Advertising with InTheFray

Contributed by ITF Webmaster
Monday, September 27, 2004
Last Updated Tuesday, April 7, 2009

InTheFray welcomes advertisers. Read on for more details.

Purchasing advertising

If you are interested in purchasing advertising on our site, please visit the following BlogAds pages for information about advertising on our frontpage and in our inside pages.

Here are some facts about our readers:

- The average InTheFray reader is between the ages of 25 and 34 and has a college degree.

- A majority of our readers have annual household incomes above $50,000. A quarter are students, and a quarter are journalists, writers, or editors.

- Our readers are engaged: 71 percent do community service on an occasional or regular basis, and 54 percent are involved in activism on an occasional or regular basis.

Ads purchased through BlogAds appear on almost all our pages, including the frontpage (if noted), channel pages, and article pages. They are published in the right-hand column of the site. The block of advertisements is positioned below our channels on the frontpage and higher up on all other pages. Ads purchased through BlogAds should be column ads that are no more than 200 pixels wide.

We reserve the right to refuse any ad. Ads that are in poor taste, that conflict with the values of our organization, that are not clearly marked as advertising, or that contain images with poor resolution will be denied outright.

Feel free to contact us with any questions about advertising in InTheFray Magazine.