



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.

All companies will be featured in the online directory located at sojo.net/justgiving.

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



Your **Just Giving Guide** online directory listing includes your preferred product image, a description of up to 50 words, and links to your website and social media accounts. When you participate in the Just Giving Guide, we also feature your products on the Just Giving Guide Pinterest page.

The Just Giving Guide is perfect for companies or organizations who need an end-of-the year boost. Between November 1 and December 31, 2014, the directory is being heavily marketed to Sojourners' 30,000 monthly magazine subscribers, 185,000 email subscribers, our audience of 50,000+ on Facebook, and 97,000+ Twitter followers. While the biggest push is during this critical time of year, you will benefit from being in the guide long after the new year has begun. Your listing will be live until the end of August 2015.

By combining the Just Giving Guide with our other advertising options, you can save 15% or more. The following package is an example of what you can do to bring more attention to your brand. Give us a call, and we'd be glad to create a custom package for you today.

RESERVATION DEADLINE: NOVEMBER 7				
Choose Your Plan	Pinterest	Newsletter	Online Directory	Online Banners
	DIGITAL PACKAGE			
\$489 Total Value: \$575 Your Savings: \$86 (15%)	✓	Sojomail 189,000 subs Text Link 35 words	✓ Image, Links 50 words	20,000 Impressions 300x250 Ad Premium Placement
	DIRECTORY ONLY			
\$250	✓		✓ Image, Links 50 words	



Call the Sojourners
Advertising Department
at 202.745.4626.



Or email us at
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