

The only local voice for news, arts, and culture

(814)314-9364
eriereader.com
sales@eriereader.com



ONLINE MEDIA KIT 2020

READER READERS ARE



SMART

More likely to have four year degrees and advanced degrees, along with a higher household income.



PROFESSIONALS

More likely to be employed in professional/technical or managerial positions.



ENTREPRENEURAL

More likely to own a business or be in an executive role.



ACTIVE

Can be found on the ski slopes, mountain biking trail, at health clubs, and on the dance floor.



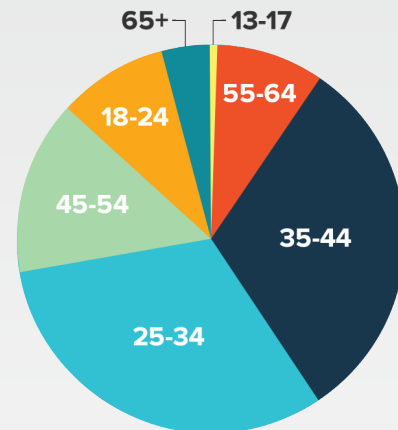
CULTURALLY MINDED

Read a lot, travel, attend concerts, movies and eat out much more frequently than the average adult.

According to AWN (Alternative Weekly Network)

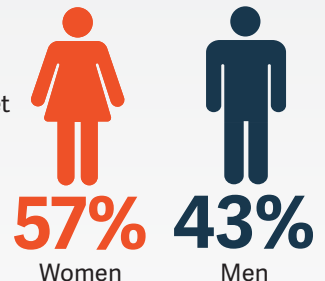
READER AGE

13-17	0.4%
18-24	9%
25-34	30%
35-44	31%
45-54	14%
55-64	9%
65+	4%



DEMOGRAPHICS

Specific demographics of our Erie Market (based on social media polling)



SITE STATISTICS

The Erie Reader website has over **1.1 MILLION** page views & **36,000** unique visitors/month

ONLINE AD RATES



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ONLINE AD PACKAGES

PACKAGE #1

- Header only run-of-site + leader board run-of-site
- Total value - \$441/month
- Total cost - \$397/month

PACKAGE #2

- Header only run-of-site, leader board run-of-site + standard box run-of-site
- Total value - \$537/month
- Total cost - \$430/month

PACKAGE #3

- Header only run-of-site, leader board run-of-site, standard box run-of-site + XL leader board
- Total value - \$772/month
- Total cost - \$540/month

Location	Type	Size	Daily	Weekly	Monthly	Yearly
Every Page	Run-of-Site	Leader boards	\$19	-	\$147	\$1,617
Every Page	Run-of-Site	Standard Box	\$19	-	\$96	\$1,056
Every Page	Header Only Run-of-Site	Header Leader board	\$49	-	\$294	\$3,234
Homepage	Top Box	Box 1	\$49	-	\$192	\$2,112
Homepage	X-Large Homepage	X-Large Leader board	\$30	-	\$235	\$2,600
Homepage	Interstitial Site Takeover	Pop-up Box	\$350	-	\$1,500	\$16,500
Homepage	Tower	Tower	\$700	-	-	-
Calendar	Calendar Feed	Leader boards	\$25	-	\$199	\$2,189
Calendar	Calendar Feed	Box 1	\$25	-	\$129	\$1,419
Article	Article Category-specific	Leader boards	\$25	-	\$175	\$1,925
Article	Article Category-specific	Standard Box	\$25	-	\$115	\$1,265
Article	Article-specific	Leader boards	\$69	-	\$500	\$5,500
Article	Article-specific	Standard Box	\$49	-	\$336	\$3,696
Calendar	Featured Calendar Sponsored Event	-	\$25	\$99	-	-
Calendar	Calendar Sponsored Event	-	\$14	\$49	-	-

HOMEPAGE

Header Leader board
(728px W x 90px H)

X-Large Leader board
(970px W x 120px H)

Box 1
(300px W x 250px H)

ARTS & CULTURE / ENTERTAINMENT

Leader board
(728px W x 90px H)

Standard Box

Standard Box

Standard Box

NEWS & POLITICS

Leader board
(728px W by 90px H)

INTERSTITIAL SITE TAKEOVER

Pop-up Box
(500px W by 500px H)

TOWERS

Towers
(150px W x 800px H)

Towers
(150px W x 800px H)

X-Large Leader board
(970px W x 120px H)

ARTS & CULTURE / ENTERTAINMENT

FEATURES

ARTS & CULTURE / ENTERTAINMENT

MUSIC

ARTICLE

Swipe Right For Erie

Contributors from the 2016 Erie County...



As the dating app market continues to grow, it's no surprise that more and more people are using these apps to find potential partners. In Erie County, there are several popular dating apps, including Bumble, OkCupid, and Match. Each app offers a unique experience, from Bumble's "women make the first move" to OkCupid's personality-based matching.

One of the most popular dating apps in Erie County is Bumble. Bumble is a dating app that allows women to make the first move. This has been a game-changer for many women who have been tired of being catfished or harassed on other dating apps.

Another popular dating app is OkCupid. OkCupid is a free dating app that uses a personality-based matching system. This means that you are more likely to find someone who is compatible with you based on your personality and interests.

Match is another popular dating app in Erie County. Match is a paid dating app that has been around for a long time. It has a large user base and offers a variety of features, including the ability to send virtual gifts and to see who has viewed your profile.

There are many other dating apps available in Erie County, but these are some of the most popular. Each app offers a unique experience, so it's worth trying a few to see which one works best for you.

When it comes to dating apps, there are a few things to keep in mind. First, make sure you are using a reputable app with a large user base. Second, be clear about what you are looking for in a partner. Third, don't be afraid to take things slow and get to know someone before jumping into a relationship.

Dating apps can be a great way to find a potential partner, but they can also be a source of frustration. If you are having trouble finding someone, try being more specific in your search criteria. You may also want to try going to social events or networking groups to meet new people.

Overall, dating apps can be a helpful tool in finding a potential partner. Just make sure you are using a reputable app and being clear about what you are looking for. With a little patience and the right approach, you can find someone who is a great match for you.

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RELATED ARTICLES

- Local Original Walkways in Erie Mills**
A new walkway project is set to begin in the Erie Mills area, providing a safe and scenic route for pedestrians and cyclists.
- Finding a New Chapter for East Avenue in Erie PA**
The city of Erie is looking for ways to revitalize East Avenue, a historic street that has seen a decline in activity.
- A Change of Heart in the Midlands: Walkway Discussion for Jay Street**
A new walkway project is being discussed for Jay Street in the Midlands area, aiming to improve connectivity and safety.
- City Council Taking First Step to Erasing Erie's Stigma in Erie County**
The Erie City Council has taken a significant step towards erasing the stigma associated with the city's history.
- BeFit On Yourself With Drexelburg's Circle Walk Transformation**
Drexelburg is transforming its Circle Walk into a fitness-friendly area with new amenities and signage.
- From Westwood Pennsylvania to Southwest Erie**
A new development project is being launched in Southwest Erie, bringing modern amenities and services to the area.

Leader board (728px W by 90px H)

CALENDAR

Events Calendar



February 8th, 2016

Business Startup Mentorship with Eric Stearns
Join Eric Stearns for a one-on-one mentorship session. He will provide guidance on business planning, marketing, and operations.

Box 1 (300px W x 250px H)

Board Game Event: Game On!
Join us for a night of board games. We have a variety of games for all ages and skill levels. Free admission.

Gender Yoga & Meditation - Level 1
A combination of yoga and meditation designed for women. Focuses on strength, flexibility, and stress management.

Join Us for Wine
Join us for a wine tasting event. We will be sampling several different wines and discussing their flavors and characteristics.

They Toss Yoga
A fun and challenging yoga class that incorporates a lot of tossing and catching. Great for improving coordination and balance.

Erie Bookfests vs. Agnes Catholic
A book festival featuring a variety of authors and genres. Free admission.

It's The Big Day
A special event celebrating a significant milestone. Join us for a night of celebration and entertainment.

Marketing Workshops
A series of workshops designed to help businesses improve their marketing strategies. Topics include social media, SEO, and content marketing.

February 8th, 2016

Business, Mystery and Fiction Paperback Book Sale
A special book sale featuring a variety of business, mystery, and fiction titles. Great prices on all books.

Yoga in Nature
A yoga class held outdoors in a beautiful natural setting. Perfect for those who enjoy nature and fresh air.

Family Storyline
A storytelling event for families. Children will hear and act out stories from their favorite books.

Proceeds Return Discovery Class - All the Colors of the Rainbow
A special class where the proceeds from the sale go to support a local charity. A fun and meaningful activity.

Erie RV Show
A large RV show featuring a variety of new and used recreational vehicles. Great deals and information.

American Short Stories
A book sale featuring a collection of American short stories. Great prices on all titles.

February 8th, 2016

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Leader board (728px W by 90px H)

SOCIAL MEDIA

- Social media should be essential piece of your business marketing strategy. Social platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales.
- Advertising on social media gives your brand/business instant visibility to the Erie Reader's audience.
- Reach and engage with thousands of unique individuals every single day.



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Sponsored Facebook Post
 (476px W x 714px H)
\$100/each



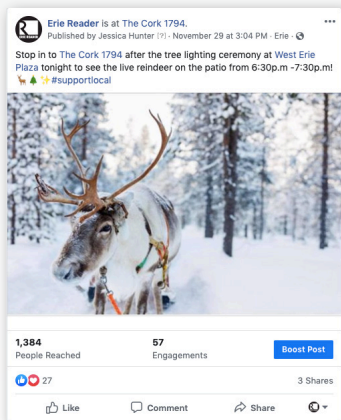
Sponsored Facebook Story
 (476px W x 714px H)
\$100/each



Sponsored Instagram Story
 (500px W x 500px H)
\$100/each



Sponsored Instagram Post
 (500px W x 500px H)
\$100/each



SAVE BIG!
SOCIAL MEDIA BUNDLE
 10 sponsored Facebook OR Instagram Posts/Stories
ONLY \$500



CONTACT YOUR SALES REP TODAY!

