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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>0.4%</td>
</tr>
<tr>
<td>18-24</td>
<td>9%</td>
</tr>
<tr>
<td>25-34</td>
<td>30%</td>
</tr>
<tr>
<td>35-44</td>
<td>31%</td>
</tr>
<tr>
<td>45-54</td>
<td>14%</td>
</tr>
<tr>
<td>55-64</td>
<td>9%</td>
</tr>
<tr>
<td>65+</td>
<td>4%</td>
</tr>
</tbody>
</table>

DEMOGRAPHICS

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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>57%</td>
</tr>
<tr>
<td>Men</td>
<td>43%</td>
</tr>
</tbody>
</table>

SITE STATISTICS

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

* According to May 2018
2022 ONLINE AD RATES

ONLINE AD PACKAGES

PACKAGE #1
Header only run-of-site + leader board run-of-site
- Total value - $662/month
- Total cost - $596/month

PACKAGE #2
Header only run-of-site, leader board run-of-site + standard box run-of-site
- Total value - $806/month
- Total cost - $645/month

PACKAGE #3
Header only run-of-site, leader board run-of-site, standard box run-of-site + XL leader board
- Total value - $1,158/month
- Total cost - $810/month

Location | Type | Size | Daily | Weekly | Monthly | Yearly
--- | --- | --- | --- | --- | --- | ---
Every Page | Run-of-Site | Leader boards | $29 | - | $221 | $2,426
Every Page | Run-of-Site | Standard Box | $29 | - | $144 | $1,584
Every Page | Header Only Run-of-Site | Header Leader board | $74 | - | $441 | $4,851
Homepage | Top Box | Box 1 | $74 | - | $288 | $3,168
Homepage | X-Large Homepage | X-Large Leader board | $45 | - | $353 | $3,900
Homepage | Interstitial Site Takeover | Pop-up Box | $525 | - | $2,250 | $24,000
Homepage | Skyscraper | Towers & X-Large Leader board | $1,050 | - | - | -
Calendar | Calendar Feed | Leader boards | $38 | - | $299 | $3,284
Calendar | Calendar Feed | Box 1 | $38 | - | $194 | $2,129
Article | Article Category-specific | Leader boards | $38 | - | $263 | $2,888
Article | Article Category-specific | Standard Box | $38 | - | $173 | $1,898
Article | Article-specific | Leader boards | $104 | - | $750 | $8,250
Article | Article-specific | Standard Box | $74 | - | $504 | $5,544
Calendar | Featured Calendar Sponsored Event | - | $38 | $149 | - | -
Calendar | Calendar Sponsored Event | - | $21 | $74 | - | -

SPECIAL PRICING AVAILABLE, ASK YOUR REP TODAY!

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

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

CONTACT YOUR SALES REP TODAY!