



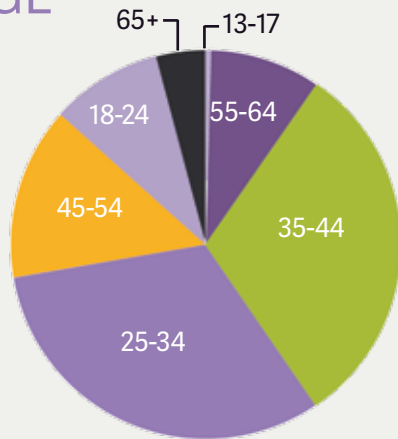
ONLINE MEDIA KIT 2018

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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 over **940,000 impressions & 59,000 unique visitors per month***

* According to May 2018

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

Tripe Right For Erie



Through light to dark, with a white and a dark brown... The tripe is a... (Main article text)

Standard Box

Standard Box

Leader board (728px W by 90px H)

Standard Box

Leader board (728px W by 90px H)



Leader board (728px W by 90px H)

CALENDAR

Events Calendar



FEBRUARY 2018

IN Business Startup Mentorship with Brian Decker

Box 1 (300px W by 250px H)

Great Books

Board Game Event: Game On!

Castle Yoga & Meditation - Level 1

Join the Warrior

Leader board (728px W by 90px H)

Try These Yoga

Five BayBros vs. Agave Colores

IN The Big Six

Marketing Workshops

FEBRUARY 2018

Business, Mystery and Fiction Paperback Book Sale

Leader board (728px W by 90px H)

Talk in Water

Family Storytime

President Obama Discovery Class - All the Colors of the Rainbow

IN Erie 9th Street

American Short Stories

Leader board (728px W by 90px H)