

Mother Jones + **Reveal**

MEDIA KIT

adteam@motherjones.com

415.312.1700

Our Audience

Reach 7 million loyal supporters each month with *Mother Jones*

Mother Jones is among the largest independent news organizations in America, reaching more than 7 million readers monthly across our multiple platforms (digital, email, events, podcast, and print). For more than 40 years, our award-winning journalism has been a touchstone for people who are passionate about politics, the environment, culture, food, health, and human rights.

From revelatory scoops to deep-dive investigations, *Mother Jones*' journalism is penetrating storytelling that informs and inspires a loyal readership. There's no other news organization quite like *Mother Jones*. And there's no audience quite like ours.

Craft your custom *Mother Jones* campaign today and reach millions of changemakers.

Mother Jones audience at a glance

94%

attended college

\$108,000

average HHI

7 million

monthly readers
via *Mother Jones*'
multiple platforms

53%

women

80%

homeowners



Our Audience

Reveal

CIR X PRX

Reveal's investigations will inspire, infuriate and inform you. Host Al Letson and an award-winning team of reporters deliver gripping stories about caregivers, advocates for the unhoused, immigrant families, warehouse workers and formerly incarcerated people, fighting to hold the powerful accountable. *The New Yorker* described *Reveal* as “a knockout ... a pleasure to listen to, even as we seethe.” A winner of multiple Peabody, duPont, Emmy and Murrow awards, *Reveal* is produced by the nation's first investigative journalism nonprofit, The Center for Investigative Reporting, and PRX. From unearthing exploitative working conditions to exposing the nation's racial disparities, there's always more to the story

***Reveal* audience at a glance**

91%
attended college

95%
listen to the entire episode

225,000
listeners per episode

60%
women

88%
would recommend *Reveal*



Audience Profile

Mother Jones readers are informed about key issues and are concerned about their impact on public life. Interested in many subjects, from politics and social justice to education and the environment, our readers seek news coverage that provides an accurate and nuanced view of the world around them.

According to recent subscriber studies, *Mother Jones* readers say/do the following:

98%
willing to pay more for high-quality items

84%
consider themselves intellectuals

84%
environmental impact is important when considering a purchase

80%
social responsibility influences how they invest

73%
advise their friends and family on books, music, movies, TV, and other media

84%
willing to pay more for organic food

Top 5 issues *Mother Jones* readers are concerned about:

89%
Environmental impact

81%
State of American politics

79%
Health care

71%
Social justice

59%
Poverty



Our Audience

Environmentalists

With climate change posing an ever-greater challenge to populations worldwide, a growing number of people are concerned about fossil fuel production and other environmental issues. In fact **62%** of *Mother Jones* readers donate to environmental causes. They also actively support organizations dedicated to wildlife. This is why organizations like Defenders of Wildlife, Friends of Animals, EDF, NRDC, RAN, and TWS have all marketed to *Mother Jones* supporters.

Changemakers

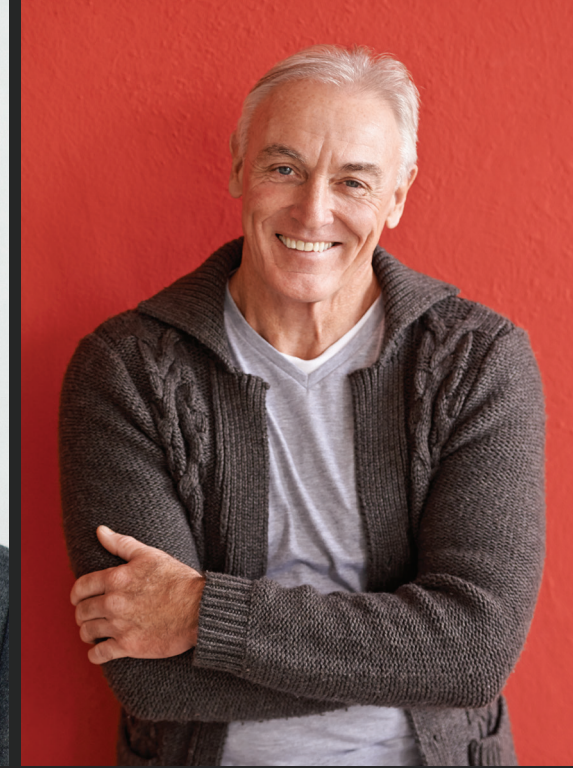
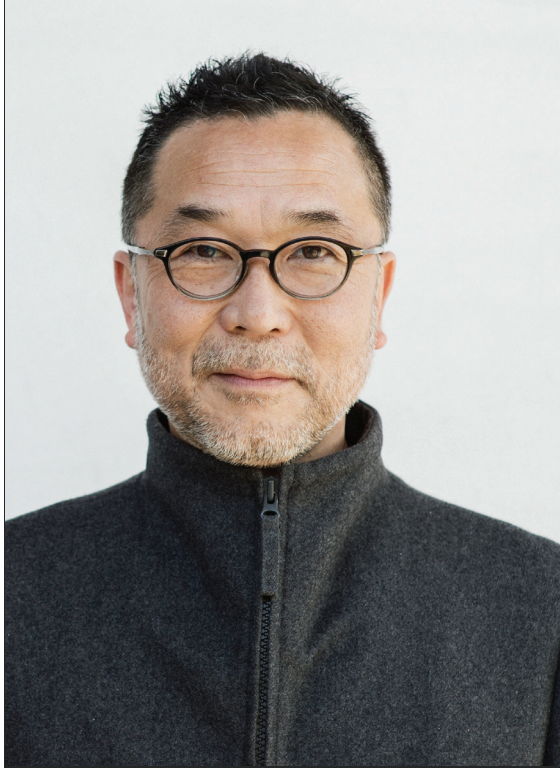
Not only did **81%** of *Mother Jones* supporters sign petitions, they took it a step further: **67%** of *Mother Jones* readers have reached out to elected officials about matters of public interest.

Political Junkies

Mother Jones readers are more engaged in public life than most. **83%** vote in federal, state, and municipal elections and sign petitions for various causes. In *Mother Jones* they find the political coverage they crave, ranging from developments on Capitol Hill to profiles on emerging leaders around the country.

Contributors

Mother Jones readers support causes they believe in. **57%** give more than \$500 annually, while **37%** say they were spurred to make financial contributions by reading a *Mother Jones* article.



Beyond the Pages

Mother Jones magazine has a long-storied history of journalistic excellence that has spanned more than four decades. But today *Mother Jones* is far more than just a magazine. From digital interactives to podcasts and live events, *Mother Jones* reaches an average of more than 8 million people monthly.

Motherjones.com



7 million
readers per month
across our digital
platforms

10.5 million
pageviews per month

Magazine



200,000
rate base

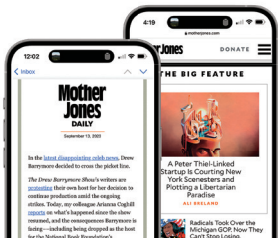
Podcast



225,000
listeners per episode

805,000
monthly downloads (similar
to MotherJones.com)

Newsletters



340,000
subscribers

Events



3,8000
attendees of our
2019–2020 events

121,000
video views of our
2019–2020 events

Social media



2.4 million
social media
followers

We Are:

Trusted

In a media landscape filled with bluster and questionable news sources, *Mother Jones* stands out. Since it was established in 1976, it has built a sterling reputation as a reliable source of national and international news. It has made an indelible mark by helping to shape public discourse.

A nonprofit news operation supported by advertisers, foundations, and readers, *Mother Jones* is entirely independent. Its award-winning journalists have attracted readers with compelling investigative stories for decades, and the magazine has emerged as a touchstone for people passionate about many subjects, ranging from current affairs to personal health.

99%

of our readers say they look to *Mother Jones* for news they can't find elsewhere.



We Are:

Motivating

Consumers of news usually scan headlines and read a few paragraphs here and there before moving on. Their interest in the content ends when they stop reading. That is not the case when it comes to *Mother Jones*. Its stories resonate with readers.

Surveys indicate that most *Mother Jones* readers discuss the articles, or refer to them, in conversations with family and friends. Some of them have contacted elected officials regarding issues they have read about in *Mother Jones*.

	<i>Mother Jones</i>	US Average
Donated to charity in the last 12 months	98%	42%
Avg. contribution to charities	\$1,464	\$232
Vote in elections	81%	54%
Written/called any politician at the state, local, or national level	67%	9%
Attended a public rally, speech, or organized protest of any kind	45%	7%



75%

say they were motivated to take an action in the real world as the result of a *Mother Jones* article.

We Are:

Persistent

The first issue of *Mother Jones* was published in 1976 with a small San Francisco staff of 17. Today the organization has grown to almost 100 staffers, with three bureaus across the country, delivering high-impact stories across audio, video, and other digital platforms and in our award-winning magazine. Here are just a few of *Mother Jones*' most memorable stories:

Pinto Madness

Mark Dowie exposed the Ford Motor Company's practice of selling cars in which hundreds of people would burn to death because of exploding gas tanks. This story led to Ford's recall of 1.5 million Pinto cars to make adjustments.

The 47%

In 2012, *Mother Jones* released clips and stories based on a secretly recorded video of Republican presidential candidate Mitt Romney in which he said almost half of voters regarded themselves as victims and refused to take personal responsibility for their lives. The resulting backlash is thought to have played a role in the outcome of the presidential election.

Going Nuts in California

James Beard-nominated food and agriculture reporter Tom Philpott examined the grave environmental impact the soaring demand for almonds had on the region that produces 80% of the world's supply. Because the production of almonds requires vast amounts of water, the stepped-up investment in the nuts created a big strain on a region gripped by the worst drought on record. Philpott's article raised a question that has become increasingly relevant: What happens when financial and environmental interests collide?



93%

of our readers rank
Mother Jones as one of
their favorite publications.

We Are:

Illuminating

72% of readers discuss *Mother Jones* articles with family and friends. From US politics and the environment to social justice and criminal justice reform, *Mother Jones* continues to produce groundbreaking coverage that makes a difference.

Mother Jones has won several National Magazine Awards, including Magazine of the Year. The most recent winner, "My Four Months as a Private Prison Guard" (2017), examined life in one medium-security prison through the eyes of a journalist who successfully applied for a job there. This magazine feature was later turned into a book and is now being optioned to become a major motion picture. This is but one example of *Mother Jones*' reach beyond our pages.

Awards and Recognition

ASME National Magazine Award
(Social Media), Finalist (2018)

South Asian Journalists Association Awards, Winner (2018)
"Inside the Growing Guest Worker Program Trapping Indian Students in Virtual Servitude"—Nikhil Swaminathan

SEAL Environmental Journalism Awards, Winner (2017)
Rebecca Leber

Maggie Awards (Overall Magazine Category), Winner (2017)

National Magazine Award
(Magazine of the Year), Winner (2017)

National Magazine Award
(Best Reporting), Winner (2017)
"My Four Months as a Private Prison Guard"—Shane Bauer

Goldsmith Prize for Investigative Reporting, Winner (2017)



Impact

Why *Mother Jones*?

Advertising with *Mother Jones* gives you the ability to inform millions of loyal readers about issues important to them and to your organization, from sustainability and health to politics and social movements. 79% of readers say they are more likely to respect and trust brands that advertise with *Mother Jones* than with other sites.

Mother Jones has been moving the needle in public discourse for more than 40 years and is committed to doing so for decades to come. *Mother Jones*' readers turn to the exceptional coverage of current events to keep up with the rapidly changing political, social, and physical landscape. *Mother Jones* remains ahead of the curve, and we want you to join us.

Contact us today and get in front of more than 8 million changemakers who want to hear you!

“

“Mother Jones is a perfect partner—culturally and politically—for like-minded audiences to discover the books that UC Press publishes. Our customers champion progressive ideas and challenge the status quo, which makes advertising with Mother Jones a must for us.”

Jolene Torr, UC Press

Selected Testimonials

Mother Jones matters because giving everyday people access to information about how their government works is critical to our democracy.

Catherine Bracy, Director of Community Organizing,
Code for America

“Thank God for Mother Jones.”

Reverend William Barber, co-chair of the Poor People's
Campaign and president of Repairers of the Breach

“Mother Jones has informed, shaped, changed, and much aided my understanding of the world. Its committed and engaged reporting is precisely what we need in this world.”

Bill McKibben, Founder, 350.org

“Mother Jones is the online and print version of society's bullshit detector.”

Michael Brune, Executive Director, Sierra Club

Thank you

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Mother Jones

PRINT & DIGITAL SPECS

General Guidelines

Please submit simple image-based creative at least **two business days** in advance of the start of your campaign; for video campaigns, overlays, and other involved setups, please submit at least **five business days** in advance of your campaign.

Animated GIFs can cycle a **maximum of four times** with a two-second pause between each cycle.

Animation must run no longer than **15 seconds**.

Advertiser may submit a **maximum of three separate creatives**, and the creatives will rotate evenly within the number of impressions you have purchased.

All sound must be user-initiated; no sound may play automatically as the ad loads.

Mother Jones tracks impressions via our ad server. If you'd like impressions tracked by a third party, please ensure the creative you've selected is set up with the appropriate third-party provider.

Calendar

ISSUE	SPECIAL AD SECTION	RESERVATIONS	MATERIALS DUE	ON SALE
JANUARY + FEBRUARY	–	10/18/19	11/1/19	12/17/19
MARCH + APRIL	Impact Investing	12/20/19	1/9/20	2/25/20
MAY + JUNE	Book Guide	2/21/20	3/8/20	4/21/20
JULY + AUGUST	–	4/24/20	5/8/20	6/23/20
SEPTEMBER + OCTOBER	–	6/19/20	7/7/20	8/18/20
NOVEMBER + DECEMBER	Holiday Gifts	8/21/20	9/4/20	10/27/20

Standard Units

AD TYPE	DIMENSIONS	FILE TYPE	MAXIMUM FILE SIZE
BILLBOARD	970x250	JPG, GIF, PNG, or tag-based banners	100K
HALF PAGE	300x600	JPG, GIF, PNG, or tag-based banners	100K
MEDIUM RECTANGLE	300x250	JPG, GIF, PNG, or tag-based banners	100K

Rich Media: Overlay

ACQUISITION OVERLAYS	LINK OVERLAYS	VIDEO OVERLAYS
• JPG, GIF, PNG, or tag-based banners of 640x480 px dimension (somewhat flexible) • Maximum file size: 200K • These overlays are house-generated and must be of image format; no tags are allowed. • If you'd like, we can include impressions tracking. Please submit an impressions tracker tag along with the image creative for your campaign. • <i>Mother Jones</i> will be collecting data from users who submit the form located on each overlay and will be submitting the data to you at a schedule based upon your convenience. • Please submit an image that includes the form fields/ interactive elements. <i>Mother Jones</i> will edit the image to make the interactive. Please include a final image to reduce the amount of back and forth during the approval/ proof process. • Please do not include a close button on your image. <i>Mother Jones</i> will add one above the creative, along with the word "Advertisement." • If possible, please submit a PSD (Photoshop) file along with the image to allow for ease of editing and creation of your overlay.	• JPG, GIF, PNG, or tag-based banners of 640x480 px dimension (somewhat flexible) • Maximum file size: 200K • Linking URL • These overlays are simple images that link to your site. • Please do not include a close button on your image. <i>Mother Jones</i> will add one above the creative, along with the word "Advertisement."	• See the following section for specifics on desktop video creatives. • Be sure to include a linking URL along with your video creative. • MPEG4, WEBM, or OGG only; no other file formats are accepted at this time. • Maximum file size: 4MB • Maximum length: 30 seconds • 16:9 aspect ratio • Minimal resolution: 640x480 Maximum resolution: 1280x720 • Sound: ON • No tags accepted; video files only. You may provide an impressions tracking 1x1 tag. • Provide a click-through URL. Please be prepared to track clicks on your landing page; sometimes we are unable to track clicks within our ad server for video overlays.

Rich Media: In Content

STANDARD (1060x520 px)	ACQUISITION (1060x520 px)	VIDEO (Desktop)
• JPG, GIF, PNG, or tag-based banners of 1060x520 px dimension. Please include a linking URL. • Maximum file size: 100K	• JPG, GIF, PNG, or tag-based banners of 640x480 px dimensions (somewhat flexible) • Maximum file size: 200K • These 1060x520 ads are house-generated and must be of image format; no tags are allowed. If you'd like, we can include impressions tracking. Please submit an impressions tracker tag along with the image creative for your campaign. • <i>Mother Jones</i> will be collecting data from users who submit the form located on each overlay and will be submitting the data to you at a schedule based upon your convenience. • Please submit an image that includes the form fields/ interactive elements. <i>Mother Jones</i> will edit the image to make the interactive. Please include a final image to reduce the amount of back and forth during the approval/proof process. • Please do not include a close button on your image. <i>Mother Jones</i> will add one above the creative, along with the word "Advertisement." • If possible, please submit a PSD (Photoshop) file along with the image to allow for ease of editing and creation of your overlay.	• MOV, FLV, WEBM, AVI, and most other common video fomats • Maximum file size: 10MB • Maximum length: 30 seconds • 16:9 aspect ratio • Minimum resolution: 640x480 Maximum resolution: 1280x720 • Codec: any Video Codec • Sound: ON • No tags accepted; video files only. You may provide an impressions tracking 1x1 tag. • Provide a click-through URL. Please be prepared to track clicks on your landing page; sometimes we are unable to track clicks within our ad server for video overlays.

Sponsored Content

Please refer to the mockup for examples of where the elements will appear:

<https://xd.adobe.com/spec/f4fbd503-7019-4606-4b28-3d2f4dac24f6-82ca>

All assets should be clearly named/labeled and included in a single folder/zip file. Please provide the following:

MS WORD / GOOGLE DOC	IMAGES AND VIDEO
• Headline (limit 100 characters) • Deck/Subhead (limit 100 characters) • Advertiser name as you want it to appear (and optionally a link if you want the byline linked to an external URL) • Body copy (limit 1,200 words) • All links in the body copy should have the link text enclosed in square brackets followed by the target URL in parentheses.	• All images should be in JPG or PNG format. • Please provide at least one featured image/piece of lead art at the following resolution: 2000 px wide x 1124 px tall • If you wish to include additional images in the body of the post, all images should be 650px wide. A horizontal aspect ratio (3:2 or 16:9) tends to work best. • If you wish to include photo credits or captions, or would like the image to link to an external URL, please provide this information in a document that includes the image file name along with any/all of this information. For example: <i>Myimage.jpg</i> <i>Credit: Jane Doe</i> <i>Caption: Lorem ipsum dolor sit amet consectetur</i> <i>External URL: http://www.mysite.com</i> • If you wish to embed video in your post, please provide the YouTube URL. We currently only support YouTube.

Mobile

TYPE	DIMENSIONS	FILE TYPE	MAX FILE SIZE	ADDITIONAL NOTES
STANDARD BANNER	300x250	JPG, GIF, PNG	100K	–
MOBILE ADHESION	320x50	JPG, GIF, PNG	100K	–
MOBILE OVERLAY	300x250	JPG, GIF, PNG, or tag-based banners	100K	• Include linking URL • Close button formatting: • If you’re submitting a simple image creative, please do not include a close button on your image. <i>Mother Jones</i> will add one above the creative, along with the word “Advertisement.” • If you’re submitting an entirely tag-based banner that generates a functional overlay (including floating above the content appropriately) please ensure that the unit has a close button and ideally says “Advertisement” somewhere on it. • If you’re submitting a simple tag-based banner, we can add the close button and the word “Advertisement” in the same manner we do for the image-based creative.

Mobile (continued)

TYPE	DIMENSIONS	FILE TYPE	MAX FILE SIZE	ADDITIONAL NOTES
FACEBOOK INSTANT ARTICLE	300x250	JPG, GIF, PNG banners	100K	Please include a linking URL
IN CONTENT VIDEO, MOBILE	9:16 aspect ratio (the video will dynamically resize to page width)	VAST, MP4, MOV	10MB	• Maximum length of 30 seconds • Sound: on • Provide a click-through URL • Tags accepted: 1x1, VAST, VPAID, JS (HTML); all tags must be SSL only
YIELDMO DYNAMIC UNITS	–	–	–	• <i>Mother Jones</i> partners with YieldMo to create and serve dynamic rich media mobile web units. • There are a number of formats available, each of which has a different set of specs. • To see all of the formats that YieldMo and <i>Mother Jones</i> offer: https://formats.yieldmo.com/

Mother Jones

STANDALONE EMAIL ADVERTISING

Specifications and Mechanical Requirements

REQUIREMENTS		REVISIONS	REPORTING
Please submit an HTML document that contains all of the code for your message • Messages should be not much wider than 750 pixels; 600 pixels width is recommended. • Use simple tables with minimal nesting of cells. • If you'd like to include a background color we recommend placing your entire message within an HTML table and then coloring the background of the table. • <i>Mother Jones</i> can add some personalization to your message, such as the recipient's name or email address; please clearly mark in your message code where you'd like this personalization to appear. • Using CSS is not recommended; if you must, please ensure all CSS is in-line. • JavaScript and other scripting languages do not function in email messages. • Do not use <body> tags; many users will view the message in a web-based email client that already has a present <body> tag on the page. Please include any images that you would like <i>Mother Jones</i> to host • <i>Mother Jones</i> hosts images with our email system, Maropost; the files are directly accessible from any email client or browser. • If you'd prefer, you can host the images and include them in your message using HTML. • Please ensure each image is (if possible) around 40K in file weight and that in total the images are not much more than 300K. Include a subject line for your message		• <i>MotherJones.com</i> will make one revision to the text; i.e., spelling errors, wording, linking URL(s), portion of the creative(s) based upon your feedback. • All requests for text edits must be submitted via email. • All layout or art edits will be made by the client or agent. • In the event that code is unable to be implemented, your dedicated email creative will be sent back to be reworked. <i>Mother Jones</i> may refer you to a designer who can be of assistance.	Industry-standard tracking reports will be provided for all the aforementioned placements, conducted both 24 hours and one week after your email has been sent.
SPACE RESERVATION	MATERIAL DEADLINE	CANCELLATION	
7 working days prior to first day to run	4 working days prior to first day to run	3 working days prior to first day to run	

REQUIREMENTS		REVISIONS	REPORTING
• Submit a text document of no more than 250 words. • The document should consist of a quick and meaningful pitch that is descriptive and captivating. Be sure that your pitch uniquely identifies you. • Submit a chosen linking URL. The linking URL will be printed after your short pitch and will be the redirect when the image is clicked upon. • Please submit an image sized no larger than 300x250 pixels and having a file weight of no more than 100K. Your image may be less tall than 250 pixels if you'd like.		• <i>MotherJones.com</i> will make one revision to the text; e.g., spelling errors, wording, linking URL(s), based upon your feedback. • All requests for text edits must be submitted via email. • All layout or art edits will be made by the client or agent. • In the event that code is unable to be implemented, your dedicated email creative will be sent back to be reworked. <i>Mother Jones</i> may refer you to a designer who can be of assistance.	Industry-standard tracking reports will be provided for all the aforementioned placements, conducted both 24 hours and one week after your email has been sent.
SPACE RESERVATION	MATERIAL DEADLINE		CANCELLATION
14 working days prior to first day to run	7 working days prior to first day to run		3 working days prior to first day to run

Mother Jones

NEWSLETTER ADVERTISING

Specifications and Mechanical Requirements

CREATIVE SIZES	SPECIFICATIONS	ACCEPTABLE FILE FORMATS	REPORTING
• Econundrums, Political MoJo, and In the Mix newsletter sponsorship: Submit two 300x250 sized images of no more than 100K each. • For Food for Thought and Recharge newsletter sponsorship: Submit up to two 300x250 sized images of no more than 100K each. • Provide linking URL along with your submission of image creatives. • Ensure that creatives are submitted at least two business days prior to launch.	• Email creatives as attachments, not in the body of the email. • Provide linking URL in the body of the email. • Email creatives at least two days prior to launch date.	• JPG, GIF, PNG • Animated creatives should cycle through 3 frames max.	Industry-standard tracking reports will be provided for all of the aforementioned placements, conducted one week after the newsletter has been sent.

Mother Jones

PODCAST ADVERTISING

Specifications and Mechanical Requirements

Podcast Advertising Guidelines

REVEAL:

Each week we bring listeners our best investigations and informative interviews with our reporters and newsmakers. Episodes are released **every Friday**.

Our podcast teams look forward to creating spots for your campaign. Each campaign includes a pre-roll, mid-roll, and post-roll.

Industry-standard tracking reports will be provided for all podcast ads one week after the episode airs. Because of the nature of podcasts, not all listens will be recorded until some time after the podcast runs.

TYPE	GOAL	TIME LENGTH	SCRIPT LENGTH	EXAMPLE (MP3)
PRE-ROLL	Awareness	15 seconds	40 words	Click here to listen
MID-ROLL	Education/Action	60 seconds	160 words	Click here to listen
POST-ROLL	Action	15 seconds	40 words	Click here to listen

Guidelines For All Advertisers

- As journalists in a nonprofit newsroom, **we are unable to provide personal endorsements** for products.
- **Pronunciation guides must be included** within the script for any names/words where questions may arise.
- **Write all copy in third-person.** (Use “they” instead of “we” when referring to your company.)
- Pre-rolls and post-rolls always start with the line: “This episode of the *Mother Jones Podcast* is supported by [your brand/campaign/product].” **Factor this into the script length above.**
- If your script exceeds the time limit, **it will be trimmed to length** by our production team using our best judgment. Due to production timelines, we cannot guarantee an approval process for these edits.

If your script includes statistics/specific facts:

Please provide links to sources for fact-checking.

This is critical when topics are related to editorial matters that *Mother Jones* covers, like health care or the climate crisis. Nonverifiable facts will be removed from ad copy.

If your company or website URL uses nonstandard spelling or homonyms (like SimpliSafe or NetSuite):

We recommend you add a line of script to spell it out for the audience.

.....

FOR MORE:

See our guide on the following page for crafting successful podcast scripts.

Pre-Roll

Pre-rolls are geared toward **awareness**. This is the first thing listeners hear. In most cases, it's best to assume the audience is being introduced to your brand, product, or campaign for the first time.

Our pre-rolls are **15 seconds** long. Typically, that's about **40 words** (including the opening sentence, in the template on the right.)

Script Template

SENTENCE #1:

This episode of the *Mother Jones Podcast* is supported by [your brand/campaign/product].

SENTENCE #2:

A short sentence (or sentence fragment) that introduces the brand, campaign, or key product to a new audience.

SENTENCE #3:

A short sentence with a call-to-action and URL. (Or further details about your specific campaign—especially as it relates to key products or timing.)

Mid-Roll

Mid-rolls **educate the audience** and drive toward a clear **call-to-action**. Mid-rolls play to an engaged audience that has been introduced to your brand/campaign in the pre-roll.

Our mid-rolls are **60 seconds** long, including your call-to-action. That's about **160 words**.

Script Template

HOOK THE LISTENER (15-40 words)

- Can you connect your campaign to the zeitgeist?
- Is there a character—the company's founder, the book's author, or the documentary's subject—with an intriguing backstory?

EDUCATION (70-100 words)

- Reintroduce campaign/brand/product in one sentence.
- Explain key selling points with direct and approachable language.

CALL-TO-ACTION (30-60 words)

- **Clear action.** (e.g., “Order My Great Book now— at MyGreatBook.com or wherever books are sold.”)
- **Repeat twice.** (If the spelling of your company name, product, URL, or promo code is not immediately obvious to a listener, this is a good time to spell it out.)
- Optional: **Create urgency.** (e.g., “This promo code is valid only until January 1st,” or “Order before winter arrives— only at GreatBlankets.com.”)

Post-Roll

Your post-roll should be geared toward **audience action**. Post-rolls play after the credits. Listeners who make it this far are among our most loyal and engaged. They're most likely to take action at this point in their listening experience.

Script Template

SENTENCE #1:

This episode of the *Mother Jones Podcast* is supported by [your brand/campaign/product].

SENTENCE #2:

Remind the audience of your unique and compelling selling points.

SENTENCE #3:

A clear call-to-action. Include a URL, promo code, and any time constraints on when they should take action. ("This promo code is valid only until January 1st.")

Advertising Specifications & Mechanical Requirements

Mother Jones has an all-digital workflow based on the PDF/x-1a file format. Please follow these specifications when creating your print advertising files for our publication. For assistance, contact your account representative.

SUBMISSIONS:

Send ad materials to **creatives@motherjones.com**. If your ad file exceeds 5 MB, use your favorite file delivery service or contact your *MoJo* account representative for our Hightail upload service instructions.

TECHNICAL INFORMATION

Magazine trim size: 8" w x 10.5" h

Image resolution: 300 ppi

Line screen: 150 lpi

Colors: 4C process (CMYK); 5th color is available on cover positions only, at extra charge

Maximum ink density: 280%

Printing method: web offset; swop standards

Binding method: saddle-stitched; jogs to the head.
1/6 page vertical 2.20" w x 4.375" h

TECHNICAL INFORMATION

Magazine trim size: 8" w x 10.5" h

Image resolution: 300 ppi

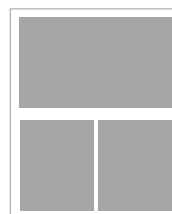
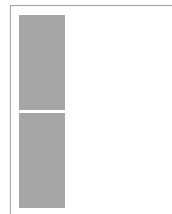
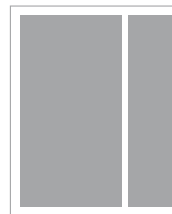
TECHNICAL CONTACT

Claudia Smukler, Production Director

csmukler@motherjones.com

222 Sutter Street, Suite 600

San Francisco, CA 94108



Display advertising sizes

FULL-PAGE ADS

Trim size: 8" w x 10.5" h

Bleed size: 8.25" w x 10.75" h
(1/8" on all 4 sides)

Safety: 7.5" w x 10" h

SPREAD ADS

Trim size: 16" w x 10.5" h

Bleed size: 16.25" w x 10.75" h

Safety: 15.5" w x 10" h

FRACTIONAL ADS

2/3 page vertical: 4.60" w x 9.07" h

1/2 page horizontal: 7.02" w x 4.375" h

1/3 page vertical: 2.20" w x 9.07" h

1/6 page vertical: 2.20" w x 4.375" h

Special section advertising sizes

FULL-PAGE ADS

No bleed: 7.02" w x 9.07" h

FRACTIONAL ADS

1/2 page horizontal: 7.02" w x 4.375" h

1/4 page: 3.40" w x 4.375" h

1/6 page vertical: 2.20" w x 4.375" h

Full-Page Magazine Insert

Follow these specifications to supply a full-page insert for *Mother Jones*. Send a mockup of the proposed insert for pre-approval.

MAGAZINE TECHNICAL INFORMATION

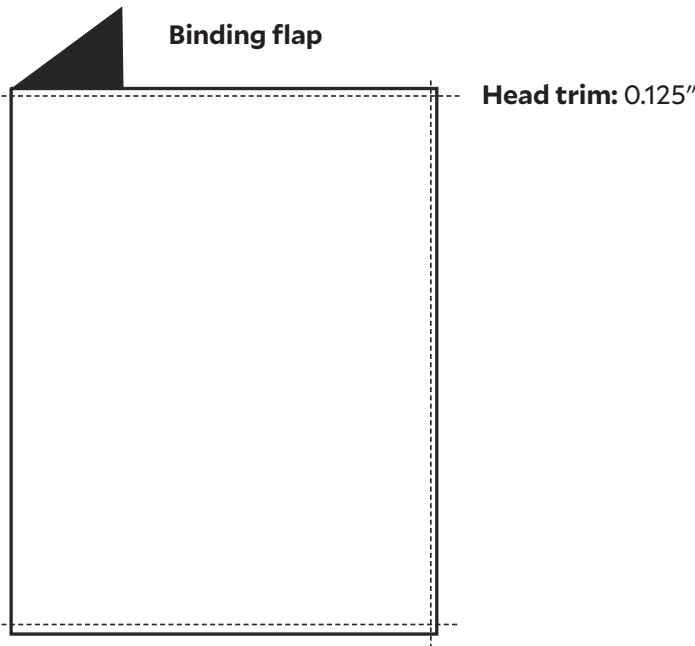
- Frequency: bimonthly
- Magazine trim size: 8" w x 10.5" h
- Binding method: saddle-stich
- Head trim: 0.125" jog to the head
- Estimated print order: 210,000

HOW TO SHIP SUPPLIED INSERTS TO THE PRINTER

Supply carefully packed inserts marking each carton/pallet (1/10, 2/10, etc.) Include the publication name and job number.

SHIP TO:

Attention: Beth Janke
QUAD
1900 Sumner Street
Hartford, WI 53027
262-673-1371
bejanke@quad.com



TECHNICAL INFORMATION

- Flat dimension: 11.625" w x 10.75" h
- Binding flap: 3.5" minimum width*
- Folded dimension: 8.125" w x 10.75" h
- Head trim: 0.125"
- Final trim in magazine: 8" w x 10.5" h
- Paper stock: not to exceed 80 lb. cover
- Print quality: call for estimate (1% overs)
- *some heavier weight inserts may need a wider flap

ISSUE	RESERVATIONS	INSERTS TO PRINTER	JOB NUMBER	SUBSCRIBER IN-HOME
NOVEMBER + DECEMBER	08/26	09/26	B6-O65P-0	10/15