



# Just Giving Guide

## UNIQUE GIFTS WITH A POSITIVE IMPACT.

Sojourners' readers are conscious consumers. They buy fair trade, recycle, and research companies they do business with. When it comes to giving gifts to their loved ones they are no different. They would like their gifts to express their care for the recipient while being representative of their values.

This special guide will be featured in the December *Sojourners* magazine **mailing on November 6** to approximately 30,000 homes, churches, and libraries. All companies will be featured in the online directory located at **[sojo.net/justgiving](http://sojo.net/justgiving)** beginning in October.

### THE JUST GIVING GUIDE IS PERFECT FOR:

- Fairly traded coffee, chocolate, or other foods
- Eco-friendly products
- Fair trade jewelry and artistic items
- Charitable giving with honorariums or memorials
- Handmade gifts from diverse cultures



Advertiser - Coexist Coffee

Advertiser - Amani Ya Juu



### WHAT ADVERTISERS SAID



- “I was hoping for lots of new visitors, and Google Analytics tracked a large number of new people coming from your page.” —Emily Kirwan, Amani Ya Juu
- “This was our first time, and we did not know what to expect. We were pleased to be associated with Sojourners and have our name out there with the other advertisers.” —Pamela O'Brien, New Vision Renewable Energy
- “Working with you all EXCEEDED my expectations in terms of how friendly and helpful you are. That is invaluable. Wow.” —Chuck Kleymeyer, PhD, author and sociologist

### WHAT READERS SAID



- “It was very helpful in keeping me mindful of what the season of gift giving can be.” —Kathleen Moore
- “The guide provided me a way to introduce others to the concept of charitable giving for Christmas and was enthusiastically embraced and promoted by one member of my family who I would have least expected to do so. Thank you.” —Steve Harsh

Advertiser - Johari Creations



Through the **Just Giving Guide** package program, you choose the level that's right for you. Each package features significant savings over our published rate card.

RESERVATION DEADLINES • PRINT SEPTEMBER 26 • DIGITAL NOVEMBER 7					
Choose Your Plan	Print	Digital Edition	Newsletter	Online Directory	Online Banners
<b>PACKAGE A</b>					
<b>\$3,080</b> Total Value: \$4,400 Your Savings: \$1,320 (30%)	<b>Full Page</b>  <b>8.175" x 10.875"</b> <b>+ .25" bleed on outside</b>	✓	<b>Sojomail</b> 189,000 subs 300x250 Ad	✓ Image, Links 100 words	<b>50,000</b> Impressions 300x250 Ad Premium Placement
<b>PACKAGE B</b>					
<b>\$2,325</b> Total Value: \$3,100 Your Savings: \$775 (25%)	<b>1/2 Page</b>  <b>7.3125" x 4.875"</b>	✓	<b>Sojomail</b> 189,000 subs 300x250 Ad	✓ Image, Links 100 words	<b>40,000</b> Impressions 300x250 Ad Random Placement
<b>PACKAGE C</b>					
<b>\$1,126</b> Total Value: \$1,325 Your Savings: \$199 (15%)	<b>1/6 Page</b>  <b>2.3125" x 4.875"</b>	✓	<b>Sojomail</b> 189,000 subs Text Link 35 words	✓ Image, Links 100 words	<b>20,000</b> Impressions 300x250 Ad Random Placement
<b>DIGITAL ONLY</b>					
<b>\$489</b> Total Value: \$575 Your Savings: \$86 (15%)			<b>Sojomail</b> 189,000 subs Text Link 35 words	✓ Image, Links 100 words	<b>20,000</b> Impressions 300x250 Ad Random Placement



Call the Sojourners Advertising Department at 202.745.4626.



Or email us at [advertising@sojo.net](mailto:advertising@sojo.net).