

# POLISH AMERICAN JOURNAL

A MONTHLY ENGLISH-LANGUAGE JOURNAL AND DIGEST SERVING THE INTERESTS  
OF OVER 10 MILLION NORTH AMERICANS OF POLISH DESCENT

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**P**olonia—the Polish community living outside of Poland—is one of the most dynamic, powerful ethnic groups in the world. Americans of Polish descent comprise the ninth largest ethnic group in North America, with over 10 million people claiming roots in Poland.

The Polish American Journal is the nation's largest English-language, independent monthly, dedicated to the preservation and continuance of Polish-American culture in the United States. Its mission is simple: to report on the positive and constructive achievements to the American way of life by North Americans of Polish descent and Polish immigrants. News from Poland and other Polish accomplishments affecting world culture, politics, arts and sciences are an important component of the newspaper.

Areas of interest covered in the Polish American Journal include: Religion, Sports, Culture, Book Reviews, Entertainment, Heritage, Across Polonia, Newsmark, Folklore, Poland, Genealogy, Politics, and Viewpoints. Ad-

ditional features published throughout the year include: Armed Service and Veterans, Academia, Business, His-

most-celebrated events in Polonia. Traditions, such as the blessing of Easter baskets and the sharing of the Holy Wafer at Christmas date back to

ancient Poland, and are adherently practiced today. These are customs that are now being observed within other ethnic groups whose long-standing ties with the church are woven deep in their cultural fabric.

The Christmas, Easter, and Heritage Month editions serve two purposes: first, to reinforce these traditions and inspire others to share in their practice. Second, these editions allow

leaders in politics, business, and other private and public sectors to extend holiday greetings to Polonia. As indicated by our subscribers, these special editions are the most-read papers. Families, gathering for the holidays, often share their copies with relatives and friends, who later join the Journal family. It is a time when we realize the greatest surge in new subscribers—through word of mouth and gift subscribers.

Special holiday patron advertising forms are mailed out to Polonia's most respected leaders. To include your organization or yourself in this mailing, please contact the newspaper.



tory, Science, Youth, Polonica, Media, People, Scholarships, and many specialized items.

Each edition dedicates several pages strictly to news about the vibrant Polish-American polka, covering news and events from across the United States and Canada.

## SPECIAL EDITIONS

Christmas, Easter, and Polish Heritage Month are three of the

DEDICATED TO THE PROMOTION, PRESERVATION AND CONTINUANCE OF POLISH AMERICAN CULTURE

# POLISH AMERICAN JOURNAL

## RATE SHEET 2025

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Founded in 1911 as a Polish-language weekly, the Polish American Journal, now published in English, is a national newspaper read across North America by paid mail or digital subscriptions.

### Page size

10.5 inches x 16 inches

### Column Sizes

1 column ..... 2 inches  
2 columns ..... 4 1/8 (4.125) inches  
3 columns ..... 6 1/4 (6.25) inches  
4 columns ..... 8 1/8 (8.125) inches  
5 columns ..... 10 1/2 (10.5) inches

### Frequency Discounts

2 issues..... 5%  
4 issues..... 10%  
6 issues..... 15%

Additional discounts may be available with prior approval of the publisher.

### Banner Ad Sponsorship

The PAJ offers a great way to promote your organization or business! Banners can be placed at the top or bottom of page. Not available for front or back cover. Banners carry tag "This Page is Brought to You By ..."

### Advertising Deadlines

Edition..... Deadline  
February/March..... January 15  
April/May ..... March 12  
Easter Edition  
June/July ..... May 14  
August/September ..... July 16  
October/November ..... Sept. 17  
Polish Heritage Month Edition  
December/January..... Nov. 13  
Christmas Edition

Advertise in all 6 annual issues and save!

PRICE PER COLUMN INCH: \$12.50. ALL PAGES PRINTED IN FULL COLOR

### Sample Size

COLUMNS WIDE X INCHES DEEP

	REGULAR	NON-PROFIT
2 col. x 2 in. (4 1/8 INCHES X 2 INCHES).....	\$50.00	\$40.00
2 col. x 3 in. ....	\$75.00	\$60.00
2 col x 4 in. ....	\$100.00	\$80.00
3 col. x 4 in. ....	\$150.00	\$120.00
3 col. x 6.75 in. (Quarter page) .....	\$250.00	\$200.00
5 col. x 8 in. (Half page) .....	\$500.00	\$400.00
5 col. x 16 in. (Full page) .....	\$1000.00	\$800.00
5 col. x 1 in. (Banner ad) .....	\$125.00 per issue	

Published 6 times per year in print (30 pound newsprint; 85 line screen) and Adobe® PDF format.

**Formats.** Submit camera-ready advertising in JPG, TIFF, EPS, Adobe® PDF, Illustrator, or InDesign formats. 300 dpi resolution recommended for best reproduction. Email all material editor@polamjournal.com. Printing / technical questions may be sent to the same email address, or call (M-F, 9:00 a.m.-3:00 p.m.) (800) 422-1275.

**Color Printing.** All advertising should be submitted for full color (CMYK) printing. There are no additional charges for color.

**Additional fees.** Camera work and typesetting over and beyond standard advertisement setup will be charged accordingly. Front page or custom advertising available.

**Terms and Conditions.** Payment due at time of placement. Visa, MasterCard, American Express, Discover and PayPal are accepted. If mailing a check, bills must be paid 30 days from date of invoice. Interest and service charges of 1.5% per month (18% annually) will be added to all invoices past due of billing date.

**Copy Acceptance.** The publisher reserves the right to reject any advertisement regarded as objectionable in



wording

or appearance and may require the word "advertisement" in any ad. Strictly news-like type is not permitted in ads. The publisher reserves the right to revise any advertising deemed objectionable. The advertiser will be notified before any such change is made.

### Correction and Proof Service.

Proofs will be provided upon request for the sole purpose of correcting typographical errors. Author's changes and second proof corrections will be made, time permitting, at a charge of \$50.00 per hour. On complete pickup ads, no proof will be supplied.