

The only local voice for news, arts, and culture

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



ONLINE MEDIA KIT 2023

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.



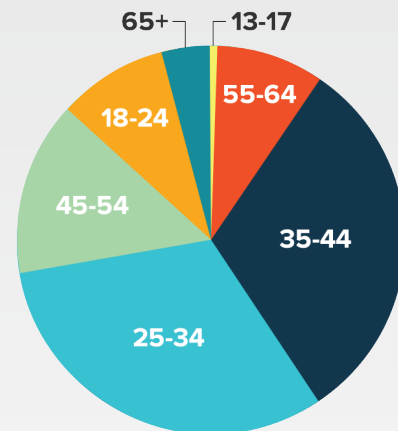
CULTURALLY MINDED

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 Jan. 2023

2023 ONLINE AD RATES



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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

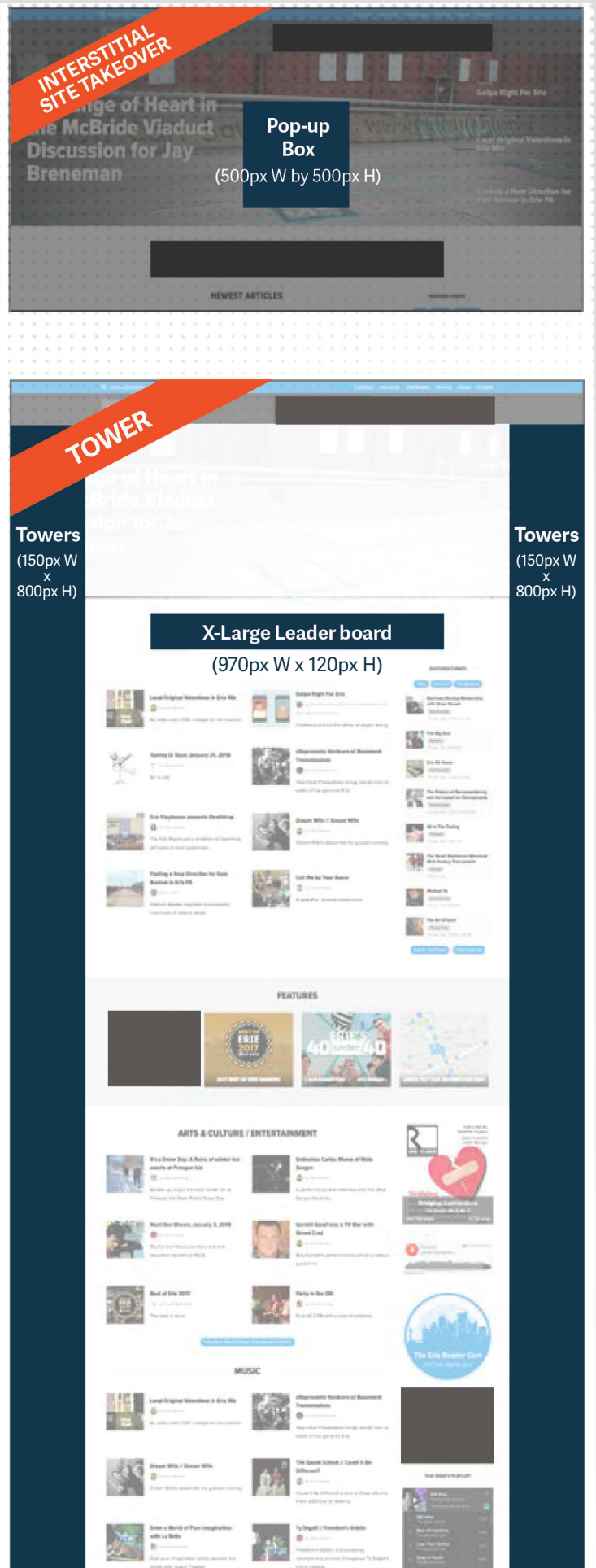
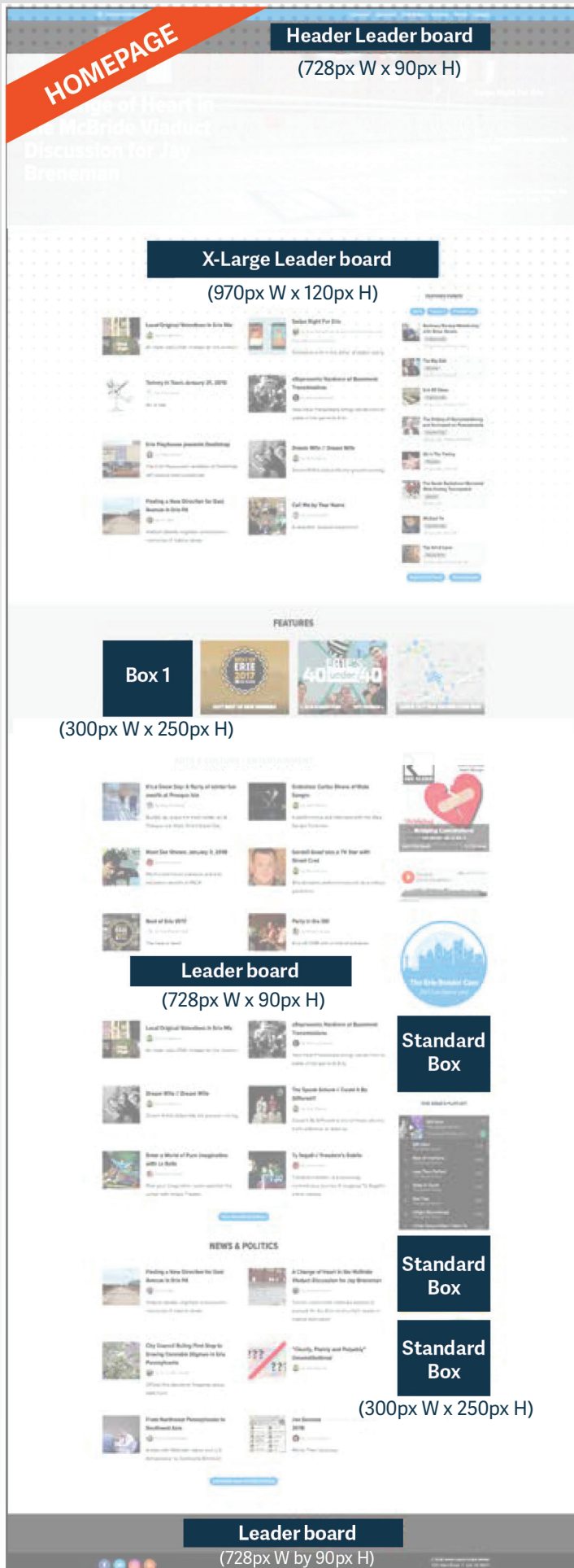
- Total value - \$806/month
- Total cost - \$645/month

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	-	-



Box 1

(300px W x 250px H)

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)

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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 714px H)
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SAVE BIG!
SOCIAL MEDIA BUNDLE
 10 sponsored Facebook OR Instagram Posts/Stories
ONLY \$500



**CONTACT
YOUR SALES
REP TODAY!**

