

The only local voice for news, arts, and culture

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



# ONLINE MEDIA KIT 2025

## 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.



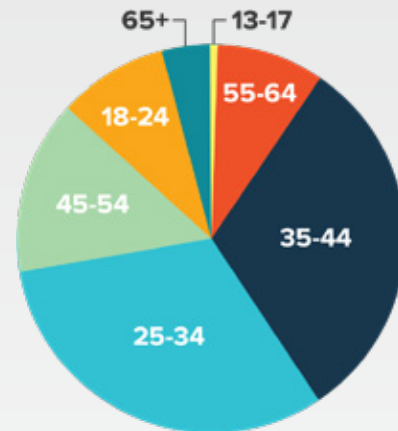
### CULTURALLY MINDED

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 & **47,000** unique visitors/month\*

\* According to Jan. 2024

# 2025 ONLINE AD RATES



The only local voice for news, arts, and culture

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



**SPECIAL PRICING AVAILABLE, ASK YOUR REP TODAY!**

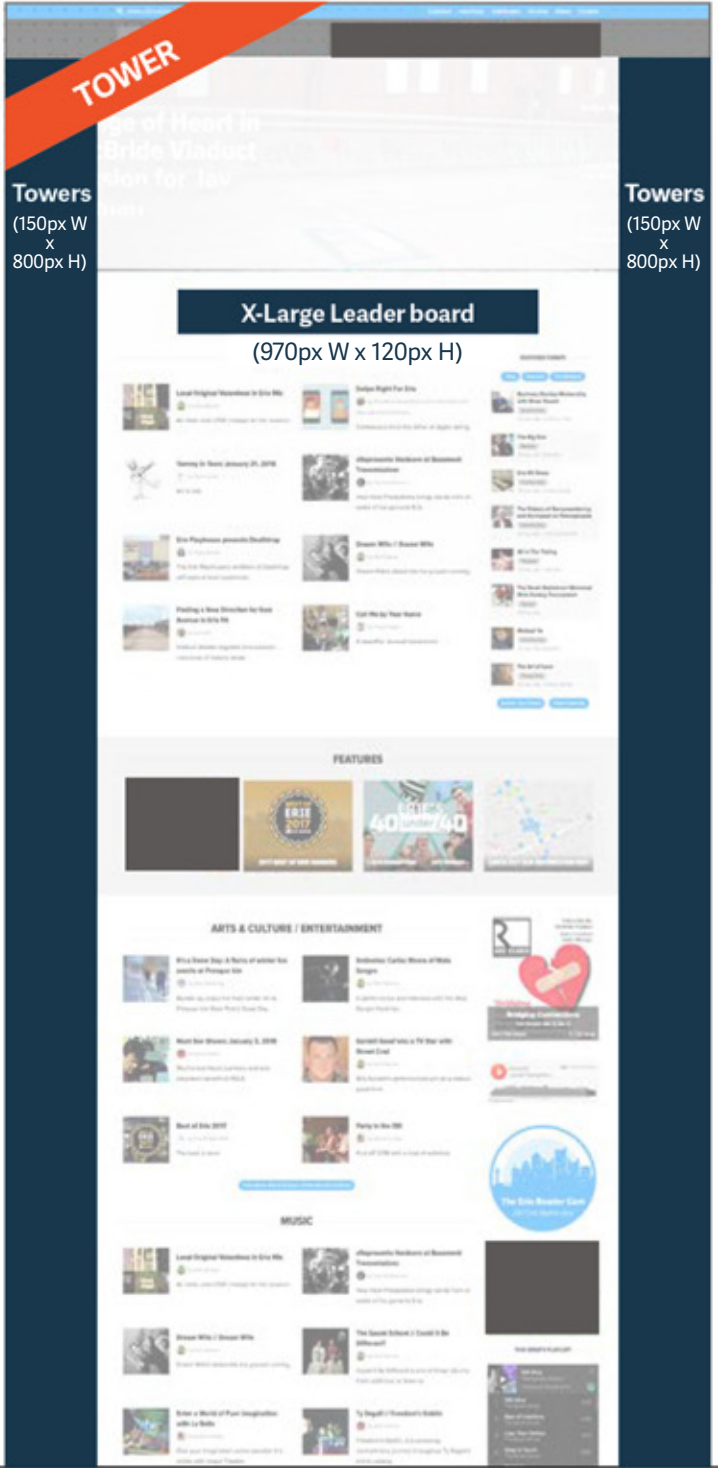
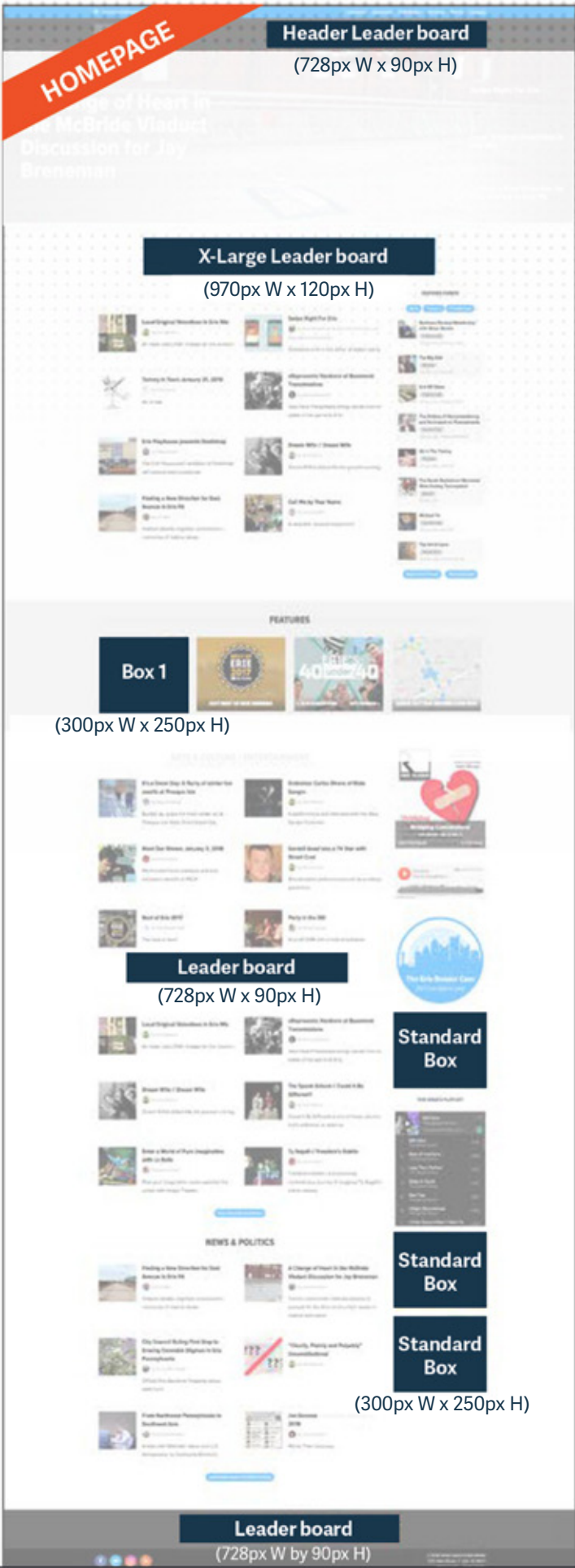
## ONLINE AD PACKAGES

**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	-	-



ARTICLE

# Strike Right For Erie



Main body of text for the article, including introductory paragraphs and sub-sections.

Standard Box

Standard Box

Leader board (728px W x 90px H)

Standard Box

(300px W x 250px H)

Leader board (728px W x 90px H)

Leader board (728px W x 90px H)

- RELATED ARTICLES section with six article thumbnails and titles.

Leader board (728px W by 90px H)

CALENDAR

## Events Calendar

Search and filter options for the calendar.



Box 1 (300px W x 250px H)

- Event listings for February 2018, including 'Business Startup Mentorship with Brian Steiner'.

Leader board (728px W x 90px H)

- Event listings for February 2018, including 'Erie BookFests vs. Agave Culture'.

Leader board (728px W x 90px H)

- Event listings for February 2018, including 'Family Storyline' and 'Peanut Butter Discovery Class'.

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.



The only local voice for news, arts, and culture

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



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



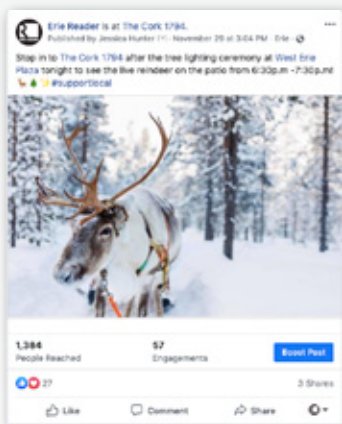
**Sponsored Facebook Story**  
 (476px W x 714px H)  
**\$250/each**



**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!**

