



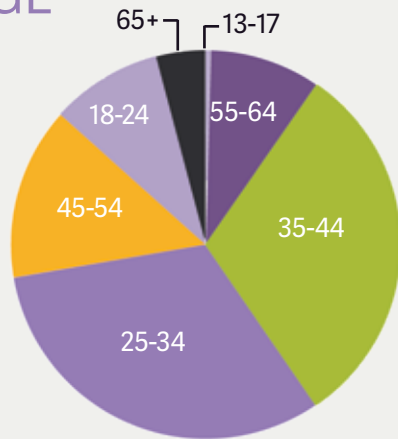
ONLINE MEDIA KIT 2019

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READER AGE

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



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.

ENTREPRENEURIAL

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)

SITE STATISTICS

The Erie Reader website has up to **2 million impressions & 88,000 unique visitors per month.**

DEMOGRAPHICS

Specific Demographics of our Erie Market (based on social media polling): **57% Women / 43% Men.**

ONLINE AD RATES



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	-	-

HOMEPAGE

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

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

Box 1
(300px W by 250px H)

Leader board
(728px W by 90px H)

Standard Box

Standard Box

Standard Box

Leader board
(728px W by 90px H)

INTERSTITIAL SITE TAKEOVER

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

SKYSCRAPER

Towers (150px W by 800px H)

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

Standard Box

Standard Box

Standard Box

ARTICLE

The screenshot shows a news article titled "Tripe Right For Erie" with a sub-headline "Delicious For The Best of Italian Eating". The article text is partially visible. On the right side, there are two "Standard Box" ads (300px W by 250px H) and two "Leader board" ads (728px W by 90px H). At the bottom, there is a "RELATED ARTICLES" section with four article thumbnails and titles, and another "Leader board" ad (728px W by 90px H) at the very bottom.

CALENDAR

The screenshot shows an "Events Calendar" for February 2018. The calendar grid is visible, showing dates from the 1st to the 28th. On the right side, there is a "Box 1" ad (300px W by 250px H) and a "Leader board" ad (728px W by 90px H). Below the calendar, there are several event listings with titles like "W Business Startup Mentorship with Brian Decker", "Great Books", "Board Game Events: Game On!", "Golfing: Toga & Meditation - Level 1", "Join the Warrior", "Play Trivia Night", "Erie Bayhawks vs. Agos Coliseum", "The Big Six", "Evening Workshops", "Business, Mystery and Fiction Paperback Book Sale", "Tale in Water", "Family Storytime", "Preschool Nature Discovery Class - All the Colors of the Rainbow", and "Erie 9th Street". At the bottom, there is another "Leader board" ad (728px W by 90px H).