

**2021
MARKETING
SERVICES &
RATES**



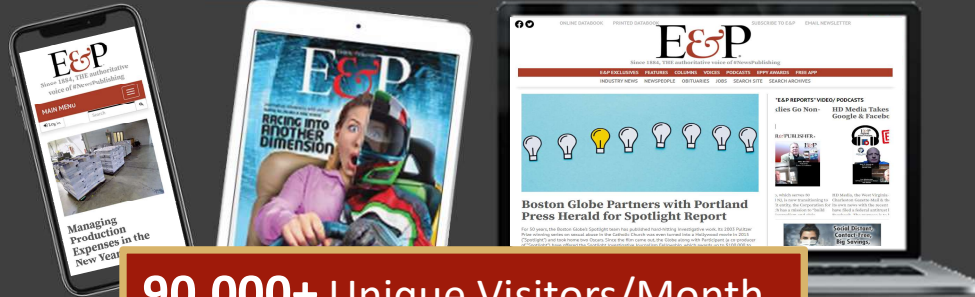
**Providing Cost-Effective &
Laser-Focused Marketing Solutions
That Reach News Publishing
Decision-Makers**

- *Print Advertising*
- *Email Advertising*
- *Website Advertising*
- *Native Advertising*
- *Webinars*
- *Lead Generation*
- *Brand Awareness*
- *Brand Retention*
- *Call to Action*



Since 1884, **Editor & Publisher** has been THE authoritative voice of #NewsPublishing. We have evolved into offering **Multimedia 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

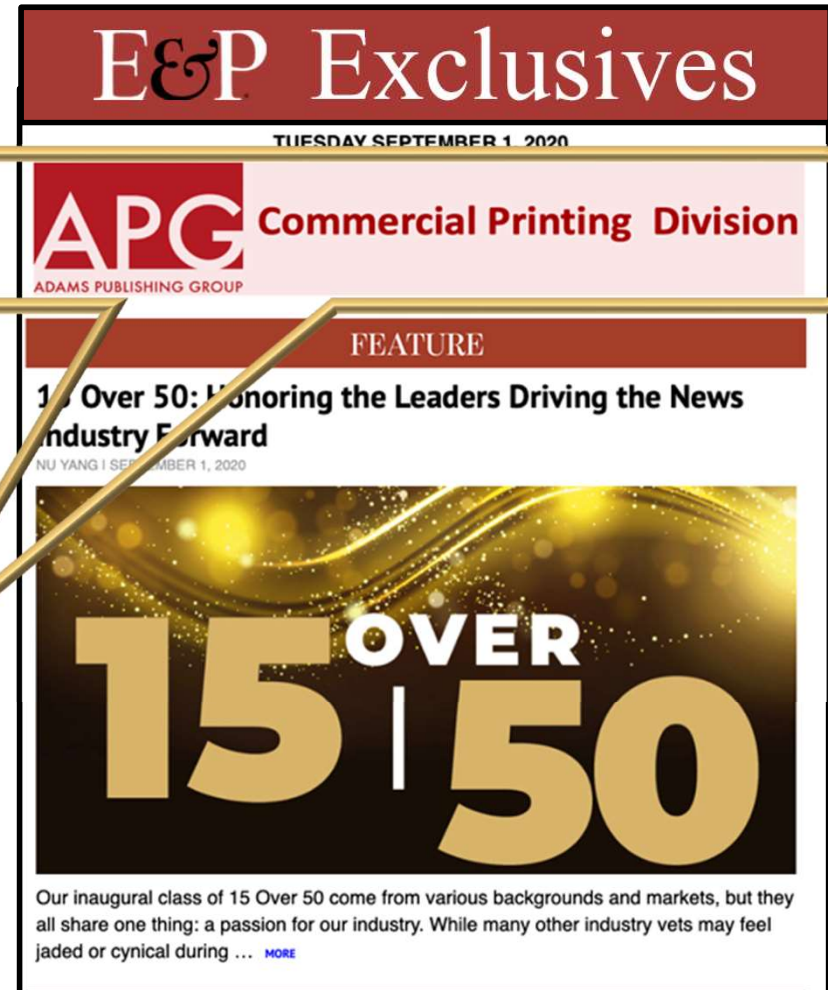
Your Own Leaderboard Ad at The Top of The Early “Morning Exclusives” Email

- The E&P “Morning Exclusives” reaches 58,000+ decision-makers every morning at 7 a.m. ET
- Only two leaderboard ads are allowed in the “Morning Exclusive” email at any time

Regular Price

728 x 90

\$1,995/month



The screenshot shows the top of an email from E&P Exclusives, dated Tuesday, September 1, 2020. A gold-bordered box highlights the 'APG Commercial Printing Division' logo and the 'FEATURE' section. Below this, the headline reads '15 Over 50: Honoring the Leaders Driving the News Industry Forward' by NU YANG | SEPTEMBER 1, 2020. A large, stylized gold and black graphic displays '15 OVER 50'. At the bottom, a paragraph of text begins: '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 Sponsored Content Block in The “Morning Exclusives” Email Linked to Your Press Release on our Site

- The E&P “Morning Exclusives” email reaches 58,000+ decision-makers every morning at 7 a.m. ET
- Links to your Press Release posted on EditorAndPublisher.com

Regular Price
\$695/per mailing

E&P Exclusives

THURSDAY, FEBRUARY 11, 2021

Old Morning News Racks are Repurposed to Assist the Homeless

EVELYN MATEOS | FEBRUARY 11, 2021



Some old heavy-duty, weatherproof newspaper boxes are getting a second life in Florence, N.C. The Morning News recently partnered with House of Hope, a shelter that serves the homeless, and The One On Florence, a campaign that provides clothing for the less fortunate, to repurpose and redecorate the boxes to serve Florence's homeless population by housing donations. [MORE](#)

SPONSORED CONTENT

CuratorCrowd **CNHI to Add CuratorCrowd™ to Digital Properties**

PRESS RELEASE | AMERICAN HOMETOWN MEDIA | FEBRUARY 1, 2021

American Hometown Media has partnered with a number of media companies with the expansion of the CuratorCrowd™ Traffic & Engagement Platform.

Built specifically to help digital website's drive audience engagement, increase traffic and earn new, additional revenue CuratorCrowd™ is a turn-key solution generating high-quality recipe content and video through a proprietary platform. [MORE](#)

CNHI to Add CuratorCrowd™ to Digital Properties

CuratorCrowd

Your traffic & engagement platform



Press Release | American Hometown Media

AMHERST, Mass., October 27, 2020 (PRNewswire) – American Hometown Media (AHD), a top 15 Web 3.0 publisher in the digital media, food content and technology category, has partnered with CNHI out of Montgomery, Alabama in the deployment of the CuratorCrowd™ Traffic & Engagement Platform.

Built specifically to help digital website's drive audience engagement, increase traffic and earn new, additional revenue, the CuratorCrowd™ is a turn-key solution. It generates high-quality recipe content and video through a proprietary platform.

"Partnering with an increasingly growing list of some media publishers, the CNHI, is really expanding the reach of providing local readers with superior hyper-local digital content," said Mike Shivers, President and Chief Revenue Officer with AHD. "We have found that local home cook recipe content ranks extremely high with consistently newspaper readers and the revenue component makes this even more impactful given the priority of revenue generation for some digital operations."

EXCLUSIVE:
HD Media Takes on Tech Giants Google & Facebook



Los Angeles, 9th Nov, 10 Media Post | David L. Greenwald

E&P EXCLUSIVES



Washington Post Creates Data Journalism Department

Leaderboard Ad or A Small Rectangle Ad 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 ads in between the headlines

Regular Price

728 x 90

\$2,195/month top

300 x 150

\$725/month

728 x 90

\$1,195/month middle



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

- We can send your EXCLUSIVE email providing you the opportunity to capture leads at your site or on a landing page
- All data on “opens” and “clicks” will be provided to you

Dedicated Email
Blast
Regular Price
\$1,750

Emailing's are limited. Availability is Tuesdays and Thursdays only at 3 p.m. ET. Awarded on a first come, first served basis.

A screenshot of the RouteSmart website's "Get in Touch" form. The form has input fields for "First Name", "Last Name", "Email Address", "Phone", and "Address". A red arrow points from the "REQUEST A DEMO" button on the previous page to the "Email Address" field. Overlaid on the right side of the form is red text that says "Link to your capture page". At the bottom of the form is a "SUBMIT" button. Below the form, there is a disclaimer: "RouteSmart does not reply to GMAIL, Yahoo, Hotmail, or other non-business or non-governmental email addresses." and a checkbox for "Send a robot".

Medium Rectangle Ad and/or Leaderboard Ad on EditorAndPublisher.com

- Display a medium rectangle ad or leaderboard ad on EditorAndPublisher.com
- Medium rectangle ad is delivered on all pages of the website
- Leaderboard ad is delivered on all tertiary pages
- Rotation with no more than five other sponsors
- 90,000 unique visitors/150,000 page views

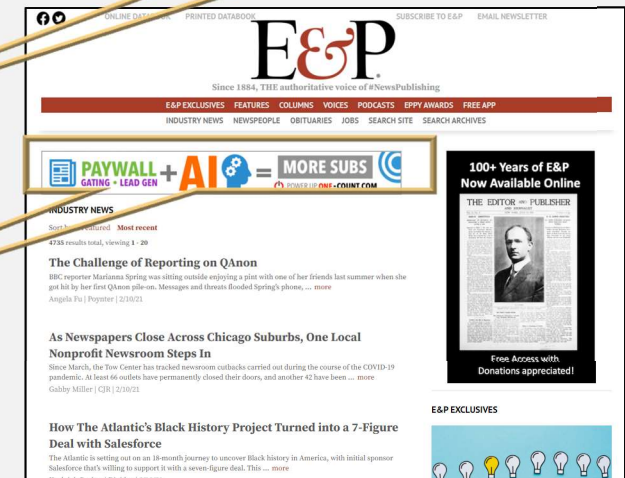
Price

300 x 250

\$625/mon

728 x 90

\$1,295/month



E&P Hosted Webinar Dedicated to Your Business

- E&P Publisher Mike Blinder will host an educational 45-minute Webinar that features products and solutions from your business
- E&P will provide the online registration and the Webinar platform
- Promotion by a DEDICATED EMAIL BLAST to our entire list and placement in our 7 a.m.
- EXCLUSIVES email
- You'll 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
- You'll receive a recording of the Webinar

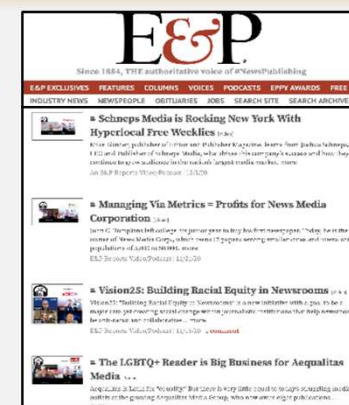
Price

\$3,495/Webinar

Only two slots available every month



Dedicated
Email Blast



Webinar Posted on
Website

E&P Hosted Webinar Dedicated to Your Business

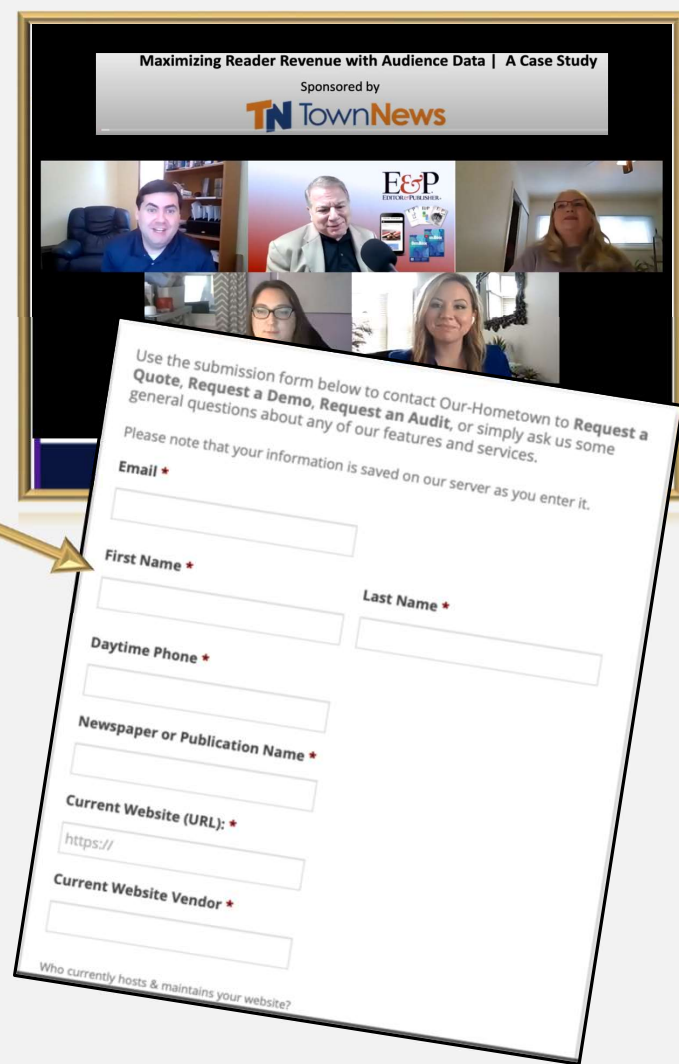
ALSO INCLUDED

At the end of the Webinar all attendees will be invited to fill out an online questionnaire in order to get a free full-year subscription to E&P Magazine AND to request more information about the products and services featured during the Webinar

Price

\$3,495/Webinar

Only two slots available every month.



Maximizing Reader Revenue with Audience Data | A Case Study

Sponsored by
TN TownNews

Use the submission form below to contact Our-Hometown to Request a Quote, Request a Demo, Request an Audit, or simply ask us some general questions about any of our features and services.

Please note that your information is saved on our server as you enter it.

Email *

First Name *

Last Name *

Daytime Phone *

Newspaper or Publication Name *

Current Website (URL): *

Current Website Vendor *

Who currently hosts & maintains your website?

Promotion on E&P REPORTS Video/Podcast

Your logo at the beginning of the podcast with a 15-second acknowledgment by Publisher Mike Blinder, the host
The Video/Podcast with your intro, will be posted on the E&P YouTube channel
You also get a medium rectangle ad on the upper right rail of the E&P website

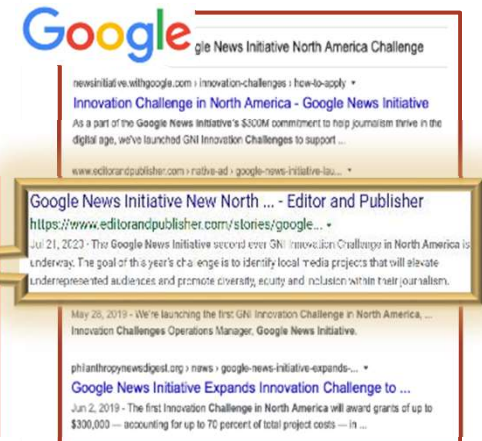
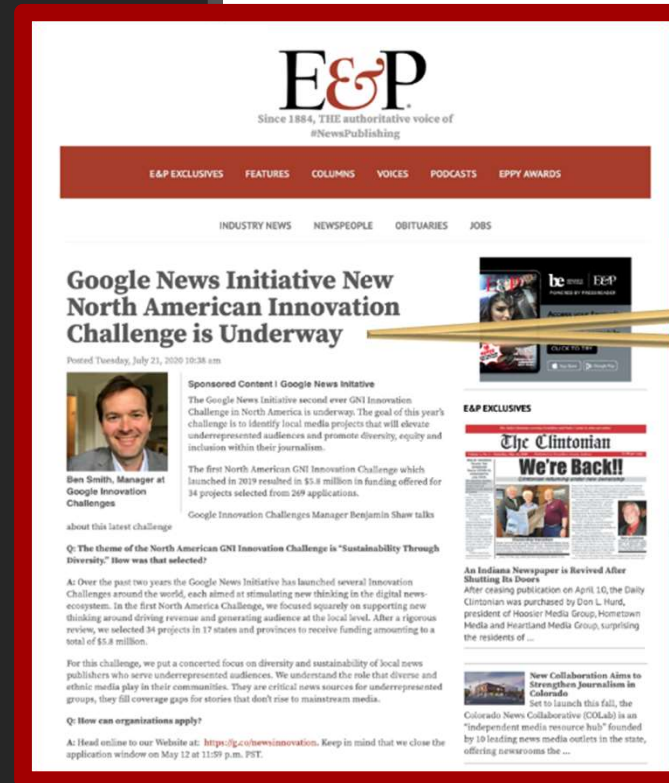
Video/Podcast Ad
Regular Price: \$495



Online Sponsored Content Article

- 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
- Your article will be indexed and optimized and remain online as part of our archives

All copy will be reviewed to meet proper editorial standards by E&P's editor-in-chief before final approval.



Regular Price
\$2,495

Monthly Ads in E&P Magazine

E&P Magazine is read by 35,000+
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 |

Download print specs at <https://editorandpublisher.com/advertise>



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

Basic Ad (4.5" x 2.5") \$299

Combine with a Medium Rectangle ad on our website for just **\$699** - a **\$345 savings**

Bold Ad (4.5" x 5") \$499

Combine with a Medium Rectangle ad on our website for just **\$899** - a **\$345 savings**

3-month commitment required for magazine only
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 ROR Plaza
Hendale, New York 11556
Phone: (516) 379-3777
Cell: (516) 379-3777
Email: info@kamen.com
Kevin B. Kamen
President/CEO

LIVE Virtual Ad Sales Training
with Ryan Bohm
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Selling More Digital
Video Selling Skills
Remote Sales Skills
Video Prospecting
New Biz Development
Email Strategies
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Over 40 topics
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Don't Guess. Know.
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Food & Beverage, Lifestyle, Home & Garden
Available in print & digital, video and ad gets.
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POST JOBS STARTING AT \$99
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MEDIAJOBBOARD.COM
A SERVICE OF:
Poynter, E&P, Associated Newspapers

E&P
EDITOR/PUBLISHER

Over 50: Honoring Industry Veterans
Support the local Journalism Sustainability Act

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E&P Marketing Solutions

Regular Price

Frequency Discount

(Requires 3-month minimum commitment)

- Leaderboard in the E&P 7 a.m. EXCLUSIVE email
- Sponsored Content Block in EXCLUSIVE email with link to your Press Release on EditorAndPublisher.com

\$1,995/month
\$695/per mailing

\$1,4995/month
\$1,595/1-week commitment

- 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
\$555/month

- Exclusive Email Blast to 57,000+ subscribers

\$1,750/mailling

- Medium Rectangle on EditorAndPublisher.com
- Leaderboard on EditorAndPublisher.com (tertiary pages)

\$625/month
\$1,295/month

\$475/month
\$999/month

- Hosted "Lead Gen" Webinar for your business

\$3,495/webinar

- E&P REPORTS Video/Podcast Ad

\$495/broadcast

\$395/broadcast

- Online Native Article crafting & placement

\$2,495

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

\$299-\$499 (Combo packages with a website ad also available)

Same (10% discount for 1-year commitment)

- Monthly Ad in E&P Magazine

Size Dependent

See Monthly Magazine Ad Chart



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



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804-852-5663

