

# YOUTHtoday

the newspaper on youth work

2009

Media Kit



The following information was compiled by Research USA for Youth Today. In winter 2008 and 2009, a questionnaire was submitted to a random sampling of Youth Today readers. The response to a number of questions highlights the demographics, reading patterns and purchasing needs of our 10,000 readers.

### Readership Demographics

1.) What is the highest level of education you have completed?

a.) <i>Master's degree</i>	48%	d.) <i>Postgraduate study, no degree</i>	9%
b.) <i>4-year college degree</i>	22%	e.) <i>Associate degree</i>	6%
c.) <i>Ph.D./MD/J.D.</i>	11%	f.) <i>Working toward a Ph.D.</i>	4%

2.) How many youth in total will participate in your program during the 2008-2009 school year?

a.) <i>Over 1,000</i>	35%	f.) <i>301-400</i>	7%
b.) <i>101-200</i>	13%	g.) <i>11-50</i>	6%
c.) <i>501-1,000</i>	10%	h.) <i>10 or less</i>	6%
d.) <i>51-100</i>	10%	i.) <i>401-500</i>	5%
e.) <i>201-300</i>	8%		

3.) How long have you worked in the youth service field?

a.) <i>10 to 19 years</i>	33%	e.) <i>2 to 4 years</i>	8%
b.) <i>30 to 39 years</i>	21%	f.) <i>40 years or more</i>	4%
c.) <i>20 to 29 years</i>	20%	g.) <i>1 year or less</i>	1%
d.) <i>5 to 9 years</i>	13%		

4.) Which one of the following best describes your job title or role?

a.) <i>Director</i>	21%	h.) <i>Communications/PR</i>	2%
b.) <i>Executive Director</i>	18%	h.) <i>Professor</i>	2%
c.) <i>President/CEO</i>	10%	i.) <i>Volunteer</i>	2%
d.) <i>Programming Director</i>	9%	j.) <i>Educator</i>	2%
e.) <i>Department head</i>	8%	k.) <i>Business manager</i>	2%
f.) <i>Social worker</i>	3%	l.) <i>Youth counselor</i>	2%
g.) <i>Consultant</i>	3%	m.) <i>Other</i>	16%

5.) What is your age?

a.) <i>45-54</i>	30%	d.) <i>25-34</i>	15%
b.) <i>55-64</i>	29%	e.) <i>65 or older</i>	7%
c.) <i>35-54</i>	18%	f.) <i>Under 25</i>	1%

Readers turn to Youth Today for information on strategies in youth work, professional development, youth program administration, software and technology used in youth programs, training practices, book reviews, research, trends affecting youth programs, legislation affecting youth programs and news of upcoming meetings and conferences.

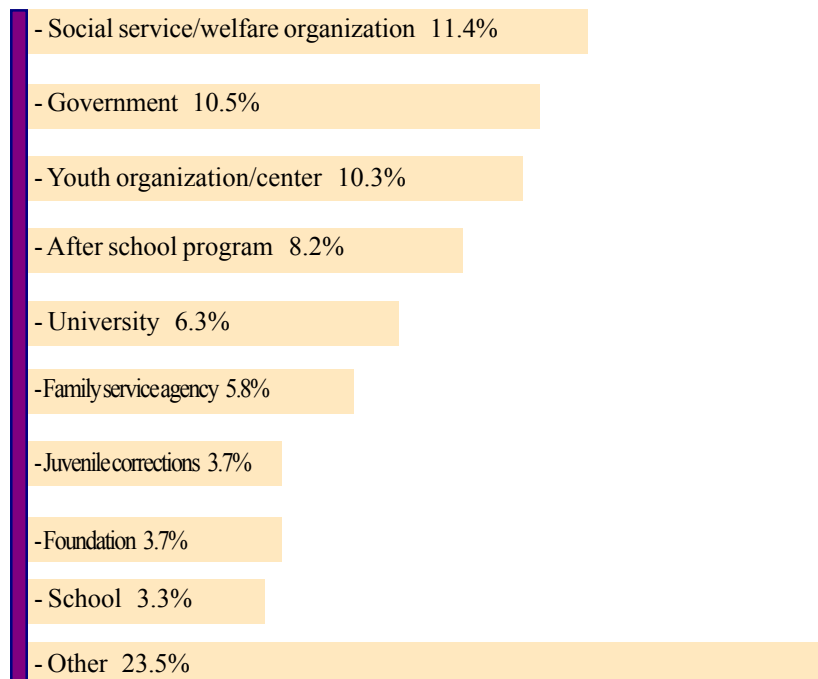
Youth Today is a paid subscription newspaper consisting of 10,000 youth-serving professionals and approximately 30,000 readers. They are leaders and decision-makers in a vast array of out-of-school programs and services that assist more than 30 million young people nationwide. Youth Today is the only publication that captures youth-serving professionals in child welfare, recreation/youth development, adolescent health, juvenile justice/corrections, substance abuse, employment and training, mental health and faith-based youth work.

## AUDIENCE

Readers pay an annual subscription fee to receive Youth Today. Published 10 times a year, Youth Today's audience is nationwide.

**Total Paid Circulation: 10,000**

Youth Today readers are employed in all segments of the youth-services field



12.) What do you do with your copies of Youth Today after you have finished reading them?

a.) <i>Save entire issues for future reference</i>	37.0%	d.) <i>Place in office or waiting room</i>	11.1%
b.) <i>Pass along to someone else</i>	34.2%	e.) <i>Other</i>	39.9%
c.) <i>Place in staff room or library</i>	23.8%		

13.) How often do you read each of the following departments and subject areas in Youth Today?

a.) <i>Advocacy &amp; Legislation</i>		b.) <i>Nonprofits</i>	
i.) <i>Sometimes</i>	45.4%	i.) <i>Always</i>	43.8%
ii.) <i>Always</i>	41.0%	ii.) <i>Sometimes</i>	38.0%
iii.) <i>Seldom</i>	10.4%	iii.) <i>Seldom</i>	12.9%
iv.) <i>Never</i>	1.9%	iv.) <i>Never</i>	3.5%
v.) <i>NA</i>	1.4%	v.) <i>NA</i>	1.8%
c.) <i>After School/OST</i>		d.) <i>Youth Development</i>	
i.) <i>Sometimes</i>	41.6%	i.) <i>Always</i>	52.6%
ii.) <i>Always</i>	30.0%	ii.) <i>Sometimes</i>	36.6%
iii.) <i>Seldom</i>	21.2%	iii.) <i>Seldom</i>	6.9%
iv.) <i>Never</i>	5.1%	iv.) <i>Never</i>	2.3%
v.) <i>NA</i>	2.1%	v.) <i>NA</i>	1.6%
e.) <i>Funding/New Grants Available</i>		f.) <i>Child Welfare</i>	
i.) <i>Always</i>	60.0%	i.) <i>Sometimes</i>	37.8%
ii.) <i>Sometimes</i>	25.0%	ii.) <i>Always</i>	36.6%
iii.) <i>Seldom</i>	9.7%	iii.) <i>Seldom</i>	18.9%
iv.) <i>Never</i>	3.7%	iv.) <i>Never</i>	4.7%
v.) <i>NA</i>	1.6%	v.) <i>NA</i>	2.1%
g.) <i>Juvenile Justice</i>		h.) <i>Education</i>	
i.) <i>Always</i>	45.9%	i.) <i>Sometimes</i>	43.5%
ii.) <i>Sometimes</i>	33.4%	ii.) <i>Always</i>	41.5%
iii.) <i>Seldom</i>	14.3%	iii.) <i>Seldom</i>	10.8%
iv.) <i>Never</i>	4.8%	iv.) <i>Never</i>	2.5%
v.) <i>NA</i>	1.6%	v.) <i>NA</i>	1.6%
i.) <i>Violence Prevention</i>		j.) <i>Teen Life Skills</i>	
i.) <i>Sometimes</i>	39.5%	i.) <i>Sometimes</i>	40.9%
ii.) <i>Always</i>	33.9%	ii.) <i>Always</i>	37.0%
iii.) <i>Seldom</i>	20.8%	iii.) <i>Seldom</i>	15.4%
iv.) <i>Never</i>	4.0%	iv.) <i>Never</i>	4.8%
v.) <i>NA</i>	2.1%	v.) <i>NA</i>	1.8%

14.) Using a scale of 1 to 5 where 5 means "Very likely to read" and 1 means "Not likely to read," how likely are you to read each of the following topics in Youth Today?

a.) <i>Best practices/exemplary programs</i>	4.4	g.) <i>Training practices</i>	3.6
b.) <i>Trends affecting youth programs</i>	4.4	h.) <i>Technology for use in youth programs</i>	3.5
c.) <i>Legislation affecting youth programs</i>	4.2	i.) <i>Information on upcoming conferences</i>	3.3
d.) <i>"How to..." tactics/strategies youth work</i>	4.1	j.) <i>Career advice/professional development</i>	3.2
e.) <i>Research</i>	4.0	k.) <i>Book reviews</i>	3.0
f.) <i>Youth program administration</i>	3.8	l.) <i>International issues/projects</i>	2.8

6.) What is your program's annual budget?

a.) \$500,000 - \$999,999	15%	h.) \$10 - \$19.9 million	7%
b.) Less than \$100,000	13%	i.) \$20.0 - \$49.9 million	7%
c.) \$300,000 - \$499,999	10%	j.) \$50 million or more	6%
d.) \$100,000 - \$299,999	10%	k.) \$5.0 - \$6.9 million	5%
e.) \$1.0 - \$1.49 million	9%	l.) \$1.5 - \$1.99 million	2%
f.) \$2.0 - \$2.9 million	7%	m.) \$7.0 - \$9.9 million	2%
g.) \$3.0 - \$4.9 million	7%		

7.) Which of the following is most descriptive of your organization?

a.) Non-profit	70%	c.) For-profit	6%
b.) Government	21%	d.) Other	3%

8.) Which one of the following best describes the place you work?

a.) Other	31%	g.) Family service agency	6%
b.) Social service/welfare org.	11%	h.) Juvenile corrections facility	4%
c.) Government	11%	i.) Foundation	4%
d.) Youth organization/center	10%	k.) Elementary-secondary school	3%
e.) After school program	8%	l.) Consulting firm	3%
f.) University	6%	m.) Teen group home	3%

9.) How long have you been a reader of Youth Today?

a.) 5 to 9 years	23%	e.) 10 to 14 years	12%
b.) 3 or 4 years	18%	f.) Less than 1 year	9%
c.) 1 to less than 2 years	17%	g.) 15 years or longer	6%
d.) 2 years	14%		

## Reading Patterns

10.) Youth Today is published 10 times per year. How many of the last four issues have you read or looked into?

a.) 4 of 4	64%	d.) 1 of 4	4%
b.) 3 of 4	15%	e.) 0 of 4	3%
c.) 2 of 4	10%	f.) Non applicable	4%

11.) About how much time, in total, do you spend reading or looking into a typical issue of Youth Today?

a.) 30 to 59 minutes	40%	d.) 1.5 to 2 hours	14%
b.) 1 to 1.5 hours	21%	e.) 2 hours or longer	4%
c.) Less than 30 minutes	21%		

A number of companies, non-profit organizations and government agencies advertise in Youth Today. Here is a list of advertisers within the last two years by category of product or service.

### **Conferences and Workshops**

American Camping Association  
Boys and Girls Clubs of America  
4H Council  
Johns Hopkins Center for Summer Learning  
Juvenile Detention Association of NYS  
Kentucky Center for School Safety  
National At-Risk Education Network  
National Juvenile Detention Association  
National Network for Youth  
National Resource Center for Youth Services  
National Youth Leadership Council  
NAREN  
Reclaiming Youth International  
Urban Leadership Institute  
YouthBuild  
Youth Change

### **Education and Training**

Children's Array of Psychiatric Programs  
Clemson University  
Concordia University  
Crisis Prevention Institute  
Heller School for Policy and Management  
Institute for Academic Alliance  
JKM Training  
Kids Count/Annie E. Casey Foundation  
Maryland Institute College of Art  
The Wallace Foundation  
Vision Quest  
Youth Advocate Programs

### **General**

Advocates for Youth  
American Association for Retired Persons  
American Institute for Research  
Big Brothers Big Sisters of Colorado

Casey Family Programs  
City of Sacramento Office of Youth Development  
Daniel Memorial Institute  
Every Child Matters  
Mutual of America Foundation  
National Runaway Switchboard  
Pew Commission  
Pressley Ridge

### **Products and Services**

Badge-A-Mint  
Furniture Concepts  
NIMCO  
Profit Potentials  
This End Up Furniture

### **Publications**

Academy for Educational Development  
Center for Afterschool and Community Education  
Charter Oak State College  
Child Trends  
Free Spirit  
Girls and Boys Town Press  
National Health Promotion Associates  
Open Minds  
Performance Resource Press  
Prevention Researcher  
Solutions Media  
Teachers College Press  
The Case Foundation  
University of Chicago Press  
Youth Communications

### **Videos**

Active Parenting Publishers  
Bureau for At-Risk Youth  
Chariot Videos  
World Vision  
Worldview

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866-770-8588 Toll Free  
potompub@aol.com

## Purchasing Needs and Patterns

16.) Which of the following professional information resources do you subscribe to or read regularly, at least three of out of four issues (more than one answer allowed)?

a.) <i>The Chronicle of Philanthropy</i>	29%	d.) <i>Education Week</i>	10%
b.) <i>The Prevention Researcher</i>	23%	e.) <i>The Future of Children</i>	7%
b.) <i>Juvenile Justice Update</i>	20%	f.) <i>Voices of Youth Advocates</i>	7%
c.) <i>Connect for Kids</i>	13%	g.) <i>Other</i>	12%
d.) <i>Child Trends</i>	12%	h.) <i>NA</i>	31%

17.) In which of the following ways are you involved in the purchase selection of goods and services for your organization (more than one answer allowed)?

a.) <i>Make final decision</i>	50%
b.) <i>Recommend</i>	50%
b.) <i>Determine need</i>	42%
c.) <i>Not involved</i>	16%

18.) Which of the following products and services do you participate in or have influence in purchasing for your organization (more than one answer allowed).

a.) <i>Art supplies</i>	37%	l.) <i>Food services</i>	22%
b.) <i>Awards</i>	42%	m.) <i>Fund-raising products/services</i>	42%
c.) <i>Athletic products/equipment</i>	24%	n.) <i>Furniture</i>	44%
d.) <i>Capital expenditures (buses, new buildings, etc...)</i>	34%	o.) <i>Inservice/training services</i>	57%
e.) <i>Computer hardware software for administration</i>	60%	p.) <i>Insurance services</i>	27%
f.) <i>Computer hardware software for youth use</i>	45%	q.) <i>Legal services</i>	28%
g.) <i>Consulting services</i>	58%	r.) <i>Logo merchandise/memorabilia</i>	37%
h.) <i>Continuing education/training</i>	62%	s.) <i>Market research services</i>	19%
i.) <i>Curriculum/programming</i>	60%	t.) <i>Multimedia products/services (i.e. CD-ROMs, DVDs, laser discs)</i>	40%
j.) <i>Executive/staff search services</i>	29%	u.) <i>Professional development books</i>	66%
k.) <i>Financial services</i>	32%	v.) <i>Subscriptions</i>	68%
		w.) <i>Testing materials</i>	16%
		x.) <i>Youth grant award/scholarships</i>	46%

# YOUTH *today*

the newspaper on youth work

## ADVERTISING RATES

### BLACK & WHITE

Ad Size	1x	2-4x	5-9x	10x
Full page	\$1,230	\$1,110	\$980	\$915
3/4 page	890	770	700	635
Jr. page	790	700	635	580
1/2 page	770	640	575	525
1/3 page	590	520	475	430
1/4 page	460	410	370	340
1/6 page	380	350	315	290
Bus. card	250	225	205	195

### TWO-COLOR

Ad Size	1x	2-4x	5-9x	10x
Full page	\$1,560	\$1,395	\$1,255	\$1,130
3/4 page	1,135	1,020	920	830
Jr. page	1,045	910	820	740
1/2 page	935	840	760	680
1/3 page	700	630	570	515
1/4 page	540	490	440	395
1/6 page	435	390	355	320
Bus. card	290	260	235	210

### FOUR-COLOR

Ad Size	1x	2-4x	5-9x	10x
Full page	\$1,930	\$1,735	\$1,565	\$1,405
3/4 page	1,415	1,275	1,150	1,035
Jr. page	1,255	1,130	1,020	915
1/2 page	1,120	1,010	905	815
1/3 page	820	740	665	600
1/4 page	635	575	515	465
1/6 page	495	450	400	360
Bus. card	330	295	270	245

#### classified advertising

75 cents per word for ads to appear in the newspaper or on the web. \$1.00 per word to appear on both the web and in the newspaper. Logo is an additional \$35.00. Boxed classified ads are priced at the 1/4 and 1/6 page sizes standard rate.

#### special positions/design fees

Add 5% for specifying page or position. Add 10% for back page position. A minimum charge of \$20 will be added to advertisement designed or typed by YOUTH*today*.

#### production requirements

Submit ads electronically in a PDF format. QuarkXPress, PageMaker and Microsoft Word files are accepted.

#### contact information

For questions concerning advertising, please contact Truby Chiaviello, Potomac Media, 866-770-8588 or [potompub@aol.com](mailto:potompub@aol.com)

Youth Today is the only subscription-based national newspaper whose mission is quality, independent journalism devoted entirely to policy issues and programs affecting children and youth, especially disadvantaged youth.

Published 10 times a year — with weekly online updates — Youth Today features in-depth articles on issues and events of major importance to professionals who work with America's youth. Winner of several journalism awards, Youth Today also provides insightful commentary that readers rely on to improve their organizations' operations and functions.

**Publisher: Bill Treanor**

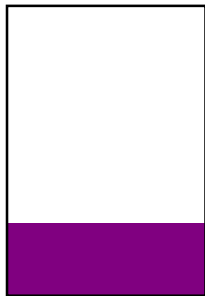
**Editor: Patrick Boyle**

<b>ISSUE DATE</b>	<b>Reserve By</b>	<b>Materials By</b>
February 2009	January 14	January 21
March 2009	February 12	February 16
April 2009	March 12	March 19
May 2009	April 10	April 17
June 2009	May 8	May 15
July/August 2009	June 12	June 19
September 2009	August 7	August 14
October 2009	September 11	September 18
November 2009	October 9	October 16
December/January 2009 & 2010	November 12	November 19

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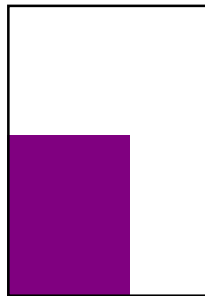
Special and premium positions are available. Youth Today is published in 50lb newspaper stock. Advertisers are urged to request a right hand page under the fold for ample positioning. Not all requests may be met as ads are placed at the publisher's discretion. To ensure a right hand page, advertisers may purchase the space for an additional cost.

1/4 Page Horizontal



9.5" W x 3.0" H

1/4 Page Square



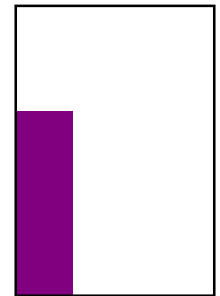
4.5" W x 6.25" H

1/4 Page Island



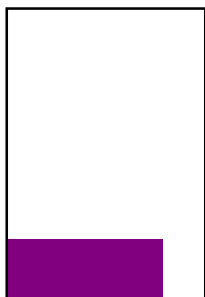
7.0" W x 4.0" H

1/6 Page Vertical



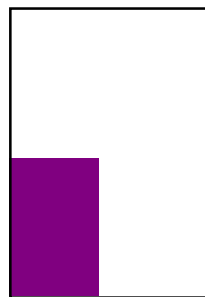
2.25" W x 8.25" H

1/6 Page Horizontal



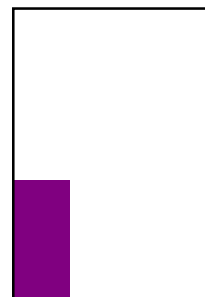
7.0" W x 2.75" H

1/6 Page Square



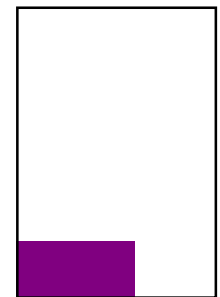
4.5" W x 4.25" H

Business Card Vertical



2.25" W x 3.5" H

Business Card Horizontal



3.5" W x 2.25" H

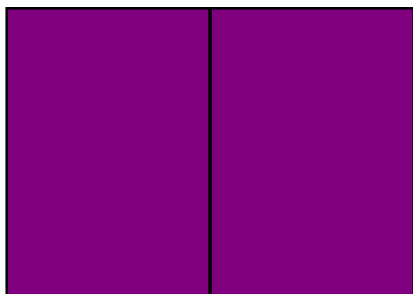
Other options available to advertisers such as classified text ads, inserts and web advertising. Classified text ads can be submitted in MS Word format. Please contact the advertising sales manager to discuss pricing and conditions of other advertising options.

Potomac Media, Advertising Sales Representative  
866-770-8588 Toll Free  
potompub@aol.com

Youth Today is a tabloid size newspaper. As such, our ad sizes are more varied and larger than what you will find with other publications. Please submit ads electronically in a PDF format. 300 dpi QuarkXPress, Pagemaker and Microsoft Word files are also accepted.

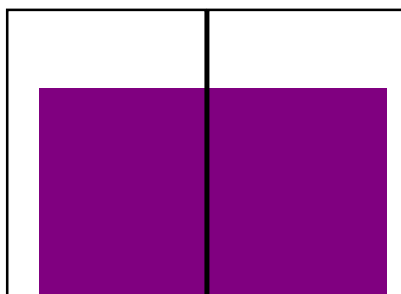
Please email all ads to [potombpub@aol.com](mailto:potombpub@aol.com). Call for questions 866-770-8588

Full Center Spread



21.25" W x 12.5" H

Junior Center Spread



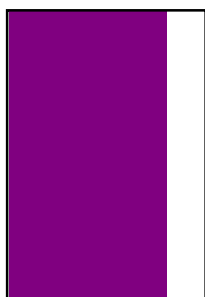
16.0" W x 9.0" H

Full Page



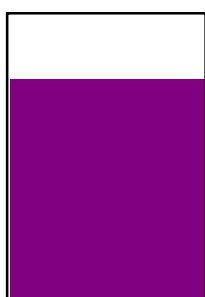
9.5" W x 12.5" H

3/4 Page Vertical



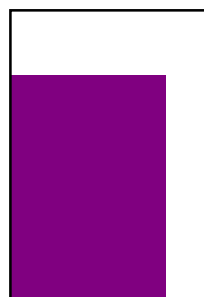
7.0" W x 12.5" H

3/4 Page Horizontal



9.5" W x 9.25" H

Junior Page



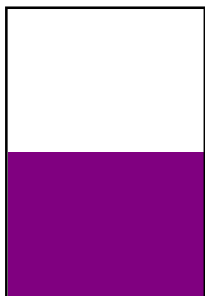
7.0" W x 9.0" H

1/2 Page Vertical



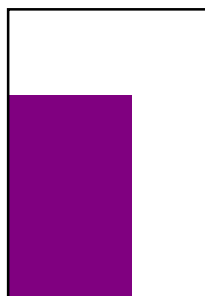
4.5" W x 12.5" H

1/2 Page Horizontal



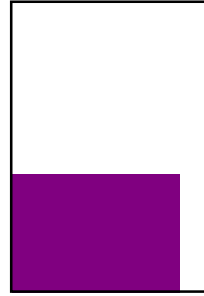
9.5" W x 6.25" H

1/3 Page Vertical



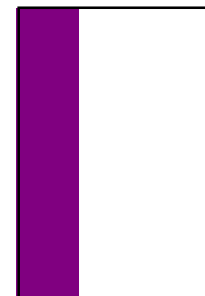
4.5" W x 8.5" H

1/3 Page Horizontal



7.0" W x 5.5" H

1/4 Page Vertical



2.25" W x 12.5" H

Issue	Size/Color	Cost

Method of Payment (Please check one):       Check       Money order       Credit card

Credit card #: \_\_\_\_\_

Expiration date: \_\_\_\_\_ Security code: \_\_\_\_\_

Cardholder name: \_\_\_\_\_

Advertiser	Agency
Company: _____	Company: _____
Contact: _____	Contact: _____
Title: _____	Title: _____
Address: _____	Address: _____
City: _____	City: _____
State: _____ Zip: _____	State: _____ Zip: _____
Phone: _____	Phone: _____
Fax: _____	Fax: _____
E-mail: _____	E-mail: _____

Please mail or fax your completed space contract to: Truby Chiaviello, c/o Potomac Media, 4201 Cathedral Ave, Ste.107W, Washington, DC 20016; (t) 866-770-8588, (f) 202-621-9497, potompub@aol.com.

Full name of person signing (please print): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please refer to contractual requirements' sheet for conditions of agreement.

# Classified Advertising

Advertise your job or other announcement in Youth Today's popular classified section.

- Ads can run in the print edition and/or on the web site [www.youthtoday.org](http://www.youthtoday.org)
- The most cost-effective way to fill a job opening
- \$1 per word for print and online ads
- 75 cents per word for either only print or online ads

**If you need to fill a job opening with a highly qualified youth services professional then Youth Today is the newspaper for you. According to our 2008/2009 Readers Survey:**


**Almost 50% of Youth Today readers serve in executive office or senior management positions.**

**Almost 50% have over 20 years experience in the youth services field.**

**Almost 60% of Youth Today readers hold a master's or other graduate degree.**

Your classified ad can have a border around it for only \$25.00 extra

You can run just a text ad at no extra cost. There is no limit on the amount of text.

Include your organization's  for \$75.00 extra.

## *Guidelines*

The advertiser is responsible for submitting his or her ad in MS Word Rich Text format. Please email your ad to [potompub@aol.com](mailto:potompub@aol.com) or fax your ad to 202-621-9497 by the 18th of every month. Your ad may run in the coming month's edition. Online ads may run immediately.

Please include your complete contact information and instructions as what edition(s) in which you want the ad to run and what medium, print and/or online. Please call Truby Chiaviello toll free 866-770-8588 if you would like a price quotation and if you have any questions or comments.

## *Payments and Conditions*

All classified ads must be prepaid by credit card. Please provide credit card information, i.e., credit card number, expiration date, cardholder name, security code and zip code. Please provide written authorization to run your credit card.

Potomac Media, Advertising  
Sales Representative 866-770-  
8588 [potompub@aol.com](mailto:potompub@aol.com)

# YOUTH TODAY CONTRACT CONDITIONS

## I. FINANCIAL CONDITIONS

- 1.) Terms: Prepayment. The Advertiser or its Agency agrees to pay Potomac Media for advertising services rendered by the Publisher. The Publisher need not be a party to any suit to collect monies owed under this agreement.
- 2.) One (1) complimentary publication copy is available upon request of advertiser or its agency. Additional requested copies will be charged to the advertiser or agency at the publication's single copy subscription or newsstand rate.
- 3.) No Payment Within 60 Days. If an account is not paid within 60 days, then a) ads for the account will not be run; b) the account will be referred to the principal client and the advertiser or its agency loses its discount; c.) accounts not paid with 90 days subject to legal action; d.) the account will be deemed as having poor credit history.
- 4.) Confession of Judgement. The advertiser or its agency authorize irrevocably any attorney at law to appear in any court of record in the District of Columbia or in any other state in the United States after the above obligation becomes due and waive the issuing and service of process, and confess a judgement against the advertiser or its agency in favor of Potomac Media, LLC for the amount of space contract, together with costs of suit and thereupon to release all errors and waive all right of appeal in the event the provision immediately above in the paragraph is held to be unenforceable by a court and thus the advertiser or its agency and Potomac Media LLC proceed to trial: the advertiser or its agency hereby knowingly, voluntarily and intentionally waives the right either it or its successors, personal representatives or assigns may have to a trial by jury in respect of any litigation based hereon, or arising out of, under or in connection with this agreement and any agreements contemplated thereby to be executed, in conjunction therewith or in conjunction with any course of conduct, course of dealing, statements (whether verbal or written) or actions of the parties. The provision is a material inducement for representative entering into this agreement.
- 5.) All advertising is subject to publisher's approval.
- 6.) Governing Law and Forum. The terms of the Financial Conditions Portion of this Agreement shall be governed exclusively by the Laws of the District of Columbia. Any dispute arising from the Financial Conditions Portion of this Agreement, including a suit to collect monies owed, shall be resolved only in the Courts and regulatory agencies of or in the District of Columbia. The Advertiser and its agency will submit to the jurisdiction of the Courts of the District of Columbia.

## II. PLACEMENT CONDITIONS

- 1.) Positioning of display ads is determined by publisher, except where a special position is purchased.
- 2.) This contract is non-cancelable except by permission of the publisher.
- 3.) Advertisers will be short-rated if they do not fulfill the number of insertions with a twelve-month period based upon billings.
- 4.) Previous ads for multiple insertion contracts will be repeated if new ad copy is not received by the ad copy deadline.
- 5.) Publisher will not be bound by any conditions appearing on insertion orders conflicting with provisions of specs and rate sheets.
- 6.) Advertiser or its agency agree to indemnify, defend and save the publisher from and against any claims for design, patent or copy infringement, libel, violation of right of privacy.
- 7.) Publisher liability on account of errors in or omissions of such advertising, shall in no event exceed the amount of charges for the advertising which was omitted, or in which the error occurred in the then current issue.
- 8.) If any term or provision hereof is illegal, it will be severable here from and all remaining provisions will remain full force and effect.