. Sojo.net is also home to the blog of Jim Wallis and friends, which can also be found at GodsPolitics.com.

Unique visitors: 100,000 monthly • Page views: 367,000 monthly

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Sojourners Awards of Excellence

Sojourners magazine

In 2008 and again in 2009, *Sojourners* was honored as the “Best In Class” by both the Evangelical Press Association and the Associated Church Press, an achievement that had never before been accomplished. These associations represent two very different constituencies, and yet each one recognized *Sojourners* as the top publication in its field. (2010 results are not yet in.)

Sojourners crosses boundaries and builds bridges, between people, issues, and movements—which is why it has been recognized as one of the most influential forces in Christian publishing.

Associated Church Press—Best in Class 2009, 2007, 2006, 2005, 2004

- 2009 – 14 awards, including six Awards of Excellence (first place)
- 2008 – 13 awards, including three Awards of Excellence
- 2007 – 17 awards, including seven Awards of Excellence
- 2006 – 16 awards, including eight Awards of Excellence
- 2005 – 12 awards, including three Awards of Excellence
- 2004 – 13 awards, including four Awards of Excellence

Evangelical Press Association—Best in Class 2009, 2008

- 2009 – 13 awards, including four Awards of Excellence (first place)
- 2008 – 9 awards
- 2007 – 11 awards
- 2004-2006 – Honored in 18 EPA categories

OTHER HONORS

In the past five years, *Sojourners* has also been honored for magazine excellence by the Independent Press Association, Folio, and the Utne Best of the Independent Press awards.

Sojourners Website: www.sojo.net

Associated Church Press

- 2007 – Best Publication Website
- 2006 – Award of Merit

2011 Media Kit

DEMOGRAPHICS

Sojourners Reader Profile

HIGHLY EDUCATED PROFESSIONALS

- Bachelor's degree or higher 85%
- Graduate degree..... 55%

AFFLUENT ADVOCATES

- Household income
- Less than \$20,000 5%
- \$20,000 to \$39,999..... 12%
- \$40,000 to \$59,999..... 18%
- \$60,000 to \$79,999..... 17%
- \$80,000 to \$99,999..... 13%
- \$100,000 to \$149,999 15%
- \$150,000 to \$199,999 5%
- \$200,000 to \$499,999 3%

- 86% have signed a petition in the last year
- 84% have written or called a politician in the last year
- 95% have made a financial contribution to a non-profit organization or cause in the last 12 months

CULTURAL CONNOISSEURS

- 92% have watched public broadcasting television in the last 12 months
- 92% have listened to public/listener-supported radio stations in the last 12 months
- 80% purchased between six and 100+ books last year
- 52% have traveled internationally in the last three years

CONSCIOUS CONSUMERS

- 72% think of themselves as progressive/liberal
- 98% have recycled products in the last 12 months
- 91% are interested in socially responsible investing
- 86% expressed a willingness to pay more for a product if it is fairly traded
- 58% participated in environmental groups or causes in the last 12 months

OCCUPATION

- Retired..... 20%
- Clergy/Church Staff 14%
- Private/Business Professional 17%
- Teacher/Academic/Administrator 13%
- Nonprofit/Faith-based/Humanitarian..... 11%
- Student 2%
- Government/Politician 4%
- Other 9%

TOP SOCIAL/POLITICAL CONCERNS

- Poverty
- War and peace

COMMUNITY TYPE

- Large city**35%
(100,000+ residents)
- Small city**23%
(less than 100,000 residents)
- Suburbs**24%
- Rural area**18%

- MALE**45%
- FEMALE**.....55%

AGE

- 35 and younger 12%
- 36 to 5022%
- 51 to 6544%
- 66+22%

2011 Media Kit

DEMOGRAPHICS

Online Activity

95% of Sojourners readers use the Internet EVERY DAY in an average month.

91% shopped online in the last six months.

90% made an online purchase or donation in the last six months.

TOP REASONS SOJOURNERS READERS USED THE INTERNET IN THE LAST 30 DAYS

E-mail.....	99%
Obtained latest news or current events.....	91%
Made a purchase for personal or business use.....	77%
Web surfing.....	74%
Conducted online banking	65%
Made personal or business travel plans	58%
Read a blog.....	60%
Obtained medical information.....	49%
Obtained financial information	46%
Visited a TV network or TV show's website	43%
Obtained sports news or information	42%
Listened to the radio.....	38%
Tracked investments	19%
Instant messenger.....	20%
Obtained information about real estate	20%
Played games online.....	21%
Looked for employment	21%
Did social networking (i.e., MySpace, Facebook).....	32%
Traded stocks/bonds/mutual funds	6%
Visited a chat room.....	4%

Source: Sojourners 2008 Readers Survey

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MAGAZINE

In *Sojourners* magazine, you'll find:

Hearts & Minds: *Sojourners* editor-in-chief Jim Wallis offers cutting-edge political and social analysis from his perspective as a nationally recognized progressive evangelical leader.

Editorials: Political commentary on current topics in church, society, and the world by leading thinkers and practitioners.

Letters: *Sojourners* readers respond to what they've read in our pages.

Features: Profiles, interviews, Bible studies, best practices articles, think pieces, essays, and reporting on the critical issues of the day from the perspective of faith.

Poetry: A well-crafted poem to inspire our readers on issues of faith and justice.

Eyes & Ears: Leading cultural commentator and *Sojourners* contributing editor Danny Duncan Collum keeps an eye on American culture at its best and worst.

Living the Word: Authors explore the links between personal faith and social transformation in this examination of weekly scripture readings used in most lectionary-based churches around the world.

The Hungry Spirit: *Sojourners* associate editor Rose Marie Berger fuses theology, spirituality, and our contemporary world, offering inspiration with an edge.

CultureWatch: Reviews of the best books, movies, music, and cultural trends that matter to today's Christians.

H'rumps: An award-winning monthly humor column in which *Sojourners* art director Ed Spivey Jr. pokes fun at the church, the world—and himself.

- PLUS:**
- To-the-minute info on how to save the planet from environmental writer-activist **Bill McKibben**.
 - Megachurch pastor **Dr. Joel Hunter** reflects on life on both sides of the sanctuary door.
 - Bulletins from the front lines of faith in American life, written by pop culture analyst **Cathleen Falsani** and Interfaith Youth Core founder (and Muslim activist) **Eboo Patel**.
 - **On Film:** Critic (and cinema lover) Gareth Higgins looks at the movies.

2011 Media Kit

MAGAZINE

Editorial Calendar 2011-2012

Sojourners Magazine

APRIL 2011

Environment/Climate Change

- Living rightly in God's garden, by Norman Wirzba
- A visit to Madison, Wisconsin's green monastery, by Betsy Shirley
- Reforming tax policy, by Chuck Collins
- Government and the reign of God, by Chuck Gutenson
- Theology, Bible, and water justice in the Middle East, by Doug Thorpe
- Why redistricting matters

MAY 2011

Special section on spring books

Special spring books section

- This year's best books on the Bible,
- Books that make a difference
- Plus: How nonviolent resistance works, by Erica Chenoweth
- An interview with Bernard Lafayette
- Sidebar: Carolyn McKinstry on the 16th Street Baptist Church bombing
- A Bible study on purity codes, by Alan Storey
- Photo Spread: Questscope project in Jordan

JUNE 2011

- How younger evangelicals are changing the church
- A profile of Rising Hope Mission Church, by Ed Spivey
- Making health care cost-effective, by Elizabeth Palmberg
- A Friend of the Family, by Lucy Green

JULY 2011

How to reduce drug violence

- Reduce drug violence: What works?
- Online activism: From Cleveland to Cairo, the Internet as a tool for social change
- What would Jesus do? A theological reflection on torture
- What does humor have to do with health?
- The importance of celebrations

AUGUST 2011

The Girl Effect

- The "girl effect" in the new South Africa, by Kimberly Burge
- How churches are leading campaigns against gun dealers
- An environmental success: Garden boxes in Juarez
- Attacks on Christians worldwide

SEPT-OCT 2011

Education focus

Sojourners 40th anniversary issue, with a special focus on education reform

- Seminaries that are making a difference
- Plus: Stories of Christians and Muslims working together
- How Heartsong church welcomed its Muslim neighbors
- How has the country, and the world, changed since Sept. 11, 2001?
- And: An environmental experiment in Georgia, by Melissa Aberle-Grasse

NOVEMBER 2011

Exceptionalism

American exceptionalism

- Memoirs of a life in the movement, by Rosemary Freeney Harding
- The changing nature of evangelical mission trips
- An interview with Jordanian peacemaker Father Nabil D. Haddad, by Jeannie Choi

DECEMBER 2011

Making Housing Affordable

- 12 pathways to affordable housing: Models that work
- A Bible study, by Wes Howard-Brook
- Can Christians work in the military-industrial complex?

2011 Media Kit

MAGAZINE

Sojourners Magazine Advertising Rates

Monthly Rates	Open	3X	6X	9X	11X
2-page spread	\$3,500	\$3,200	\$2,800	\$2,500	\$2,350
Inside or back covers	\$2,590	\$2,444	\$2,180	\$1,904	\$1,628
Full page	\$2,390	\$2,122	\$1,835	\$1,605	\$1,375
2/3 page	\$1,950	\$1,725	\$1,541	\$1,352	\$1,156
1/2 page	\$1,525	\$1,329	\$1,179	\$1,035	\$886
1/3 page	\$1,150	\$950	\$840	\$736	\$633
1/6 page	\$650	\$558	\$495	\$432	\$374
1/9 page (Marketplace)	\$365	\$310	\$276	\$242	\$207

Classifieds \$2 \$1.80 \$1.60 \$1.40 \$1.20
Per word (17-word min.)

Ad placement in the first half of the magazine is guaranteed for an additional 15% charge.

INSERTS (call for pricing) **SUBSCRIBER LIST RENTAL:** \$90/thousand

Mechanical Requirements

Magazine Full Page 8 3/16" x 10 7/8" (trim size). Please add 1/4" for bleeds.

<p>Full page 8 3/16" x 10 7/8" trim size</p>	<p>2/3 page 4 5/8" x 9 3/4"</p>	<p>1/2 page horizontal 7 5/16" x 4 7/8"</p>	<p>1/2 page 3 3/4" x 9 3/4"</p>
<p>1/3 page (vertical) 2 5/16" x 9 7/8"</p>	<p>1/3 page (square) 4 7/8" x 4 7/8"</p>	<p>1/6 page 2 5/16" x 4 7/8"</p>	<p>1/9 page 2 1/4" x 3"</p>

2011 Media Kit

MAGAZINE

Ad Copy Specifications

Sojourners uses direct-to-plate technology. Please supply artwork in accordance with these guidelines:

- Preferred: As a TIFF or PDF/X-1A file, at 266 dpi. Specify all colors as a standard process color (CMYK).
- We do not accept: film negatives, low-resolution print-outs, or desktop publishing files.
- Bleed ads are accepted at no additional charge. To calculate bleed size, add 1/4" over magazine trim size (8 3/16" x 10 7/8") to each side where bleed occurs (except gutter).
- Additional production charges will be invoiced at cost for supplied materials requiring sizing to standards or mechanical labor, conversion to CMYK, substitution for missing fonts, etc.

SENDING YOUR AD COPY: Whenever possible, we prefer to receive your advertisement via email. Please contact your ad representative for the appropriate email address. In an emergency, materials can be submitted to advertising@sojo.net. Please clearly indicate the name of your organization and the publication for which your advertisement is intended so our production staff can make sure it arrives at the appropriate location.

If you have problems emailing your ad copy, please upload to our FTP server at www.sojo.net/advertising/upload. Once uploaded, notify your ad representative that your upload is complete. Please clearly indicate in the title of your file the name of your organization and the publication for which your advertisement is intended so our production staff can make sure it arrives at the appropriate location.

Sojourners Magazine Schedule of Deadlines

Issue	Reservation	Closing	Mail Date
April 2011	1/28/2011	2/4/2011	3/11/2011
May 2011	3/4/2011	3/11/2011	4/8/2011
June 2011	4/1/2011	4/8/2011	5/6/2011
July 2011	5/6/2011	5/13/2011	6/10/2011
August 2011	6/3/2011	6/10/2011	7/12/2011
September-October 2011	7/1/2011	7/8/2011	8/5/2011
November 2011	8/24/2011	9/2/2011	9/30/2011
December 2011	9/30/2011	10/7/2011	11/4/2011
January 2012	10/28/2011	11/4/2011	12/6/2011
February 2012	11/21/2011	12/2/2011	1/3/2012

2011 Media Kit

ONLINE

E-Newsletter Rates

SOJOMAIL

A weekly e-newsletter featuring reflections and commentary from Jim Wallis and friends.

Per Issue Rates	Open	4X	8X
Premium slots #1-3* (300 x 250)	\$650	\$600	\$565
Random placement (300 x 250)	\$525	\$445	\$365
Text link ad (35 words max.)	\$155	\$130	\$110

* Premium slots available on a first come, first serve basis.

DAILY DIGEST

Sojourners' summary of each day's top news stories.

Per Week Rates	Open	4X	8X
Sponsorship	\$1200	\$1050	\$950
Graphic ad	\$625	\$500	\$400
Text link	\$155	\$130	\$110

DAILY VERSE AND VOICE

Daily scripture readings and compelling quotes selected by Sojourners. Go to subscribers' inboxes daily.

Per Week Rates	Open	4X	8X
Sponsorship	\$1200	\$1050	\$950
Graphic ad	\$625	\$500	\$400
Text link	\$155	\$130	\$110

SOJOMAIL A weekly e-mail-size of spirituality, politics, and culture
SUPPORT SOJOURNERS | GET THE MAGAZINE | ADVERTISE

QUOTE OF THE WEEK

No one person will succeed him. You'll see a broader group of leaders with their own contributions, but not a narrow band... [but] anyone who thinks evangelicals are going away as a social force is smoking something illegal.

- Richard Land, President of the Southern Baptist Convention's Ethics and Religious Liberty Commission, when asked about who will succeed James Dobson as the leader of the Religious Right. Dobson announced his resignation as board chair of Focus on the Family last week. (Source: *The Washington Times*)

* Sign up to receive "Verse and Voice" - our daily quote and Bible verse e-mail

HEARTS & MINDS
by Jim Wallis



Our Moral Audit of the Budget

SOJOURNERS Get a free issue of Sojourners

Four years ago, faced with a disastrous federal budget proposal, Sojourners coined a phrase, "budgets are moral documents." That phrase has now entered the common lexicon, but it remains our fundamental principle. Budgets reflect the values and priorities of a family, church, organization, city, state, or nation. They tell us what is most important and valued to those making the budget. So, it is important that we do a "values audit" of President Obama's proposed budget, a "moral audit" of our priorities. Who benefits in this budget, what things are revealed as most important, and what things are least important? America's religious communities are required to ask of any budget: what happens to the poor and most vulnerable -- especially, what becomes of the nation's poorest children in these critical decisions?

The values of the American people should also be applied to the budget, e.g. fairness (everyone paying their fair share); opportunity for all Americans; fiscal, personal, and social responsibility; balancing important and different priorities; defining security more broadly than just military considerations, as it is related to economic and family security too; compassion and protection for the vulnerable; building community; and upholding the common good.

ADVERTISERS

Slot #1
300 x 250

Slot #2
300 x 250

Slot #3
300 x 250

VERSE and VOICE Daily scripture and compelling quotes
SUPPORT SOJOURNERS | GET THE MAGAZINE | ADVERTISE

verseoftheday

Then Peter came and said to him, "Lord, if another member of the church sins against me, how often should I forgive? As many as seven times?" Jesus said to him, "Not seven times, but, I tell you, seventy-seven times."

- Matthew 18:21-22

voiceoftheday

We are all bound up together in one great bundle of humanity, and society cannot trample on the weakest and feeblest of its members without receiving the curse in its own soul.

- Frances Ellen Watkins Harper, Proceedings of the Seventh Women's Rights Convention (1866).

what's new on the God's Politics Blog

A Balanced View of Government (by Donald Miller)

Video: How to Make Radical Valentine's (by Joanne Choi)

Friendship Across Faiths: Communion and Civil Disobedience on the U.S.-Mexico Border (by John Farnest)

Jesus and Justice Always Start a Plea to Youth Pastors Making Out with Empire (by Jarrod McKenna)

+ See more of what's new on the God's Politics Blog

advertisements

Summer for the Spirit:
A Season of Spiritual Nourishment and Growth

Including:

Rev. Elizabeth Ford-Fried
Rev. Dr. Lisa E. Orszul
Dr. Christine Valera Painter
Dr. Elizabeth Drescher
Miss Nancy Nickel!

Summer sessions beginning July 10th, 2009

CALL www.csb.edu/center_summer

MOBILIZATION TO END POVERTY

SPEAKERS
Alicia Torres Fleming

click here to register

April 26-29, 2009 Washington, D.C.
hosted by SOJOURNERS sponsored by World Vision

Get a faithful perspective on the Economic Crisis with Sojourners' new Discussion Guide - Faith and Finances: Christians and the Economic Crisis. Get your 4-part, downloadable resource today.

2011 Media Kit

ONLINE

Sojo.net Rates

Sojourners' well-trafficked website, with millions of visits per year.

Sojo.net Rates	60k impressions	100k	200k
Run of Site (120 x 500)/CPM	\$10	\$8	\$6

GOD'S POLITICS BLOG RATES

Godspolitics.com is Sojourners' blog for up-to-the-minute dialogue on faith and politics, with Jim Wallis and friends.

	60k impressions	100k	200k
Leaderboard (728 x 90)/CPM	\$12	\$10	\$8
Island (300 x 250) /CPM Skyscraper	\$10	\$8.5	\$6

SECTION SPONSORSHIPS

	Term	Rate
Sojo.net Home Page Exclusive (728 x 90)	Weekly	\$1,250
God's Politics Blog Exclusive (728 x 90 and 300 x 250)	Weekly	\$1,250

A section sponsorship for Sojo.net includes exclusive placement on the home page for one month plus run of site ads (not including God's Politics blog).

A section sponsorship for the God's Politics blog includes exclusive placement in the top 728 x 90 Leaderboard space and the top 300 x 250 Island space for the duration of one week.

HELPFUL HINT: With the exception of Section Sponsorships, Web banner ads are sold on a cost-per-1,000 (CPM) basis. CPM is the cost-per-1,000 displays of an ad. For example, if you purchase 60,000 impressions at \$12 CPM, the total cost is \$720.

Sojo.net inside page

The screenshot shows the Sojo.net website interface. At the top, there's a navigation bar with 'SOJOURNERS faith, politics, culture' and search options. Below the navigation, there are several content blocks: 'GET EMAIL UPDATES', 'GOD'S POLITICS BLOG' with a featured article 'What Makes Liberals and Conservatives Angry?', 'THE MAGAZINE' section, 'FAITH IN ACTION' with a featured article 'Support Development, Not Escalation, in Afghanistan', and 'RESOURCES'. A large '120 X 500' banner is visible on the left side of the page.

Sojo.net home page sponsorship

The screenshot shows the Sojo.net home page. A prominent banner space is labeled '728 x 90'. Below the banner, there are several content sections: 'GOD'S POLITICS BLOG' with a featured article 'Values at Odds', 'THE MAGAZINE' section, and 'FAITH IN ACTION' with a featured article 'Peace and Civility'. The page layout is clean and organized, with clear navigation and content sections.

Godspolitics.com sponsorship

The screenshot shows the Godspolitics.com website. A banner space is labeled '728 x 90' and an island space is labeled '300 X 250'. The page features a 'GOD'S politics' logo and a featured article 'What Makes Liberals and Conservatives Angry?'. There are also sections for 'SIGN UP', 'GOD'S politics top ten', and 'GOD'S politics' logo. The page layout is designed to highlight key content and sponsorship opportunities.

2011 Media Kit

ONLINE

Reach Clergy Online

Special ad package for \$425 includes:

300 x 250 banner ad in the Faith & Justice Connection e-newsletter

- Goes to 6,000 subscribers
- Monthly e-newsletter, designed to give clergy tools for going deeper on social justice issues
- Each issue includes a feature article, tips for congregational action steps, and links to resources and relevant thought pieces on the issues

10,000 ad impressions on God's Politics Blog

- Banner ad size is same as FJC e-newsletter, 300 x 250

Schedule of upcoming issues of the Faith & Justice Connection

Month	Launch Date
February	February 15, 2011
March	March 15, 2011
April	April 19, 2011
May	May 17, 2011
June	June 14, 2011
July	July 19, 2011
August	August 16, 2011
September	September 20, 2011
October	October 18, 2011
November	November 15, 2011
December	December 20, 2011

2011 Media Kit

Online Ad Copy Specifications and Closing Deadline

SENDING YOUR AD COPY

Whenever possible, we prefer to receive your advertisement via email or our FTP server. Please contact your ad representative for the appropriate e-mail address or FTP server information. In an emergency, materials can be submitted to advertising@sojo.net, but please clearly indicate the name of your organization and the publication for which your advertisement is intended so our production staff can make sure it arrives at the appropriate location.

DEADLINES

The deadline for online space reservations, materials, and payment is Wednesday noon prior to the week of publication.

AD COPY SPECIFICATIONS

Maximum file size: 40k

File type: Send image as a JPG or GIF file. We accept animated GIF images, but not Flash. All banners must have a border. No audio. You must send a URL for your image to be hyperlinked.

2011 Media Kit

TERMS AND CONDITIONS

Sojourners Advertising Mission Statement

Provide honest, ethical, and professional advertising expertise and solutions in support of three objectives:

1. Deliver innovative multimedia solutions to meet our advertisers' wide-ranging and ever-changing marketing objectives.
2. Present to our readers a broad spectrum of products and services deemed valuable and consistent with Sojourners' vision.
3. Develop, nurture, and grow a profit center to support the broader goals of Sojourners.

Sojourners Advertising Policy

Sojourners accepts advertising that is: (a) deemed valuable and inoffensive to our readers, (b) not inconsistent with the publications' objectives and editorial convictions, and (c) not incompatible with Sojourners' vision and mission.

1. All ads are subject to review and approval by Sojourners' director of advertising sales and/or the editors.
2. Sojourners may accept or reject advertising at its sole discretion at any time with full reimbursement being made and/or request that changes are made to the advertising copy or pictures/illustrations. Furthermore, the publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
3. Sojourners does not guarantee, warrant, or endorse any product, program, or service advertised, unless otherwise indicated.

Sojourners Advertising Terms and Conditions

General

1. It is the sole responsibility of the advertiser to comply with all legal requirements relating to the marketing and sale of products or services advertised. By providing such advertisements to Sojourners, the advertiser represents that they have done so.
2. *Sojourners* magazine advertisements are interspersed throughout the publication and positioning is at the sole discretion of Sojourners, with the exception of cover pages. Ads will appear in e-publications as per the terms of each contract.
3. Advertisements are accepted and published upon the representation that the agency and/or advertisers are authorized to publish the entire contents and subject matter thereof.
4. In consideration of Sojourners' acceptance of such advertisements, the agency and/or advertiser will indemnify and hold Sojourners harmless from and against any loss or expense resulting from claims and suits based in the contents or subject matter of such advertisements.

Payment

1. Full payment is due by the closing deadline (see closing schedules for each corresponding publication) with a signed insertion order to guarantee ad copy will run.
2. In the event of nonpayment, Sojourners reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment due to Sojourners.

Contracts

1. Cancellations must be submitted in writing and are not accepted after the reservation deadline. (See magazine schedule of deadlines on page 10. The reservation deadline for online ads is on Wednesday prior to publication.)

2011 Media Kit

TERMS AND CONDITIONS

2. Ads that CANNOT be cancelled once the reservation is confirmed include the following:
 - a. Cover pages in *Sojourners* magazine
 - b. Sojo.net month-long home page sponsorships
 - c. Godspolitics.com week-long sponsorships
 - d. SojoMail advertisements reserved in slots 1-3.
3. Advertising contracts must be fulfilled within one year from the first insertion. Frequency discounts are for contracted advertisers only and are not retroactive or transferable.
4. A “short-rate” billing will occur if a contracted advertiser does not complete a contracted frequency schedule. At that point, insertions that have been published at the contract rate will be recalculated at the frequency rate that has been earned, and the difference will be billed to the advertiser. Sojourners reserves the right to run contracted ads over again if not notified of copy changes, and to bill the advertiser accordingly.
5. All rates in the media kit are gross prices. Contracts will be drawn up as net to Sojourners.

Mistakes and Make-Goods

1. Sojourners is not responsible for typographical errors unless such an error was made by Sojourners’ production staff. Sojourners will only be responsible for returning the charge on the portion of the advertisement that was rendered useless. If a mistake occurs and is the fault of the publisher, remedies will be limited to whichever of the following options is appropriate:
 - a. Cancellation or reduction of relevant production charges
 - b. Insertion of a “make-good” advertisement in the next available issue
 - c. Cancellation of charges for the portion of the advertisement rendered valueless by the error.
2. The publisher will assume no other responsibility for mistakes and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes.

All advertisements published in Sojourners media outlets must conform to the conditions within this policy statement as interpreted by the director of advertising sales, the editors, and publisher.

All advertising correspondence should be sent to:

Sojourners Advertising Department

3333 14th Street NW, Suite 200, Washington, DC 20010

1-800-714-7474 • (202) 328-8757 (fax)

Email: advertising@sojo.net

Web: www.sojo.net/advertising

2011 Media Kit

FOR MORE INFORMATION

SOJO

Click on the following hyperlinks for additional information about advertising and demographic information about Sojourners readers according to category.

Advertising 101

Books and Study Resources (for Publishers and Authors)

Education

Advocacy and Mission Organizations

Fair Trade

Environmental Organizaions

Socially Responsible Investing

Media

Travel

Job announcements and volunteer postings