

ERIE'S MOST TRUSTED AND COMPREHENSIVE EVENTS COVERAGE

The Erie Reader highlights the best of Erie while providing in-depth, magazine-style journalism that cuts to the heart of the issues that matter.

PUBLICATION DATES 2017

JANUARY 4	JULY 5
JANUARY 18	JULY 19
FEBRUARY 1	AUGUST 2
FEBRUARY 15	AUGUST 16
MARCH 1	AUGUST 30
MARCH 15	SEPTEMBER 13
MARCH 29	SEPTEMBER 27
APRIL 12	OCTOBER 11
APRIL 26	OCTOBER 25
MAY 10	NOVEMBER 8
MAY 24	NOVEMBER 22
JUNE 7	DECEMBER 6
JUNE 21	DECEMBER 20

* THE ERIE READER IS PUBLISHED 26 TIMES A YEAR-EVERY OTHER WEDNESDAY. THE DEADLINE FOR ADVERTISING IS 5 P.M. ON FRIDAY PRIOR TO PUBLICATION.

CONTACT

814.314.9364
 ERIEREADER.COM
 SALES@ERIEREADER.COM

DISTRIBUTED FREE
 EVERY OTHER WEDNESDAY
 TO MORE THAN

350

HIGH FOOT-TRAFFIC LOCATIONS



13,000 copies of each issue are distributed at more than 350 high foot-traffic locations in Pennsylvania, from Edinboro to Girard to North East and all throughout the city of Erie.

THE ONLY LOCAL VOICE FOR NEWS, ARTS & CULTURE

2017 Press Kit

ADVERTISING RATES

SIZING & DIMENSIONS

Full-Page 10.5" W by 12.25" H with a .25" bleed all around	1/4 Page 2.4" W by 11.25" H or 4.7" W by 5.5" H or 9.5" W by 2.7" H
3/4 Page 9.5" W by 8.4" H or 7.1" W by 11.25" H	1/6 Page 4.7" W by 3.6" H
1/2 Page 9.5" W by 5.5" H or 4.7" W by 11.25" H	1/8 Page 4.7" W by 2.7" H or 2.25" W by 5.5" H
3/8 Page 7" W by 5.5" H or 4.7" W by 8.4" H	1/16 Page 2.3" W by 2.7" H
1/3 Page 4.7" W by 7.4" H	* Ask about our non profit discount opportunities

PRINT ADS

Full Page Ad	\$2200
3/4 Page	\$1650
1/2 Page	\$1100
3/8 Page	\$825
1/3 Page	\$740
1/4 Page	\$550
1/6 Page	\$385
1/8 Page	\$275
1/16 Page	\$135

WEB ADS

www.eriereader.com



TOP BANNER (475px W BY 85px H)
 \$2.00 PER 1,000 IMPRESSIONS

TOP SIDE BLOCK (300px W BY 200px H)
 \$1.75 PER 1,000 IMPRESSIONS

2ND SIDE BLOCK (300px W BY 200px H)
 \$1.50 PER 1,000 IMPRESSIONS

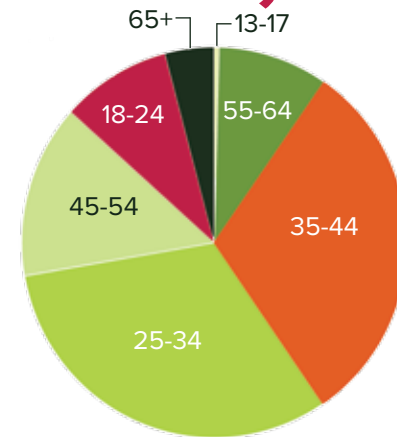
3RD SIDE BLOCK (300px W BY 200px H)
 \$1.25 PER 1,000 IMPRESSIONS

* **BANNER DIMENSIONS ARE FIXED. ASK US ABOUT OTHER AVAILABLE DIMENSIONS FOR SIDE BLOCKS. IMPRESSIONS AVERAGE IS 400,000 PER MONTH.**

BASED ON _____
INDUSTRY STATISTICS

WE KNOW THAT THERE IS A
PASS ALONG RATE OF 2.5
 AND ESTIMATE OUR READERSHIP TO BE

32,500



READER AGE DEMOGRAPHIC

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

JOIN THE CONVERSATION



"Erie Reader has been a great vehicle for yogaErie to reach a diverse group of people. It's packed full of all the area's entertainment information and has become a tremendous resource for us to obtain new clientele for our studio. Erie Reader is the new source for all that is happening in our great city."

- Jill Murphey - Owner, yogaErie