

**2021 MARKETING  
SERVICES & RATES**

**Providing Cost Effective  
& Laser-Focused  
Marketing Services to  
Reach News Publishing  
Decision-Makers**

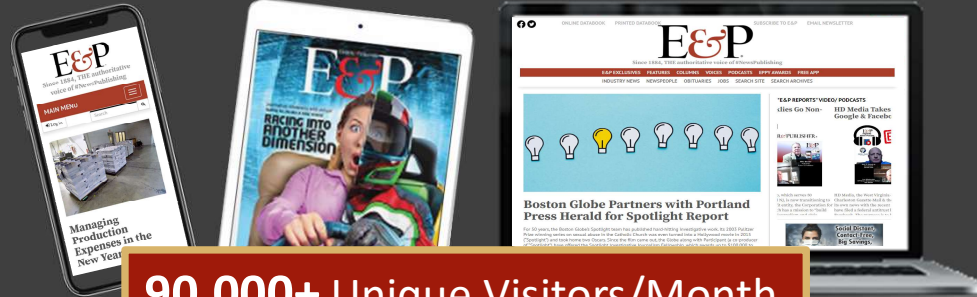


- Print Advertising
- Email Advertising
- Website Advertising
- Native Advertising
- Webinars
- Lead Generation
- Brand Awareness



Since 1884, **Editor & Publisher** has been THE authoritative voice of #NewsPublishing. We have evolved into offering **Multi-Media Advertising Platforms** since those days. We reach **more decision-makers** in the industry than any other trade publication with our array of digital and traditional products and services

# EditorAndPublisher.com



**90,000+ Unique Visitors/Month**  
**150,000+ Page Views/Month**



## Magazine

**35,000+ Monthly Readers**

## Emails



**58,000+ Subscribers**

- E&P Noon Daily Headlines  
20% Open/26% Click
- E&P Morning Exclusive  
16% Open/8% Click
- Your Own Dedicated E-Blast  
19% Open/5% Click

# E&P Exclusives

TUESDAY SEPTEMBER 1, 2020



Commercial Printing Division

## FEATURE

### 15 Over 50: Honoring the Leaders Driving the News Industry Forward

NU YANG | SEPTEMBER 1, 2020



Our inaugural class of 15 Over 50 come from various backgrounds and markets, but they all share one thing: a passion for our industry. While many other industry vets may feel jaded or cynical during ... [MORE](#)

## Your Own Leaderboard Ad at The Top of The Early “Morning Exclusives” Email

- The E&P “Morning Exclusives” reaches decision-makers every morning at 7 a.m. ET
- The email is sent to our 58,000+ subscribers
- This leaderboard is one of only two banner ads on this email

728 x 90

Regular Price

**\$2,495/month**

# Leaderboard Ad or A Small Rectangle in the Noon “Daily Headlines” Email

- Several powerful ad positions in the “Daily Headlines”
- Sent to 58,000+ subscribers
- 728 x 90 leaderboard (top or in between the headlines)
- 300 x 150 small rectangle in between the headlines

Regular Price

728 x 90

**\$2,195/month top**  
**\$1,195/month middle**

300 x 150

**\$725/month**



# Your Own Dedicated Email Blast to The Entire E&P Database!

- Pick a Tuesday or Thursday and we can send your own EXCLUSIVE email allowing you to capture leads
- All data on “opens” and “clicks” are provided

Dedicated Email Blast

Regular Price  
**\$1,750/send**

Content posted under Press Releases online and must pass editorial review prior to emailing.

Emailing days are limited and awarded on a first come, first served basis.

**SOLVEmedia**  
Rethinking Online Advertising By Using Branded Type-In Captchas

Greetings

**Solve Media**™ Type-In™ advertising improves your CAPTCHA, address, and mobile applications with a simple touch to the screen. Our innovative Type-In™ ads make new business dreams by using your own type in to lock in money by replacing all old CAPTCHAs!

Plus **Solve Media**™ Type-In™ advertising program can be free to display if you request a demo before December 15th.

**Type-In™ ads:**

- Guarantees engagement with advertiser's message every time
- On-line 100% positive message recall (no banner ads)
- Outperforms core Source Brand LTV more by an average of 10X across businesses, demographics, frequency, and purchase intent
- Pay performance based, so advertisers only pay for true engagement

**Solve Media**™ Type-In™ advertising guarantees advertisers' message gets seen by targeted and verified superior brand fit!

(many more in this 90-second video)

**SOLVEmedia**  
www.solvemedia.com

As requested a demo of **Solve Media**™ Type-In™ solutions before December 15th and will activate all set up fees.

**REQUEST A DEMO**

**RouteSmart**  
Get in Touch

First Name\*

Last Name\*

Email Address\*

Phone\*

Address\*

Industry\*

Message\*

**Link to your capture page**

RouteSmart does not reply to GMAIL, Yahoo, Hotmail, or other non-business or non-governmental email addresses.

☐ Don't send a robot

**SUBMIT**



# Medium Rectangle Ad and Leaderboard on EditorAndPublisher.com

- Each month E&P can display your medium rectangle ad or leaderboard on EditorAndPublisher.com
- Medium rectangle ad is delivered on all pages of the website
- Leaderboard is delivered on all pages except for the homepage
- Ad rotates with no more than 5 other sponsors
- 90,000 unique visitors/150,000 page views

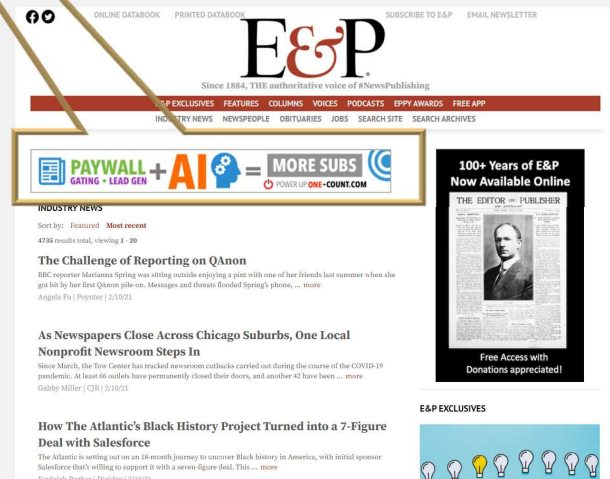
Regular Price

728 x 90

**\$1,295/month**

300 x 250

**\$625/month**

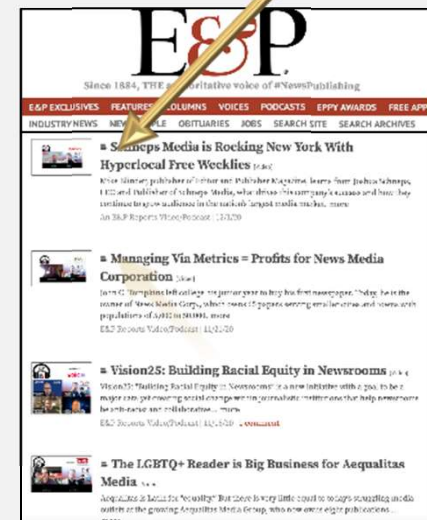


## E&P Hosted Webinars Dedicated to Your Business

- E&P Publisher Mike Blinder will host an educational webinar that features products and solutions from your business
- E&P will provide the online registration, the broadcast platform and promotion by emails
- You receive the full registration list with names, company, title, email and phone
- E&P will place a recording of the webinar online on the Video/Podcast page for prospects to access

Regular Price  
**\$2,995/Broadcast**

MP4 recording also provided to you for posting on your site!





# Opening Ad on E&P REPORTS Video/Podcast

**Video/Podcast Ad**  
**Regular Price: \$995**



# Native/Sponsored Content Article Published Online

E&P can craft a sponsored content news article for your company. Content will be directed and approved by you prior to being placed on our site.

EditorAndPublisher.com

Article will be indexed and optimized and remain online as part of our archives.



Regular Price  
\$1,750/month

# Monthly Ads in E&P Magazine

E&P Magazine is delivered to the top decision-makers in the news publishing industry

Ad Size	1x	3x	6x	12x
Full Page	\$2,515	\$2,138	\$1,886	\$1,660
1/2 Page	\$1,405	\$1,194	\$1,054	\$927
1/3 Page	\$1,010	\$859	\$758	\$667
1/4 Page	\$835	\$710	\$626	\$551
1/6 Page	\$640	\$544	\$480	\$422
Inside Front	\$2,900	\$2,465	\$2,175	\$1,914
Inside Back	\$2,750	\$2,338	\$2,610	\$1,815
Back Cover	\$3,000	\$2,550	\$2,250	\$1,980



# Monthly Ad in E&P Magazine's "Media Services Marketplace"

Basic Ad  
4.5" x 2.5"

**\$299**

Bold Ad  
4.5" x 5"

**\$499**

3-month commitment required  
10% discount for a 1-year commitment

**E&P**  
MEDIA SERVICES MARKETPLACE

**MODULIST**  
Publish life's stories.  
Low-cost, turnkey solution to publishing paid content on all platforms.  
info@modulistnews.com  
modulistnews.com

**KAMEN & CO. GROUP SERVICES, LLC**  
Media Appraisers, Accountants, Advisors & Brokers  
626 RKR Plaza  
Uniondale, New York 11556  
Phone: (516) 379-7700  
Cell: (516) 379-7701  
E-mail: info@kamenandco.com  
www.kamenandco.com

**LIVE Virtual Ad Sales Training**  
with Ryan Dohm  
COVID Sales Strategies  
Time Management  
Selling More Digital  
Video Selling Skills  
Remote Sales Skills  
Video Prospecting  
New Biz Development  
Email Strategies  
Voice Mail Strategies  
Over 40 topics  
360AdSales.com

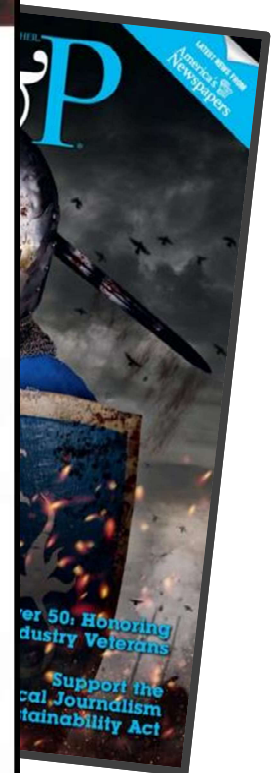
What's Spent in Your Market?  
Don't Guess. Know.  
www.adspending.com

Add Your Company to the E&P MEDIA SERVICES MARKETPLACE  
Contact George Drank for details  
george@edisonmediaadvertiser.com  
888-202-2012 Ext. 4  
**E&P**  
EDITOR/PUBLISHER

Free Quality Content  
Food & Recipes, Lifestyle, Home & Garden  
Available in print & digital, video and ad gets.  
editors.familyfeatures.com  
familyfeatures.com  
Only Using  
AdSense

POST JOBS STARTING AT \$99  
Go to > [mediajobboard.com/employers](http://mediajobboard.com/employers)  
**"Media Job Board"**  
MEDIAJOBBOARD.COM  
A SERVICE OF:  
Poynter, E&P, Associated Newspapers

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## Marketing Solutions

### REGULAR PRICE

### FREQUENCY DISCOUNT (Requires 3-month minimum commitment)

- Leaderboard in the E&P 7 a.m. EXCLUSIVE Email

\$2,495/month

\$1,995/month

- Top Leaderboard in the E&P noon DAILY HEADLINES Email
- Middle Leaderboard in the E&P noon DAILY HEADLINES
- Small Rectangle in the E&P noon DAILY HEADLINES

\$2,195/month

\$1,195/month

\$725/month

\$1,755/month

\$955/month

\$575/month

- Exclusive Email Blast to 57,000+ Subscribers

\$1,750/send

\$1,395/send

- Medium Rectangle Ad on EditorAndPublisher.com
- Leaderboard Ad on EditorAndPublisher.com

\$625/month

\$1,295/month

\$495/month

\$1,036/month

- E&P Hosted "Lead Gen" Webinar

\$2,995/ broadcast

- E&P REPORTS Video/Podcast Ad

\$995/broadcast

\$795/broadcast

- E&P Online Native Article Crafting Placement

\$1,750/week

\$1,395/week

- Monthly Ad in E&P Magazine's Media Services Marketplace

\$299/\$499

Same

- Monthly Ad in E&P Magazine

Size Dependent

See Monthly Magazine Ad Chart





**E&P**  
EDITOR & PUBLISHER

**I can help you craft a customized and discounted marketing package that will put your brand in front of news publishing decision-makers and increase your sales.**



**Peter Conti**  
**General Manager**

[peter.conti@editorandpublisher.com](mailto:peter.conti@editorandpublisher.com)

**804-852-5663**

