

The E&P Partner Webinar Program



E&P[®]
EDITOR & PUBLISHER[®]
MARKETING
SOLUTIONS



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

“The campaign we did with E&P worked! It’s that simple.”

“The campaign we did with E&P worked! It’s that simple. We connected with over one-hundred news publishing industry leaders with the right messaging on the right platforms. The E&P team met our needs and addressed any of our questions quickly and efficiently. We could not be happier, and feel we got excellent value for our investment.”

Brian Gorman, Co-Founder/ Chief Revenue Officer, iPublish Media



“TownNews has been very pleased with the results from the program we did with E&P, so pleased that we feature actual content from the webinar they hosted, on our own website. They exceeded our expectations with how professional all the marketing was handled and by the numbers and quality of the news publishing execs we connected with as a result. We are still marketing with E&P and plan to continue using them as a channel to help get our message to the industry.”

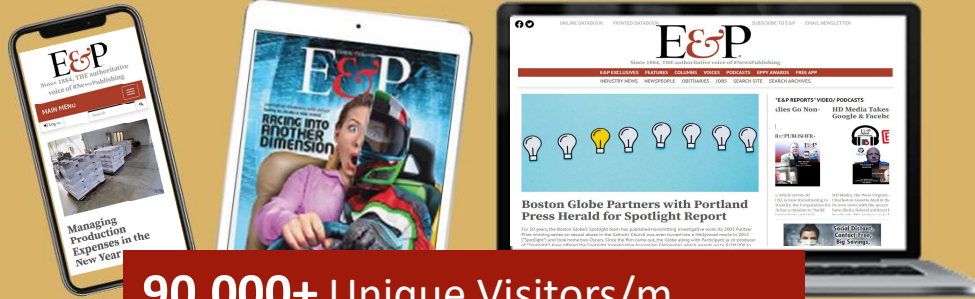
Rick Rogers, Chief Revenue Officer, TownNews

“Mike and the E&P team have been a true marketing partner to Column. They took the time to help us craft our story and tailor a program to share what we've been building with industry leaders. Our work with E&P has accelerated the rapid adoption of our modern platform for public notice among enterprise publishers.”

Jake Seaton, CEO/ Founder, Column



EditorAndPublisher.com



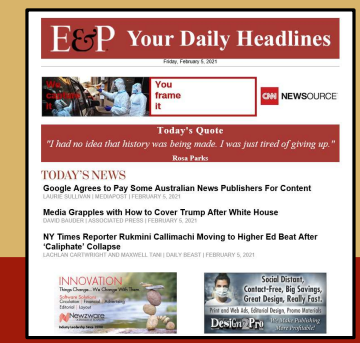
90,000+ Unique Visitors/m
225,000+ Page Views/m



The Magazine

35,000+
Monthly Readers

Emails



55,000+ 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



1. E&P Hosted Partner Webinar

View our webinars from this year - <https://www.editorandpublisher.com/partner-webinars/>

Price
\$2,950 Webinar

Webinar will be archived on our [Partners Webinar page](#). Point your prospects to it!



Only two webinar slots available monthly.

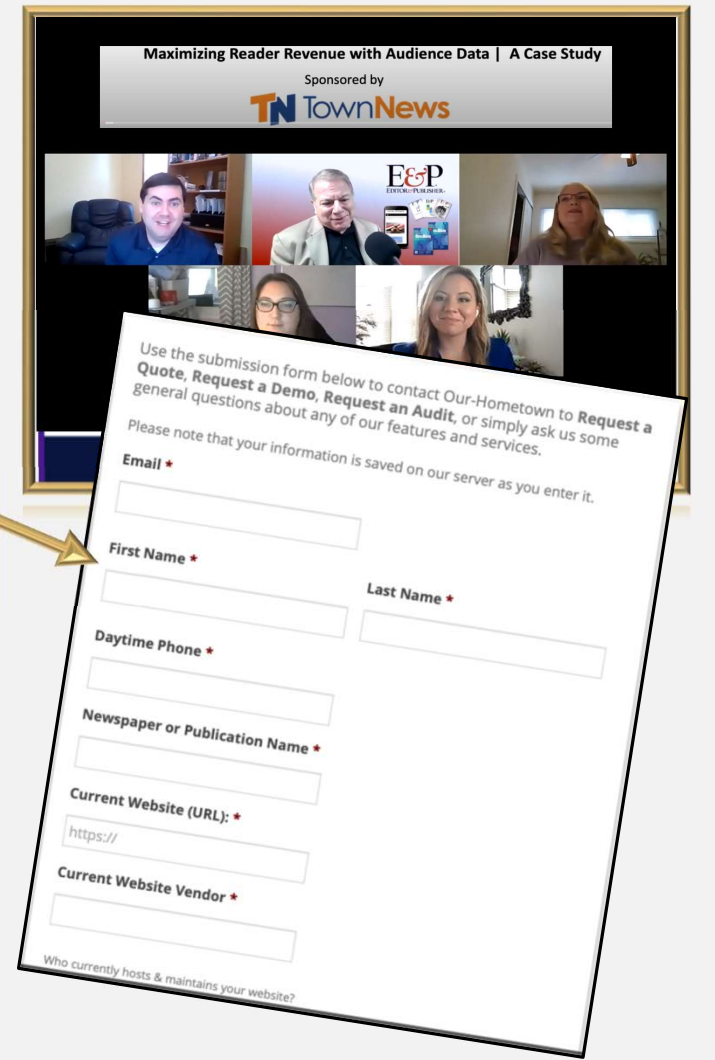
Host	Provide	Place
E&P Publisher Mike Blinder will host an educational 45-minute webinar that features products and solutions from your company	E&P will provide the online registration and the webinar platform	E&P will place a recording of the webinar online on the Partners Webinar page for prospects to access

1. Post Webinar, Custom Questionnaire with a Free E&P Magazine Subscription Incentive (Value \$79)

At the end of the Webinar all attendees will be invited to fill out a customized 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 Partner Webinar

Included with Partner Webinar

Only two slots available every month.



The image shows a screenshot of a webinar interface. At the top, there is a banner that reads "Maximizing Reader Revenue with Audience Data | A Case Study" and "Sponsored by TN TownNews". Below the banner is a grid of video feeds showing several participants. Overlaid on the bottom right of the webinar is a submission form. The form contains the following text and fields:

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): * https://

Current Website Vendor *

Who currently hosts & maintains your website?

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

- We will send your own dedicated email promoting the Webinar to our database of more than 55,000+ decision-makers in the new publishing industry

Dedicated Email Blast
Regular Price
\$1,750

Emailings are limited and sent on Tuesdays and Thursdays only at 1 p.m. ET. Awarded on a first come, first served basis.

EDITOR or PUBLISHER
Maximizing Reader Revenue with Audience Data
A Case Study

"Reader revenue is about understanding audiences... publishers attempt to target their audience across the same channels, not just for news but also to sell advertising or to market subscriptions."
American Press Institute

FREE WEBINAR
Wednesday, January 13, 11 a.m. EST

By using audience data to tailor the right offers to the right people at the right time, TH Media's (Dubuque) Telegraph Herald surpassed their new subscriber acquisitions goal by over 500% in just 30-days!

Join us as we explore how they garnered this massive growth of digital subscribers and how TH Media plans to turn these subscribers into new revenue opportunities.

All who register get access to the Webinar recording and a FREE copy of the case study.

REGISTER NOW

Seats Are Limited and Filling Fast!
Wednesday, January 13, 11 a.m. EST

Maximizing Reader Revenue with Audience Data
A service of

TN TownNews

Speakers:
- Matt Gossard, Executive Director, TH Media
- Chad Olson, Executive Managing Director, TH Media
- Bob Haskins, Director of Content & Tech Programs, TH Media
- Megan Wilson, Director of Audience Development, TH Media

"Knowledge is Power!"
An "CAP REPORTS" Partner Webinar
Wednesday, May 5, 11 a.m. ET

Name *
First Name Last Name

Job Title *

Company *

Email *

www.registernow.com
Phone Number *

3. Webinar Synopsis on our Site -

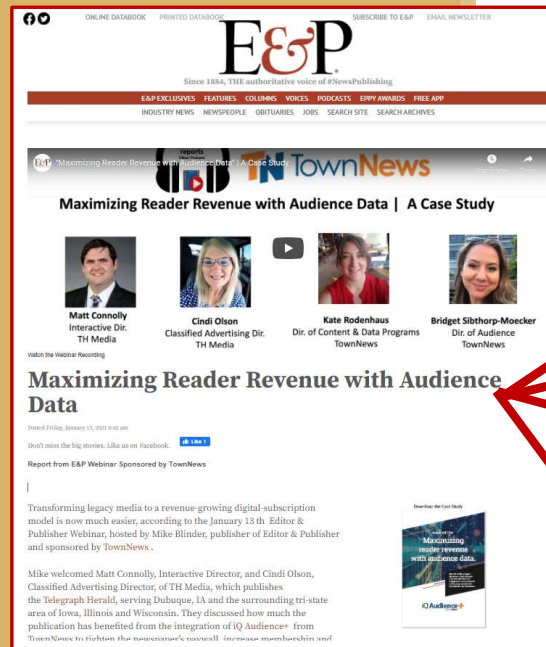
Google Optimized

- E&P will place a follow-up article and a link to your webinar video
- Your article will be indexed and optimized for Google and remain online as part of our archives

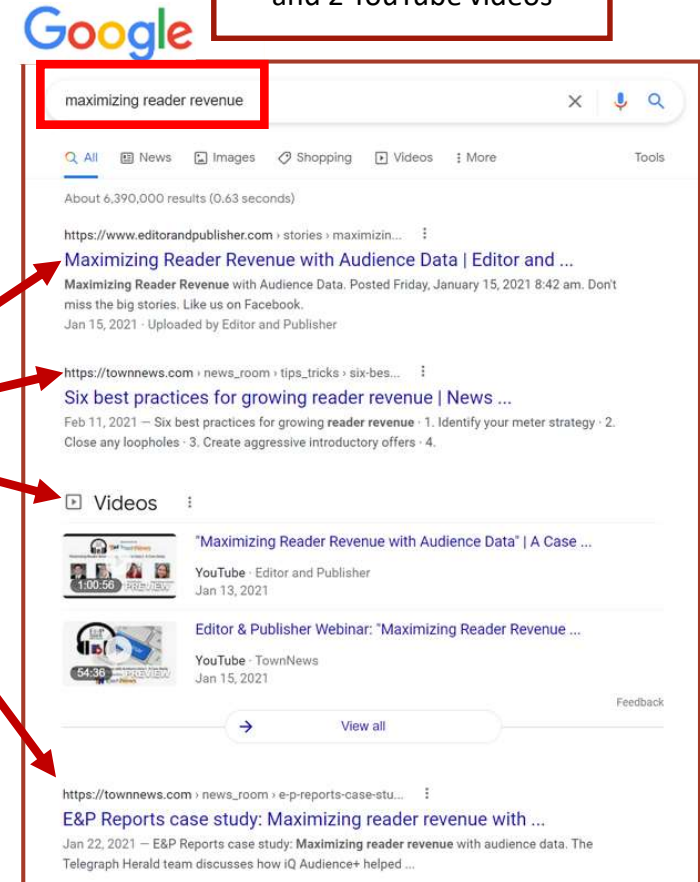
Regular Price

\$2,300

Click to see real-time Google search for:
“Maximizing Reader Revenue”



This article showed up as #1, #2 and #3 on Google and 2 YouTube videos



3. Webinar Synopsis Promotion on the Editor & Publisher Website

- Sponsored online article will be featured on the right rail of all pages on EditorAndPublisher.com

Included with Partner Webinar

The screenshot shows the Editor & Publisher website homepage. The main content area features several news articles with headlines such as "Editor & Publisher Announces Partnership with Local Media Consortium on 2020 EPPY Awards", "TownNews Creates a New Service to Fight News Deserts", "The Associated Press Reveals 'Power of Facts' Campaign", "Post and Courier to Expand into Greenville, Myrtle Beach", "USA Today Network Launches Series That Highlight Essential Food Workers", "An Indiana Newspaper is Revived After Shutting Doors", "New Collaboration Aims to Strengthen Journalism in Colorado", and "Hearst Connecticut Media Group Devotes Eight Daily Papers to Examine Life After COVID-19". A sidebar on the right contains a "Take us With You!" app promotion, an "EPPY AWARDS" announcement, and a "SPONSORED CONTENT" box. The sponsored content box, which is highlighted with a red border and a callout arrow, features a photo of Benjamin Shaw and the text: "Google News Initiative Launching New North American Innovation Challenge".

This is a close-up of the sponsored content box from the previous screenshot. It features the Editor & Publisher logo at the top, followed by navigation links for "NATURE", "A SECTION", "INDUSTRY NEWS", "PEOPLE", "COLUMNS", and "PODCASTS". The main heading reads "Google News Initiative Launching New North American Innovation Challenge" with a sub-headline "Sponsored Content February 27, 2020". Below the heading is a photo of Benjamin Shaw, Google Innovation Challenges Manager. The text describes the challenge: "The Google News Initiative is launching its second ever GNI Innovation Challenge in North America. The goal of this year's challenge is to identify local media projects that will elevate underrepresented audiences and promote diversity, equity and inclusion within their journalism." It also mentions that the challenge is the first North American GNI Innovation Challenge, which launched in 2019 and resulted in \$5.8 million in funding for 34 projects. At the bottom, there is a question: "Q: The theme of the North American GNI Innovation Challenge is 'Sustainability Through Diversity.' How was that selected?" followed by an answer: "A: Over the past two years the Google News Initiative has launched several Innovation Challenges around the world, each aimed at stimulating new thinking in the digital news ecosystem. In the first North America Challenge, we focused equally on supporting new thinking around driving revenue and generating audience at the local level. After a rigorous review, we selected 34 projects in 17 states and provinces to receive funding amounting to a total of \$5.8 million."

4. Your Own Sponsored Content Block in The “Morning Exclusives” Email Linked to Your Article on Our Site

- The E&P “Morning Exclusives” email reaches 55,000+ decision-makers every morning at 7 a.m. ET
- The sponsored content block links to your sponsor article posted on EditorAndPublisher.com

Regular Price
\$500/per mailing
\$2,000/4x



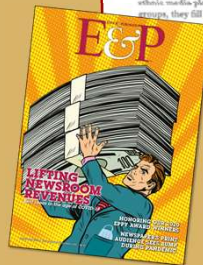
Your sponsor content article



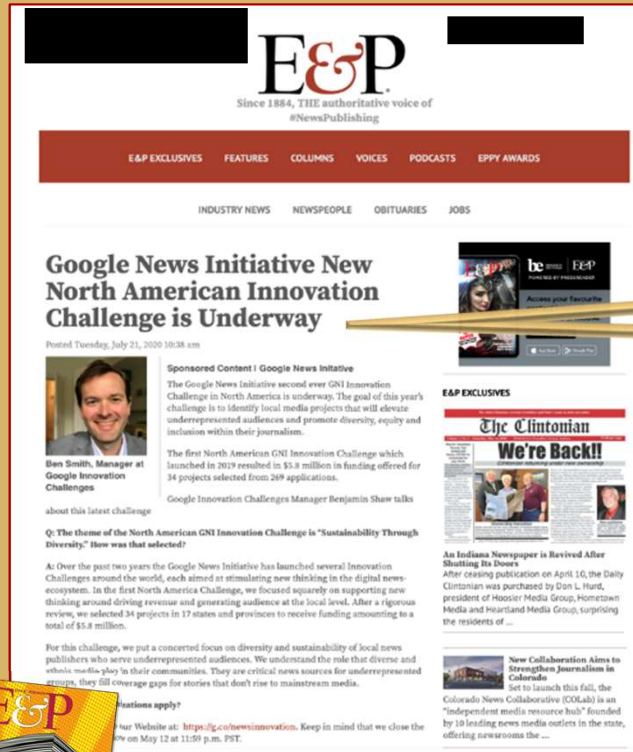
5. Sponsored Content Article - Online Optimized for Google and a Full-page of the Article in E&P Magazine



- E&P will help you craft a sponsor 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 for search engines and remain online as part of our archives
- Your full-page article will be published in E&P Magazine



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



newsinitiative.withgoogle.com / innovation-challenges / how-to-apply •
Innovation Challenge in North America - Google News Initiative
 As a part of the Google News Initiative's \$30M commitment to help journalism thrive in the digital age, we've launched GNI Innovation Challenges to support ...
 www.editorandpublisher.com / native-ad / google-news-initiative-lau... •

Google News Initiative New North ... - Editor and Publisher
<https://www.editorandpublisher.com/stories/google...> •

Jul 21, 2023 - The Google News Initiative second ever GNI Innovation Challenge in North America is underway. The goal of this year's challenge is to identify local media projects that will elevate underrepresented audiences and promote diversity, equity and inclusion within their journalism.

May 28, 2019 - We're launching the first GNI Innovation Challenge in North America, ...
 Innovation Challenges Operations Manager, Google News Initiative.

philanthropynewsdigest.org / news / google-news-initiative-expands-... •
Google News Initiative Expands Innovation Challenge to ...
 Jun 2, 2019 - The first Innovation Challenge in North America will award grants of up to \$300,000 — accounting for up to 70 percent of total project costs — in ...

This article showed up as #2 on Google

Regular Price
\$2,515



Marketing Solutions

Regular Price

- | | |
|---|--|
| 1. Hosted E&P Industry Partner Webinar
(Hosted by E&P Publisher Mike Blinder. E&P will provide all registration, perform broadcast, post-webinar lead generation and archive it.) | One time webinar at \$2,950 |
| 2. Monthly Exclusive Email Push to 50,000+ Subscribers
(E&P offers this push on Tue. & Thu. only at 1 pm ET. Dates assigned on a first come, first served basis.) | One time send at \$1,750 |
| 3. Webinar Synopsis on our Site (Google Optimized)
(E&P will assign an editor to glean content from the Webinar broadcast for maximum SEO.) | Placed online for \$1,750 |
| 4. Weekly Sponsored Content Block in E&P Morning Exclusive Email driving traffic to your SEO article and ongoing ad rotation on EditorandPublisher.com | 4 weeks at \$500/week (\$2,000 total) |
| 5. Full-Page Sponsored Content News Article and Google Optimized Online
(E&P will place the article in the next issue of Editor & Publisher Magazine and online) | Full-page in magazine and Google optimized online \$2,515 |

TOTAL REGULAR PRICE

\$10,965

A \$6,215 discount for a bundled Webinar Package

\$4,750

TOTAL

