

The Town's Attic: The Importance of Our Small Town Historical Museums and Societies

ERIE'S ONLY LOCAL EVENT TICKETING **ERTIX**

NEWEST ARTICLES

Drugstore II to the New York Times as One of the 50 Best Pharmacies in the U.S.

The Town's Attic is the cornerstone of the Erie's Small Town Historical Museums and Societies

ERIE's 2023 Winter and Industrial Auto Show



The only local voice for news, arts, and culture

(814) 314-9364
eriereader.com
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ONLINE MEDIA KIT 2026

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.



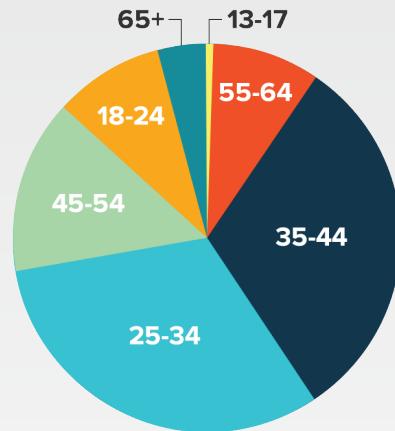
CULTURALLY MINDED

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

According to AWN (Alternative Weekly Network)

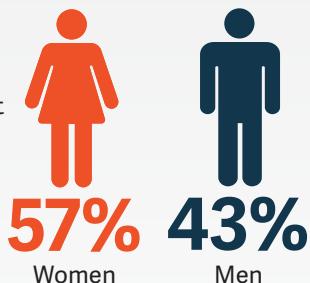
READER AGE

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 **1.2 MILLION** page views & over **55,000** unique visitors/month*

* According to Jan. 2024

2026 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



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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	-	-

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)

Leader board
(728px W x 90px H)

Standard Box
(300px W x 250px H)

Standard Box
(300px W x 250px H)

Standard Box
(300px W x 250px H)

Leader board
(728px W x 90px H)

Interstitial Site Takeover

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

TOWER

Towers
(150px W x 800px H)

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

FEATURES

Standard Box
(300px W x 250px H)

Standard Box
(300px W x 250px H)

MUSIC

A collage of various news article snippets from the Erie Times-News website, including sections for 'ARTICLE', 'Standard Box', 'Leader board', and 'RELATED ARTICLES'. The snippets feature different article titles, images, and layout styles, such as 'ARTICLE' with a red diagonal banner, 'Standard Box' with a dark blue background, 'Leader board' with a dark blue background, and 'RELATED ARTICLES' with a grid of thumbnail images.

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)
\$250/each



Sponsored Facebook Story
(476px W x 714px H)
\$250/each



Sponsored Instagram Story
(500px W x 500px H)
\$250/each



Sponsored Instagram Post
(500px W x 500px H)
\$250/each



SAVE BIG!
SOCIAL MEDIA BUNDLE

10 sponsored Facebook OR Instagram Posts/Stories

ONLY \$2,000



**CONTACT
YOUR SALES
REP TODAY!**

