



The only local voice for news, arts, and culture

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



ONLINE MEDIA KIT 2021

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.



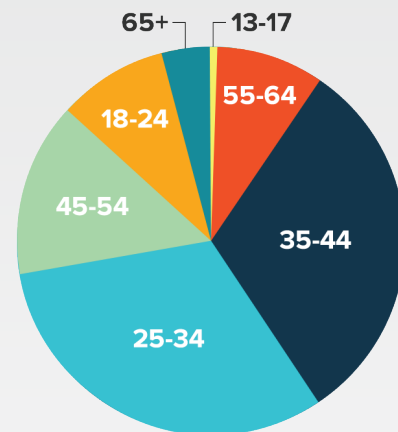
CULTURALLY MINDED

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)



57%
Women



43%
Men

SITE STATISTICS

The Erie Reader website has over

1.1 MILLION page views & **36,000** unique visitors/month*

* According to May 2018

2021 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

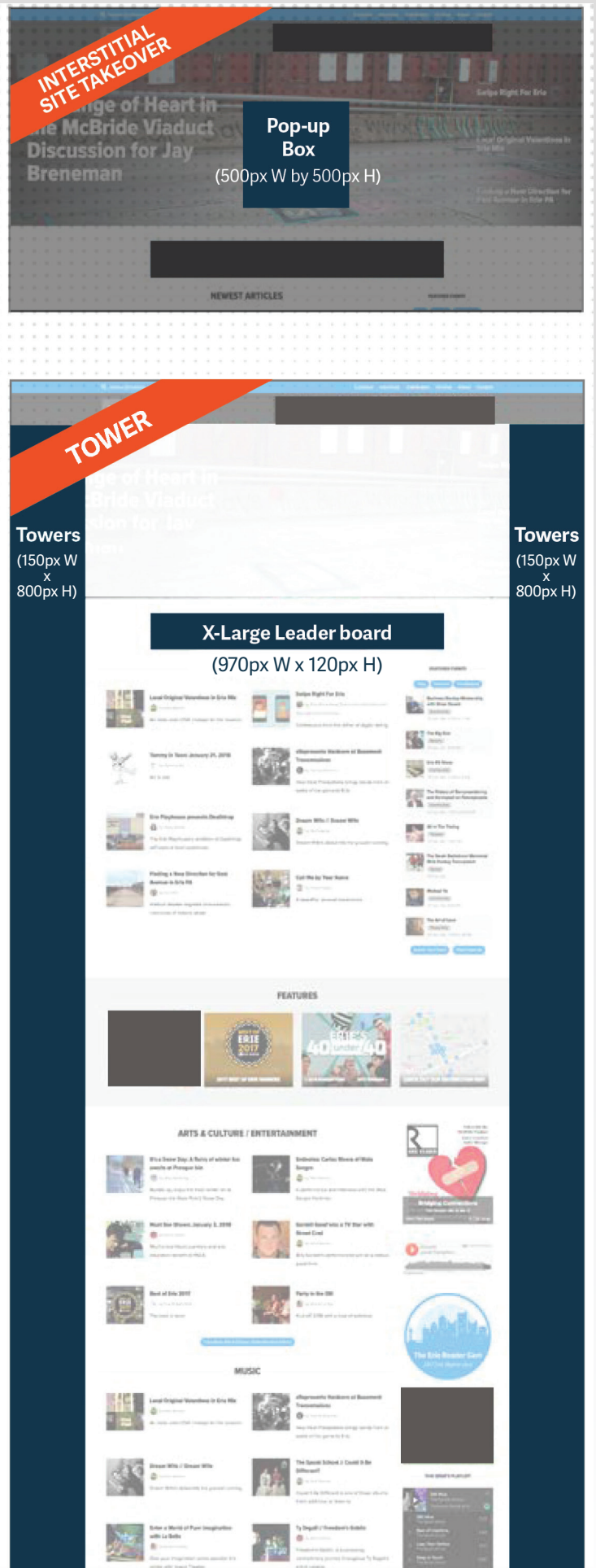
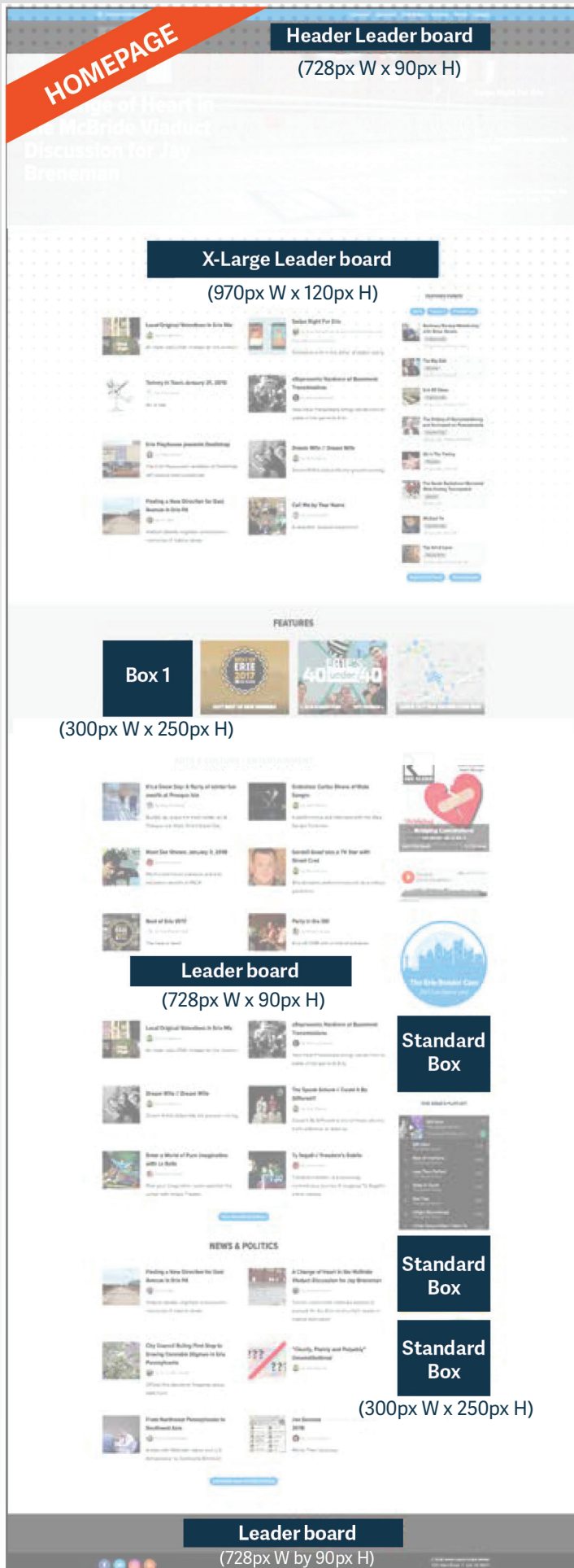
- Total value - \$537/month
- Total cost - \$430/month

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	Skyscraper	Towers & X-Large Leader board	\$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	-	-



ARTICLE

Swipe Right For Erie

Confession: I'm the 20th of digital dating

By Liz M. Moore, Freelance Writer

Published: 10/10/2018

Updated: 10/10/2018

10/10/2018

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Standard Box

Standard Box

Standard Box

(300px W x 250px H)

Leader board

(728px W x 90px H)

Leader board

(728px W x 90px H)

Leader board

(728px W by 90px H)

CALENDAR

Events Calendar

Events in Erie, PA and the surrounding, Western Region. The best Erie events, compiled by The Erie Press.

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Box 1

(300px W x 250px H)

Leader board

(728px W x 90px H)

Leader board

(728px W x 90px H)

Leader board

(728px W by 90px H)

SOCIAL MEDIA

- Social media is an 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.
- The average engagement an Erie Reader post on different platforms receives goes into the thousands of unique individuals every single day.



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



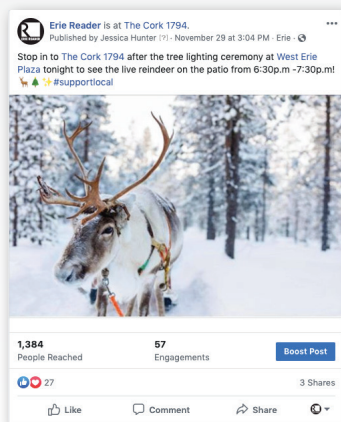
**Sponsored
Facebook
Story**
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\$100/each



**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
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REP TODAY!**

