



# 2025 Advertising & Sponsorship Media Guide



# 2025 Advertising & Sponsorship Media Kit



## Civil War Round Table Congress Media Reach

- Approximately 250 Civil War Round Tables in the USA, Europe, Australia, and South America
- Approximately 12,500 active CWRT associates
- Over 100 emails sent per year to 2,300+ email subscribers and forwards, with a total reach of nearly 23,000 per month
- 2,000+ Facebook followers
- 2,400+ subscribers to our YouTube channel which contains 260+ videos
- 14,000 views of our Facebook page per year
- Average of 2 workshops per year

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## Reasons to Consider Becoming a CWRT Congress Sponsor or Advertiser

- Multiple opportunities to reach a unique, targeted demographic of Civil War enthusiasts and consumers with your message.
- Show your support for:
  - The Mission of the CWRT Congress
  - Battlefield preservation
  - Issues of interest to the Civil War community
- Take advantage of the lowest cost, most highly targeted marketing and communication about the Civil War era available.
- Demonstrate your leadership by promoting the study of the Civil War era across the globe and in your local community.

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## CWRT CONGRESS



improvement through education & networking

## CWRT CONGRESS WEBSITE

Our website

<https://www.cwrtcongress.org/>

reaches hundreds of CWRT associates and Civil War enthusiasts each week. It contains dozens of practical tools, resources, and videos to expand knowledge of the Civil War and help sustain CWRTs.

## CWRT CONGRESS WEEKLY BLOG

Our Blog is published weekly and highlights dozens of Civil War specific programs and conferences across the country.

### NEWS & EVENTS

Click any of the images to link to the story.

#### ON GREAT FIELDS

The Life and Unlikely Heroism of Joshua Lawrence Chamberlain



#### CIVIL WAR FRIDAYS

This Friday, **November 1st** at 7pm EASTERN, author / historian Ronald C. White will discuss the outstanding character of General/President/Governor Joshua Lawrence Chamberlain.

**REGISTER TODAY**



MESSAGE FROM CRAIG APPERSC Preview

GIVING TUESDAY

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**GEORGE B. McCLELLAN: GENERAL-IN-CHIEF**

This biography of the controversial Union general George B. McClellan examines the influences and political antecedents that shaped his behavior on the battlefield, behavior that so frustrated Lincoln and others in Washington that he was removed from his command soon after the Union loss at Antietam. Rather than take sides in the controversy, Ethan S. Rafuse finds in McClellan's politics and his desire to restore sectional harmony ample explanation for his actions. Rafuse sheds new light on the general who believed in the rule of reason and moderation, who sought a policy of conciliation with the South, and who wanted to manage the North's military resources in a way that would impose rational order on the battlefield.

**ETHAN S. RAFUSE**

January 17, 2025 @ 7p.m. EASTERN

Register: <http://www.cwrtcongress.org/events.html>

## CIVIL WAR FRIDAY LIVE

Most Fridays throughout the year the CWRT Congress sponsors a live presentation or lecture via ZOOM with renowned Civil War historians and authors. These sessions are recorded and become part of our archive. Included in this series is the very popular Fridays With Grant series featuring CWRT Congress Board member and the preeminent General U.S. Grant interpreter, Dr. Curt Fields.

## LIGHT POST NEWSLETTER

The Light Post is our quarterly newsletter. Each issue is filled with interesting articles about the Civil War and local CWRTs.



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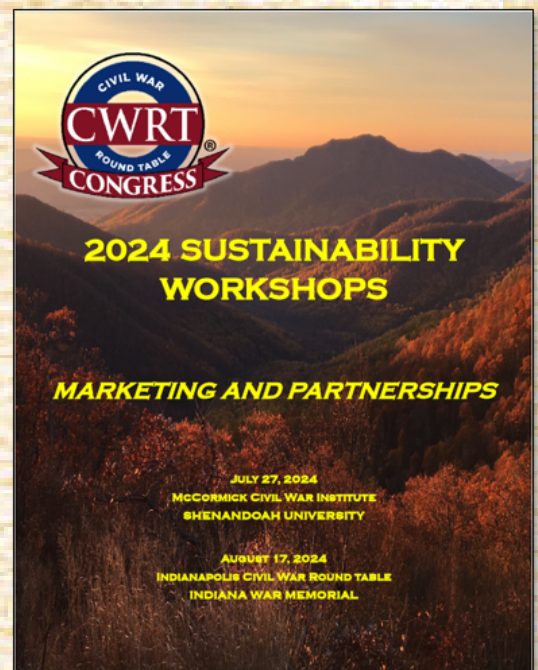


## ANNUAL IMPACT REPORT

*Our Annual Impact Report highlights achievements and financial results from the previous year and outlines our goals for the upcoming year. It is emailed to all CWRTs and stakeholders.*

## WORKSHOP & CONFERENCE PROGRAMS

*Every summer, we organize a series of educational workshops or conferences. The programs detail the sessions and include the logistics and instructions for the breakout sessions.*



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## ANNUAL SPONSORSHIPS

*Annual sponsorships allow you to run ads and support CWRT Congress all year. You'll be featured in all publications and social media without needing to renew each time, making it convenient and cost-effective.*

	Cost	Website Listing	Weekly Blog Ad	Civil War Friday Live Thanks	Light Post Ad	Annual Impact Report Ad	Workshop Program Ad **
<b>Silver</b>	\$150	X	X	-	-	¼ Page	¼ Page
<b>Gold</b>	\$250	X	X	-	-	½ Page	½ Page
<b>Platinum</b>	\$350	X	X	X	X	Full Page	Full Page
<b>Diamond</b>	\$450	X	X	X	X	Inside Cover or rear cover	Inside front or rear cover

\*\* If applicable for that year

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## ALA CARTE ADVERTISING

*If you have a limited budget, seasonal product, a one-time event, or just want to show your support for the CWRT Congress, you can customize your advertising spend with our ala carte pricing. These rates let you buy ads in any of our communication channels on a per issue, monthly, quarterly or bi-annual basis. This provides you with maximum flexibility to match your budget and needs.*

Size	Website Listing	Weekly Blog Ad	Civil War Friday Live Mention	Light Post Ad	Annual Impact Report Ad	Workshop Program Ad **
¼ Page	X	X	-	\$75	Already Published for 2025	\$75
½ Page	X	X	-	\$100		\$100
Full Page	X	X	X	\$150		\$150

\*\* Costs are per month or issue.



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## Ad Specifications & Layout

Annual Impact Report & <i>Light Post</i>		
	Horizontal	Vertical
1/4 Page	3.5" W X 4.5" H	
1/2 Page	7" W X 4.50" H	3.5" W X 9" H
Full Page	8.5" W X 11" H full bleed	

Workshop & Conference Program		
	Horizontal	Vertical
1/4 Page	5.125" W X 2" H	2.56" W X 4" H
1/2 Page	5.125" W X 4" H	2.56" W X 8" H
Full Page	5.625" W X 8.5" H full bleed	

## Emails or Facebook

**Ideal Size:** 564 X 595 pixels

**Don't have an ad or image? Let us help produce your ad free of charge!**

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**To become a sponsor or to advertise, visit our website by clicking on of the links below**

## **Sponsorships:**

[https://www.aplos.com/aws/give/CWRTCongress/annual\\_sponsor](https://www.aplos.com/aws/give/CWRTCongress/annual_sponsor)

## **Advertisements:**

[https://www.aplos.com/aws/give/CWRTCongress/ALA\\_CARTE\\_ADVERTISER](https://www.aplos.com/aws/give/CWRTCongress/ALA_CARTE_ADVERTISER)

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## Sample Ads

Supports the CWRT Congress Summer 2024 Workshops

*Adapt, Adopt, and maintain Strategies for Sustainability*

Inspiring Civil War Round Table Leaders to  
**Adapt, Adopt, & Maintain Strategies for Sustainability**

- Tools and Resources
- Extensive Lectures Library
- Education and Conferences
- Networking
- The Light Post Newsletter

[cwrtcongress.org](http://cwrtcongress.org)

The Antietam Institute is a member-based educational and philanthropic nonprofit organization with a mission to study, collect, publish and teach about the Battle of Antietam and the Maryland Campaign of 1862.

**Spring Symposium**  
One day event showcasing some of the latest research and scholarship of the Maryland Campaign with an optional battlefield excursion.

**Fall Conference**  
This weekend-long event brings leading experts examining new perspectives of the campaign through lectures, discussions, and battlefield excursions.

**Antietam Institute Press**  
Serves as a publishing house enhancing the knowledge and understanding of the Campaign with the biannual Antietam Journal and a series of full length works for members

For more information email [info@antietaminstitute.org](mailto:info@antietaminstitute.org) or visit [antietaminstitute.org](http://antietaminstitute.org)

**GETTYSBURG'S NEWEST MUSEUM**  
*featuring Caught in the Crossfire - an immersive Battle of Gettysburg experience*

Become a member and receive complimentary museum admission, research room access, and more!

**GETTYSBURG BEYOND THE BATTLE MUSEUM**

Discover Gettysburg from a different perspective, and meet the ordinary people who lived through extraordinary circumstances before, during, and after the battle.

625 Biglerville Road, Gettysburg, PA 17325 | [gettysburgbeyondthebattle.org](http://gettysburgbeyondthebattle.org) | 717-334-4723

**SCOTTSDALE CIVIL WAR ROUND TABLE**

Proudly supports the CWRT Congress  
2024 Summer Workshops

**Our Mission**  
To inform the public about the American Civil War contribute to Civil War battlefield preservation, and assist in the retention of Civil War memory.

[scottsdalecwrt.org](http://scottsdalecwrt.org)