

SOJOURNERS Advertising

Tools You Need to Succeed. You believe in your service because you have something unique and valuable to offer the world.
Now what?

YOUR GOAL is to expand awareness about your product, service, or publication. This will increase donations, sales, brand recognition, and your overall success. **OUR GOAL** is to learn about what you do and implement creative ways to help you get your message out to an action-oriented audience.

We will ensure that advertising with us makes sense because your organization fits with our constituency. You can trust that we will not recommend our services if your goals cannot be optimized with us. We advertise with integrity. We will be upright, honest, and sincere.

Sojourners' advertising maximizes your visibility by employing key strategies:

REPETITION

Repetition establishes your credibility and brand familiarity. Did you know that SEVEN is the average number of times it takes for a person to see an ad before they act on it?

DIVERSITY AND VARIETY OF PUBLICATIONS

Mixing print and online advertising allows you to reach all our key audiences. *Sojourners* magazine has a total distribution of 40,000 magazines each month, our online e-newsletters have a combined 247,000 subscribers, and our Web site (www.sojo.net) has 94,000 unique visitors each month?

“When money’s tight, the knee-jerk reaction for many [entrepreneurs](#) is to cut back on advertising. Unfortunately, the businesses that stop [advertising](#) simply drop out of sight, taking these entrepreneurs from slow [sales](#) to no sales—fast. It’s a risky move from which many may not recover. Rather than eliminate your advertising in a recession, cut the fat from your campaign, and focus on the right media choices for the highest ROI.”—Kim T. Gordon, Marketing Coach at Entrepreneur.com. See the full article [here](#).

We are used to working with nonprofits and organizations with a wide range of budgets. We understand that you are passionate about your product, and we seek ways to ensure you recognize success. Let us create a custom package of print and online advertising for you today!

CTR? ROI? CPM? To see a comprehensive list of advertising lingo, [click here](#).

For more information about advertising with Sojourners, please contact:

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sojourners

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