

JTA



JEWISH TELEGRAPHIC AGENCY

JTA IS...

The Jewish Telegraphic Agency (JTA) is American Jewry's trusted source of Jewish news. An independent news and syndication service for more than 100 years, JTA is now the flagship brand of 70 Faces Media, the largest nonprofit, nondenominational Jewish digital media organization in North America. We're governed by an independent Board of Directors and not affiliated with any specific branch of Judaism or political position.



●●● American Jewry's premier source of news, analysis and features on issues of Jewish interest and concern



●●● A syndication service for about 70 Jewish publications worldwide



●●● Committed to nonpartisan, credible reporting



●●● Used by Jewish news outlets from left to right, haredi to secular

70 Faces Media

Our six brands collectively draw 4.4 million monthly pageviews, reach 2.3 million users, include 190,000 e-newsletter subscribers and have 650,000 Facebook followers. Our videos have been viewed 72M times, and through JTA's newspaper syndication network, our content reaches more than 20 million eyeballs on five continents."



JTA is American Jewry's premiere Jewish news brand and syndication service—a source of credible, nonpartisan reporting for 70 client publications and millions of readers.

Video Views: 8.4M
Monthly Pageviews: 1.3M
Facebook Followers: 50K



MyJewishLearning is the web's leading pluralistic Jewish educational resource, a How To guide for Jewish life & living that gets more than 70% of its traffic from organic search.

Newsletter Subscribers: 87K
Monthly Pageviews: 2M
Facebook Followers: 140K



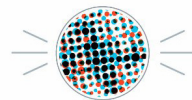
Kveller is a popular website and community for hundreds of thousands of parents —mostly Jewish moms—to share, celebrate and commiserate about raising kids through a Jewish lens.

Female Readership: 80%
Video Views: 38.1M
Facebook Followers: 140K



The Noshers is a Jewish food blog with a massive social media following that features an array of recipes, videos, food, news, and modern twists to classic dishes.

Video Views: 14M
Newsletter Subscribers: 87K
Facebook Followers: 370K



JEWNIVERSE

The Jewniverse is daily newsletter featuring extraordinary, inspirational, forgotten, and quirky dispatches from Jewish culture, tradition and history.

Newsletter Subscribers: 23K
Facebook Followers: 14K
Dispatches Produced: 3K



Alma is an up-and-coming online community at HeyAlma.com for millennial Jewish women to talk about careers, dating, spirituality and navigating the world as an adult.

Launch Year: Summer 2017
Facebook Followers: 1.8K
Newsletter Subscribers: 1.5K

Vital Stats

IMPACT



700K



Monthly unique visitors to JTA.org

1.3M



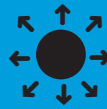
Monthly pageviews on JTA.org

20M



Eyeballs via client news sites and newspapers

70



Syndication partners (55 in US)

40K+



Daily newsletter subscribers

95 YRS



Fully digitized archives available for free

50K



Facebook followers

113K



Twitter followers

50M



Video views on 250+ videos across 70 Faces Media brands



OUR BEAT

JTA's journalism is high-quality, compelling, credible, nonpartisan, independent and original. Headquartered in New York City, JTA has staff journalists on the ground in Washington, New York, Los Angeles, Europe and Israel, and correspondents in more than a dozen countries worldwide.



- Coverage of all major news events affecting Jews, including on-the-ground stories from reporters around the world.
- About 500 pieces of original content per month.
- More than 80 holiday stories per year.
- A mix of breaking news coverage and in-depth reporting on politics, religion, features, arts & entertainment, business, food, etc.
- More than 800 full-length stories per year, including about 200 “evergreen” features.
- Videos on topics in the news (more than 75 per year).

GLOBAL PRESENCE

JTA's syndication network serves as a force amplifier and the central newsroom for Jewish media. JTA stories appear in publications in Jerusalem, Johannesburg, Melbourne, London, Toronto and US cities from LA to NY, Chicago to Miami.

70 Client publications

55 Clients in the US

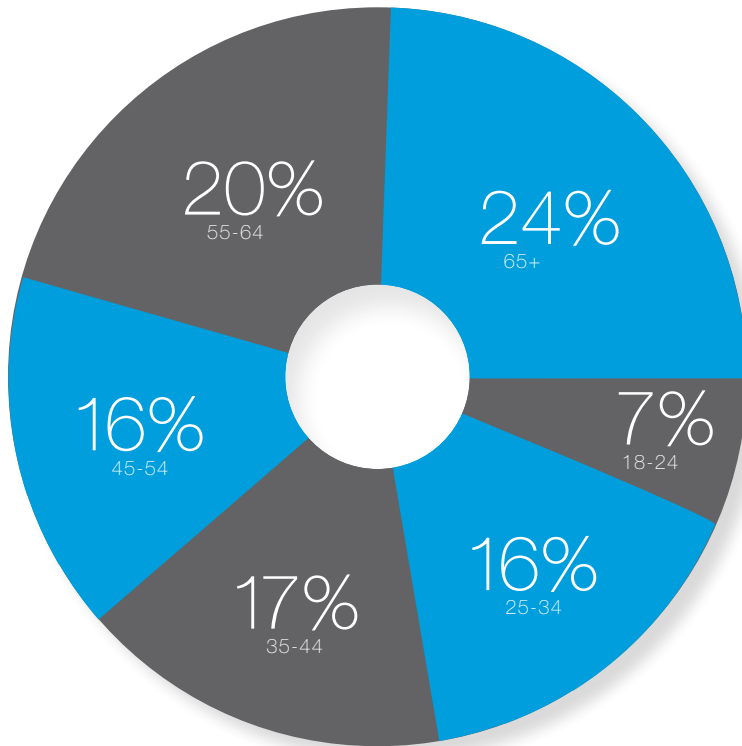
7 Countries on 5 continents



READERSHIP

Age of Readers

Approximately 50% of all JTA readers are between the ages of 25 and 54.



Support Jewish Organizations



Education

84% have an undergraduate degree

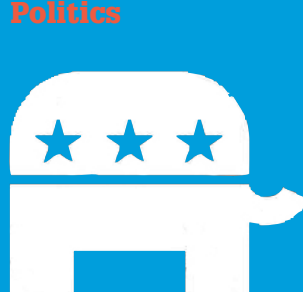
61% have also earned a graduate degree



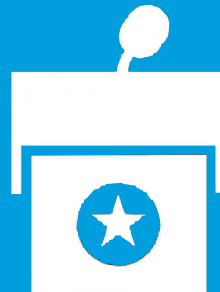
Religion

92% of users identify as Jewish

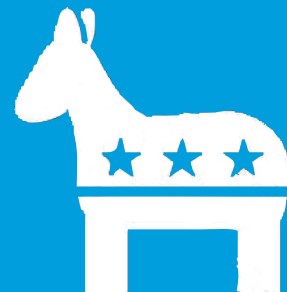
Politics



27%
Republican

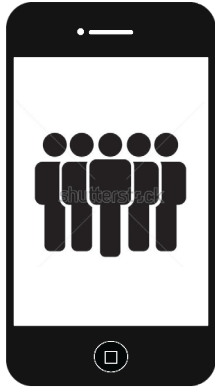


26%
Independent



43%
Democrat

Demographics



Social Use

33%
of visitors to JTA.org come through social media

Religious Observance



87% OBSERVE PASSOVER



43% KEEP KOSHER AT HOME

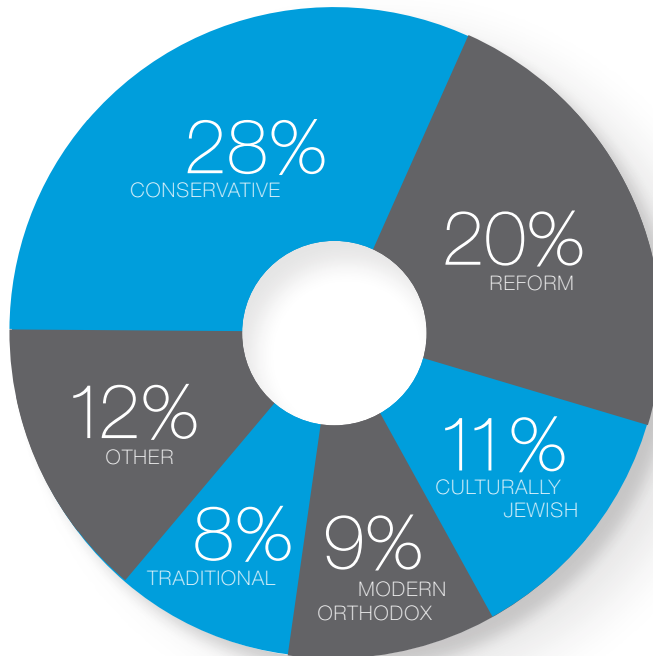


70% ATTEND SYNAGOGUE OTHER THAN HIGH HOLIDAYS

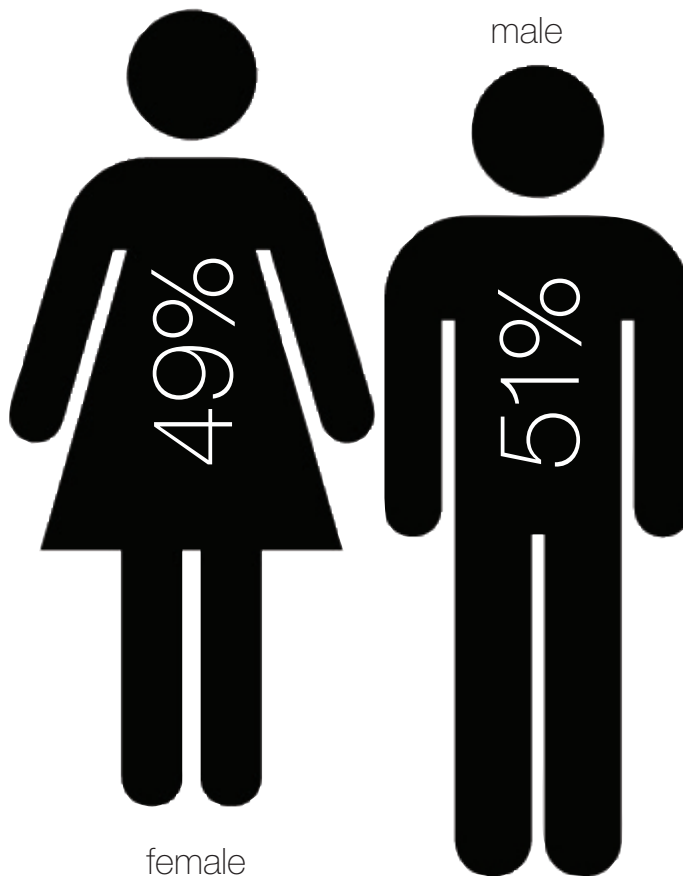


82% ATTEND HIGH HOLIDAY SERVICES

Religion Affiliation of Jewish Visitors



Readers by Gender



Income Distribution



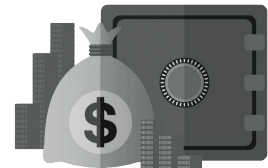
\$50k-\$99k

28%



\$100k-\$149k

19%



\$150k-\$250k

16%



\$250k+

14%

Insights from Our Reader Surveys



87% use what they read on JTA to influence discussions.

“ I like the authenticity of JTA, and I can rely on what’s being written and posted as true. ”

87%

feel more connected to Judaism or Jewish life when they read news from JTA.



“ It’s the AP of the Jewish people. ”

93% say JTA is different from all other Jewish publications.



89%

feel more connected to Jews in other parts of the world when they read JTA.

“ Nowhere else would I have such a thorough understanding of what’s going on with the Jewish communities, whether in the US or elsewhere. ”

93%

often find themselves reading JTA articles on topics they do not follow elsewhere.

95%

would recommend JTA.org to a colleague or friend.

“ We rely on JTA to feel connected to the diaspora, to feel connected to what’s happening in Israel, to keep tabs on the political climate. ”

“ Somebody’s got to report the basic facts. There’s still room for facts in our world. ”

“ Without JTA I would have to spend so much time getting the same information. ”

* Based on reader surveys and data from Google Analytics.


Email and Social Media Advertising

NEWSLETTER
AD
SLOT 1

JTA DAILY BRIEFING

OUR ROLE HAS NEVER BEEN MORE IMPORTANT. [SUPPORT JTA NOW](#)

Trump again blames both sides for deadly Charlottesville violence



"You have some pretty bad dudes on the other side also," the president reiterated.

[READ MORE »](#)

Device explodes on London train, at least 22 injured
British Jews said the blast, which was believed to have been a terrorist attack, strengthened their resolve to fight extremists.
[Read more »](#)

OUR ROLE HAS NEVER BEEN MORE IMPORTANT. [SUPPORT JTA NOW](#)

JTA100
94 YEARS AGO IN JTA

Jewish immigrants may be deported because their ships arrived seconds before new quota period
The 500 immigrants from Russia and Estonia who arrived in New York had to be counted in a quota that had already been filled.
[Read more »](#)

What We're Reading


- Israel found an unlikely buyer for its lab-grown meat: China (Quartz)
- Why are rabbis throwing away their shot to speak to Trump? (Daily Beast)
- Does Ionesco's 'Rhinceros' lose something in Yiddish translation? (Forward)

OUR ROLE HAS NEVER BEEN MORE IMPORTANT. [SUPPORT JTA NOW](#)

Advertise with JTA

Advertise your organization's announcements and opportunities in JTA's daily email. Special rates for long-term buys. Email advertise@jta.org for details.

[SUPPORT JTA NOW »](#)



NEWSLETTER
AD
SLOT 2

NEWSLETTER
AD
SLOT 3

EMAIL

Send a dedicated email to our lists:

////////////////////////////////////

E-BLAST TO DAILY NEWSLETTER SUBSCRIBERS: **40K recipients**

PRICE: **\$2,280**

.....

NEWSLETTER ADS

Get exclusive use of the 3 ad slots in our Daily Briefing newsletter

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SUN-FRI **\$880 per week**

.....

Email and Social Media Advertising

CO-BRANDED
FACEBOOK
POST


A Mother-child's relationship is possibly the purest relationship ever...

JTA News with National Gaucher Foundation.
Published by Li-Or Zaitzman · November 20, 2016

Did you know 1 in 10 Jews are a carrier for Gaucher disease? Get tested today.



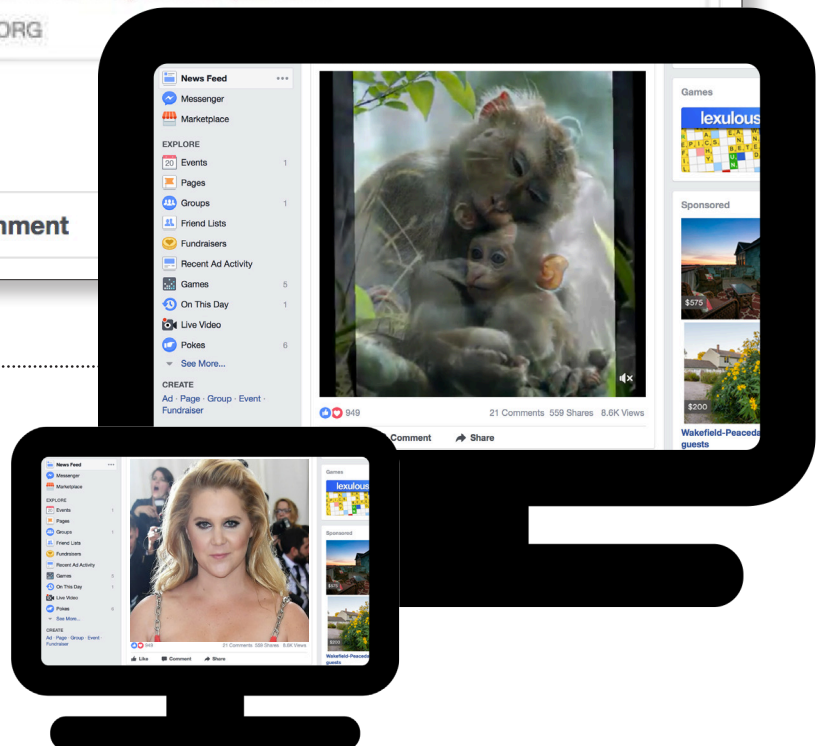
Genetic Carrier Screening - National Gaucher Foundation
Get tested today with no out of pocket expenses*.
GAUCHERDISEASE.ORG

👍❤️ 949
👍 Like 💬 Comment

SOCIAL MEDIA

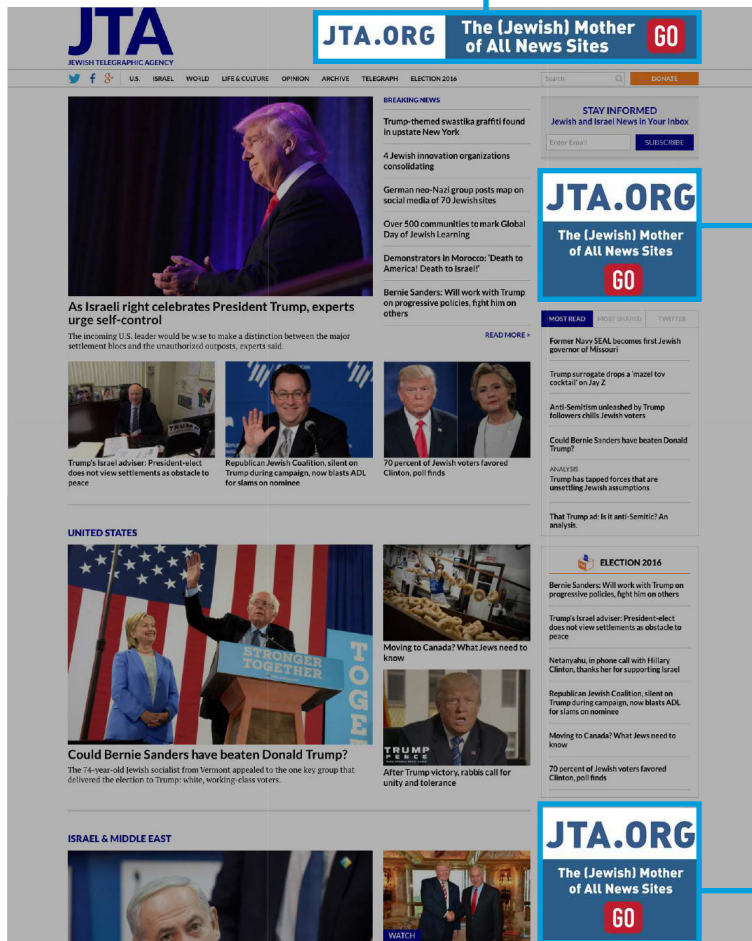
Use our Facebook channel (50,000+ followers) to reach new audiences.

\$500 PER POST (includes \$50 in boosting)



Ad Positions

Leaderboard



Banner and display ads on JTA.org are sold on a CPM basis. Clients are expected to provide their own creatives. We offer geotargeting down to the zip code level. We do not provide editorial targeting.

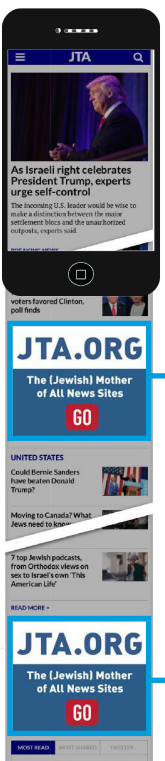
Leaderboard **\$8 CPM**
(728x90)

Mobile Super Leaderboard **\$8 CPM**
(320x100)

Medium Rectangle **\$8 CPM**
300x250

CPM MARKUPS
Geotargeting **+50%**
Holiday Periods **+25%**

Medium Rectangle



HOLIDAY CALENDAR 2017/'18

<p>Hanukkah December 13 - 20, '17</p> <p>Purim March 1, 2018</p> <p>Passover March 31 - April 7</p> <p>Shavuot May 20 thru 21</p>	<p>Holocaust Remembrance Day April 12</p> <p>Israeli Independence Day April 19</p>	<p>Rosh Hashanah September 10 - 11</p> <p>Yom Kippur September 19</p> <p>Sukkot September 24 - October 2</p> <p>Hanukkah December 3 - 10</p>
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REACHING OUR AUDIENCE

Native content offers a unique way to leverage JTA's brand strength, syndication reach, and journalistic expertise to engage a broad audience not necessarily reachable through traditional advertising. This is an excellent way to share with JTA's large audience the full breadth of stories your institution wants to tell.

SPONSORED CONTENT

WHAT IS IT?

Stories produced and published by JTA designed to promote your institution's goals while engaging readers with content that employs the storytelling tone and style of journalism (but labeled as sponsored).

HOW IS IT PRODUCED?

JTA brainstorms the story ideas with you, experienced journalists produce the stories and you get pre-publication review.

PROMOTION/DISTRIBUTION

● Article is published in perpetuity on JTA.org (homepage placement guaranteed for 24 hours)

● All sponsored stories are promoted on JTA's Facebook feed (\$50 paid boost included)

● Your piece is included in JTA's Daily Briefing newsletter

● Stories are syndicated to JTA's 70 clients

PRICE: \$3,590 per story (bulk discounting if you purchase 5, more if you purchase 10)

LOOK & FEEL OF A JTA ARTICLE BUT INCLUDES A "SPONSORED" LABEL



STORY INCLUDES A TAGLINE AT THE BOTTOM THAT CONTAINS A LINK TO THE CLIENT URL OF CHOICE

NO JTA DATELINE

Native Content

PAID POSTS

WHAT IS IT?

Paid posts are content posts created by clients and published unedited on JTA.

HOW IS IT PRODUCED?

You produce the content, and we distribute it on our channels, with a look & feel and labeling that makes clear it is client-produced content.

PROMOTION/DISTRIBUTION

- Article is published in perpetuity on JTA.org (homepage placement guaranteed for 24 hours)

- All Paid Posts are promoted on JTA's Facebook feed (\$50 boost included)

- Your piece is included in JTA's Daily Briefing newsletter

- Stories are syndicated to JTA's 70 clients

PRICE: \$1,450 per post

JTA
JEWISH TELEGRAPHIC AGENCY

NOW OPEN
SEE WHAT'S NEXT

SUBSCRIBE

U.S. ISRAEL WORLD LIFE & CULTURE OPINION ARCHIVE TELEGRAPH

PAID FOR BY
AMERICAN ASSOCIATES
Ben-Gurion University
of the Negev

Making science fiction come to life in the BGU robotics lab.
(Ben-Gurion University of the Negev)

PAID POST
An Israeli R2D2?

manipulation, collaborative functioning and learning. This type of robotics research is underpinned by computational neuroscience, psychological and physiological approaches. These robots are helping the elderly or injured walk, helping the paralyzed communicate, assisting surgeons, and driving autonomous vehicles.

"Ben-Gurion University is developing robots to benefit humans and improve the safety and security of Israel and the world," says Amir Shapiro, head of BGU's Robotics Lab in the Department of Mechanical Engineering.

The ABC Initiative is supported by the Leona M. and Harry B. Helmsley Charitable Trust.

Together with supporters, AABGU is helping Ben-Gurion University of the Negev foster excellence in teaching, research and outreach to the communities of the Negev, sharing cutting-edge innovation from the desert for the world. Visit aabgu.org to learn more.

(This is a paid post. JTA's editorial team had no role in its production.)

health care to agriculture and service industries, improving speed, quality and cost. Thanks to a major initiative in robotics research coming out of Israel, the technology is only getting better.

Robots will soon be endowed with "intelligent" behavior, inspired by biological models and human behavior. They will be able to continuously adapt anew, be capable of performing under unforeseen conditions, and will have capacities well beyond those of current robotic systems.

Ben-Gurion University of the Negev's ABC Robotics Initiative promises to generate the advancements you'd expect from one of the world's most innovative research institutions. The goal is to focus on multidisciplinary, application-oriented research and the development of autonomous robotic systems in areas that solve medical, agricultural and industrial challenges.

"Robots require humanlike cognitive capabilities to successfully enter real-world settings and cope with dynamic and unstructured human environments," says Prof. Yael Edan, founder and director of the initiative and a member of BGU's Department of Industrial Engineering and Management. "This requires robots to be equipped with advanced perception and dexterity, as well as the ability to adapt to changing conditions and to efficiently learn new tasks."

Robots are being equipped with specific physical and behavioral characteristics to make interaction with humans comfortable and natural. Development criteria include innovation, multidisciplinary collaboration between faculty members, and international

**LOOK & FEEL DIFFERS FROM
STANDARD JTA AND CARRIES
PAID POST LABELING**

Native Content

UNDERWRITTEN CONTENT

WHAT IS IT?

Underwritten Content is stories created by JTA staff and published by JTA in the subject area of your choice.

HOW IS IT PRODUCED?

You choose a broad area of JTA editorial coverage to support. JTA produces the stories with complete editorial independence: JTA retains sole discretion over individual story topic selection, you do not get pre-publication story review and you cannot interfere with the JTA editorial process. The stories may carry a tagline noting the funder.

PROMOTION/DISTRIBUTION

- Article is published in perpetuity on JTA.org (homepage placement guaranteed for 24 hours)

- All underwritten stories are promoted on JTA's Facebook feed (\$50 boost included)

- Your piece is included in JTA's Daily Briefing newsletter

- Stories are syndicated to JTA's 70 clients

PRICE: \$2,800 per story (Min. 3 stories required. Bulk discounting available.)

NO SPECIAL LABELING

JTA
JEWISH TELEGRAPHIC AGENCY

HELP JTA
COVER THE BIG STORIES OF ELECTION 2016

U.S. ISRAEL WORLD LIFE & CULTURE OPINION ARCHIVE TELEGRAPH ELECTION 2016

New and improved Jewish camps for our Gilded Age

By Victor Wishna | February 29, 2016 1:30pm 223 SHARES

... it's a plane ... it's the new "trapeze center" at Camp Modin, the oldest Jewish summer camp in New England and the inspiration for the movie "Wet Hot American Summer." (Courtesy of Camp Modin)

(JTA) — At the oldest Jewish summer camp in New England, you can hike, swim, sail — and now fly through the air with the greatest of ease.

The **Camp Modin** "trapeze center" is the first of its kind in North America, a "revolutionary" design with a

pursuing it."

(JTA's special section on camps, made possible with funding from the Foundation for Jewish Camp, examines trends affecting Jewish overnight camps.)

JTA DATELINE APPEARS ON STORY

STORY MAY CARRY OPTIONAL TAGLINE AT BOTTOM IDENTIFYING SPONSOR AND WITH A LINK TO A URL OF CLIENT'S CHOICE

Native Content

SPONSORED VIDEOS

“I WANT TO WORK SO BADLY. WORDS CANNOT DESCRIBE IT. WHEN I COME HERE I FEEL LIKE A DIFFERENT PERSON.”

– ROSA BARR, YACHAD GIFTS TRAINEE.

JTA News with Orthodox Union.
Published by Li-Or Zaltzman [?] · February 16 ·

Yachad Gifts gives individuals with disabilities vocational skills and real workplace experience. It's all part of YACHAD NJCD's nationwide work on disability inclusion and advocacy.

18K Views

Like Comment Share

Larry Pisahov, Yachad Gifts and 410 others

96 shares 19 Comments

Barbara Berman Disner This is great. Trump will probably close it down.
Like · Reply · Message · 1 · February 16 at 4:55pm

Darrell Davidodetchenstein I LOVE this to NO END!!!! 😄😄😄😄😄😄
Like · Reply · Message · 1 · February 16 at 5:01pm

Related Videos

ISRAEL'S REBIRTH
1st Jewish State 1000 - 586 B.C.E. 3rd Jewish State - Israel 1948 - present day

World Jewish Congress
Israel's legitimate birth certificate: Alan Dershowitz
5:25 · 260,158 Views

JTA News
Jewish woman in iconic World War II Times Square kiss photo di...
1:10 · 178,927 Views

People You May Know See All

John Fellows
1 mutual friend
Add Friend

Ruth Dayan
103 mutual friends
Add Friend

Friend Requests See All

Yosef Kalatsky
7 mutual friends
Confirm Friend



- Videos optimized for Facebook viewing



- Length: 1-3 min.



- Text overlays so video can be consumed w/out audio – on phone during commute, on desktop at work, etc.



- Paid boosting applied

Creative materials must be submitted one full business day before campaign launch. Animated creatives must be sent two days before campaign launch due to increased testing pre-launch. Banner ads are served through DFP (Double Click for Publishers), and E-Blasts and Newsletters through Maropost.



DEDICATED EMAIL + EBLAST SPECS



If your email consists of a simple image:
Message dimensions: Message must be 600 pixels wide, and can be 600 to 1600 pixels tall. JPG / PNG / GIF format (no animated GIFS), 72 DPI, RGB Color, 1MB Max.

- Your chosen subject line and super-subject line The URL / link you'd like us to direct to [custom tracking links welcome, except for redirects]
- If your creative is HTML based: Clients are expected to host their own images
- Creative must conform to best-practices from MailChimp (notably no CSS)

BANNER ADS



We serve our ads through DFP for Small Business. For all sites, basic images ads should meet these specs: JPG / PNG / GIF format, 72 DPI, RGB Color, 1MB Max.

- Please also provide which URLs to link.
- The following ad-sizes are available on JTA: 300x250; 728x90; 320x100.
- Multiple-creatives per position are permitted: FLASH ADS / SWF / HTML5: Please note that DFP no longer supports Flash (SWF). If a client wants to serve animated creative through 70 Faces Media accounts, files cannot exceed 1MB, must be GIF or HTML5 and creative materials are expected two business days before campaign launch at a minimum.

SPONSORED FACEBOOK / TWITTER / SOCIAL MEDIA POST



- Provide a URL, as well as any tagged pages / hashtags you'd like mentioned or included in the post
- Provide any geographic targeting you would like us to apply to the boost
- Your suggested wording for the post. NB, our writers have final say on said phrasing, so that the voice / tone is consistent with our properties
- Your suggested images, at least 800pix wide, bearing in mind that FB prevents art with more than 20% of text to run on newsfeeds

NEWSLETTER SPONSORSHIP SPECS



1 banner size: 600x90, but it appears three times so feel free to submit up to three different designs.

- Image requirements: RGB color scheme, 72 DPI, 1MB max, PNG / JPG / GIF [no animated/ multi-slide GIFs]
- Please also provide your designated click-through URLs for ads we use MailChimp, which automatically creates Google-Tracking URLs in the e-letter if needed, so no redirect URLs, or in-house tracking if possible.

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