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 ($100 boost included)

PRICE
$4,250 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 ($100 boost included)

PRICE
$2,850 per post
SPONSORED CONTENT

Look and feel of a My Jewish Learning article

SPONSORED SOCIAL MEDIA POST

Promoted post includes Sponsored label

My Jewish Learning article

Now is the Perfect Time to Start Learning with an Online Jewish Study Partner.

Get started on your online Jewish study journey with Partners in Torah at www.partnersintorah.org.
Placement in daily newsletter

Now Is the Perfect Time to Learn Jewish

Promoted post on brand’s social media

MyJewishLearning.com with Partners In Torah
Paid Partnership · November 9, 2020 ·

TikTok: Shabbat is...
Look and feel of a JTA article but includes a “Sponsored” label

Look and feel of a JTA article but includes a “Paid Post” label

Post includes a “paid post” label at the bottom

No JTA dateline

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

Visit ats.org to learn more about the American Turkey Society and how the Turban is protecting Israel and changing 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 Horovitz | March 4, 2021

Story includes a short bio of your institution at the bottom linking to your URL of choice