

The only local voice for news, arts, and culture

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



# 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.



### 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.



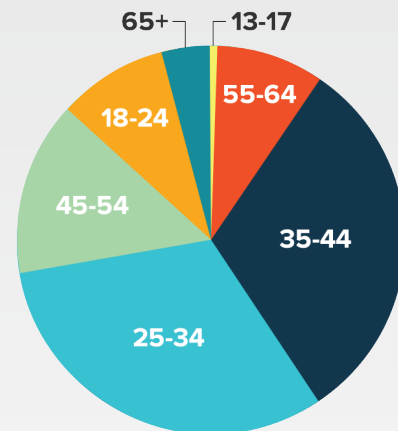
### CULTURALLY MINDED

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

\* According to Jan. 2024

# 2026 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	-	-

The collage displays a variety of web design components:

- Header Leader board:** A dark blue header with the text "Header Leader board (728px W x 90px H)".
- Homepage:** A large, light-colored page with a grid of article thumbnails and titles, including "Local Original: 'Blessings in a Blue Sky'" and "Serious Night For Erie".
- X-Large Leader board:** A dark blue banner with the text "X-Large Leader board (970px W x 120px H)".
- Box 1:** A dark blue box with the text "Box 1 (300px W x 250px H)".
- Leader board:** A dark blue banner with the text "Leader board (728px W x 90px H)".
- Standard Box:** A dark blue box with the text "Standard Box".
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- NEWS & POLITICS:** A section with a grid of article thumbnails and titles, including "Finding a New Direction for Erie" and "A Change of Heart in the Multiracial".
- Leader board:** A dark blue banner with the text "Leader board (728px W by 90px H)".

The image displays three distinct website layout designs for 'The Erie Reader' by Jay Breneman, each with specific dimensions and content areas.

- Top Mockup:** Features a 'Pop-up Box' (500px W by 500px H) and a 'NEWEST ARTICLES' section. A red banner in the top left corner reads 'INTERSTITIAL SITE TAKEOVER'.
- Middle Mockup:** Features a 'TOWER' (150px W x 800px H) and an 'X-Large Leader board' (970px W x 120px H). It also includes a 'FEATURES' section with various article thumbnails.
- Bottom Mockup:** Features an 'ARTS & CULTURE / ENTERTAINMENT' section with various article thumbnails and a 'MUSIC' section.



[illegible]

### 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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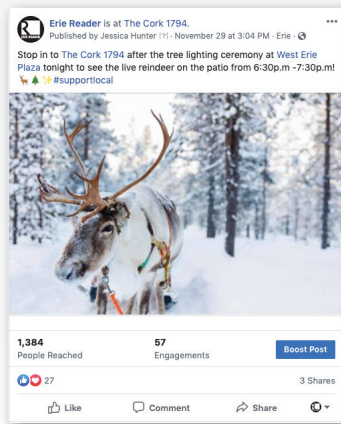


**Sponsored  
Facebook  
Post**  
 (476px W x  
 714px H)  
**\$250/each**

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

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

**Sponsored  
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**SAVE BIG!**  
**SOCIAL MEDIA BUNDLE**  
 10 sponsored Facebook OR Instagram Posts/Stories  
**ONLY \$2,000**



**CONTACT  
YOUR SALES  
REP TODAY!**

