REACHING OUR AUDIENCE

Native content offers a unique way to leverage our brands’ 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 our large audience the full breadth of stories your institution wants to tell.

SPONSORED CONTENT

WHAT IS IT?
Stories produced and published by our brands 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?
Our brands brainstorm the story ideas with you, experienced journalists produce the stories and you get pre-publication review.

HOW DO WE PROMOTE IT?
● Article is published in perpetuity on chosen brands
● Homepage placement guaranteed for 24 hours
● Your piece is included in the brand’s regular newsletter
● Stories are syndicated to clients
● Promoted on brand’s Facebook/Instagram Feed ($50 boost included)

PRICE
$4,100 per story (bulk discounting if you purchase 5, more if you purchase 10)

PAID POSTS

WHAT IS IT?
Paid posts are content posts created by clients and published unedited on our brands.

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.

HOW DO WE PROMOTE IT?
● Article is published in perpetuity on chosen brands
● Homepage placement guaranteed for 24 hours
● Your piece is included in the brand’s regular newsletter
● Stories are syndicated to clients
● Promoted on brand’s Facebook/Instagram Feed ($50 boost included)

PRICE
$2,700 per post
Look and feel of a JTA article but includes a “Sponsored” label

Story includes a tagline at the bottom linking to the client URL of choice

No JTA dateline

“Sponsored” label

Post includes a “paid post” label at the bottom

Visit ats.org to learn more about the American Technion Society and how the Technion is creating change in the world.

This is a paid post
Why Jewish Innovation Matters Now More Than Ever

These organizations from Slingshot’s “To Watch” list are responding to critical needs in the Jewish world and beyond.

By Rachel Hodes | March 4, 2021

Story includes a short bio of your institution at the bottom linking to your URL of choice
‘Gazpacho Police’ is now an original klezmer song

By [Author Name] - February 15, 2022 - 2 pm

Sponsored

Wingold posted the original composition, and accompanying video, on YouTube and social media on Tuesday — a day after Twitter apologized for censoring the song. The initial tweet was met with outrage on social media.

The whole process for the ‘Gazpacho Police’ klezmer song and video — which includes animations of Taylor Greene — took about five hours, he said.

This article was sponsored by [Client URL], and includes a tagline at the bottom linking to the client URL of choice.
Now is the Perfect Time to Start Learning with an Online Jewish Study Partner.

Here's Why.

A Jewish Guide to Aging

For those 60 and older who want to learn more about the later years of life.

Get started on your online Jewish study partner with Partners In Torah at www.partnersintorah.org/