

**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

“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.”

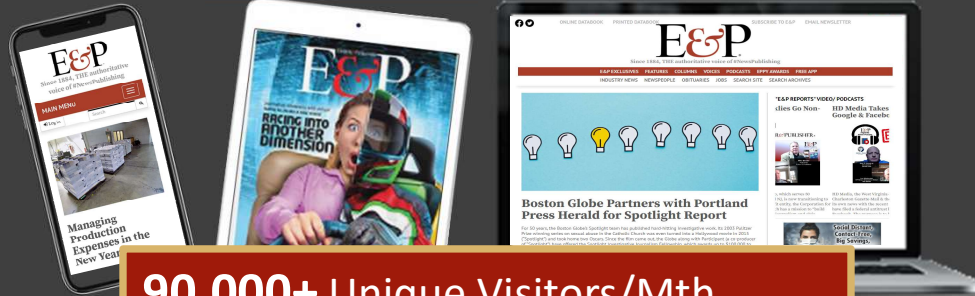
Rick Rogers, Chief Revenue Officer, TownNews

“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

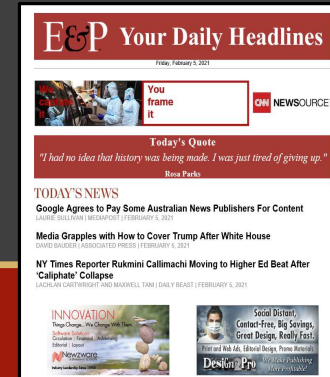


EditorAndPublisher.com



90,000+ Unique Visitors/Mth
150,000+ Unique Page Views/Mth

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



Magazine

**35,000+
Monthly
Readers**

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

- The E&P “Morning Exclusives” reaches 55,000+ 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

\$595/week

E&P Exclusives
TUESDAY SEPTEMBER 1, 2020

APG Commercial Printing Division
ADAMS PUBLISHING GROUP

FEATURE

15 Over 50: Honoring the Leaders Driving the News Industry Forward
NU YANG | SEPTEMBER 1, 2020

15 OVER 50

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 55,000+ 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
ANNAPOLIS, Tenn., October 27, 2020 (PRNewswire) – American Hometown Media (AHHM), a top 100, 400K+ follower in the digital media, food content and technology company, 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 AHHM. "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 1 Year 10, 10 years

E&P EXCLUSIVES



Washington Post Creates Data Journalism Department
By David S. Lee, The Washington Post has published

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

- Several powerful ad positions in the “Daily Headlines”
- Sent to 55,000+ 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

\$1,695/month leaderboard

\$495/weekly leaderboard

300 x 150

\$725/month

728 x 90

\$1,195/month middle

The image shows a screenshot of the "E&P Your Daily Headlines" email newsletter. Several ad positions are highlighted with yellow boxes and lines pointing to the pricing information on the left:

- Top Ad:** A 728 x 90 leaderboard ad for "You frame it" by CNN NEWSOURCE.
- Section Header:** "TODAY'S NEWS" in a red box.
- Article Teasers:** Multiple article teasers with small images and headlines, such as "Google agrees to pay some Australian news publishers for content" and "NY Times reporter Rukmini Callimachi moving to higher Ed Beat after 'Calliphore' collapse".
- Small Rectangle Ads:** Two 300 x 150 small rectangle ads are highlighted. One is for "DesignPro" with the headline "Social Distancing, Contact-Free, Big Savings, Great Design, Really Fast!". The other is for "DesignPro" with the headline "Public Works Services".
- APC Commercial Printing Division:** A large ad section for APC Commercial Printing Division is highlighted, featuring various services and contact information.
- Bottom Ad:** A 728 x 90 leaderboard ad for "DesignPro" with the headline "Social Distancing, Contact-Free, Big Savings, Great Design, Really Fast!".

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 (also included in Webinar package)

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



RouteSmart

Get in Touch

First Name*

Last Name*

Email Address*

Phone*

Company*

Industry*

Message*

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/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

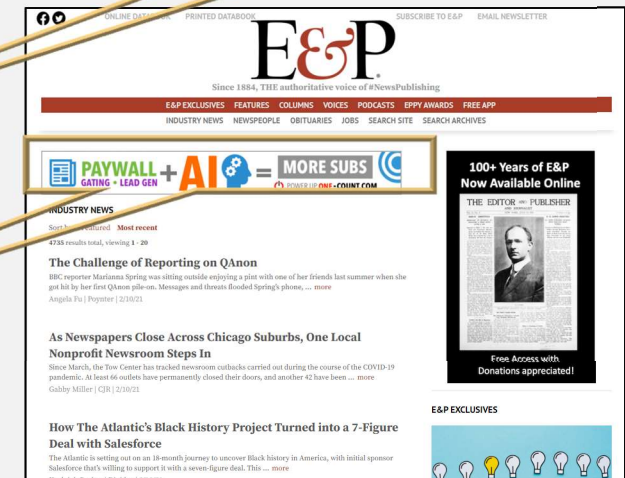
Price

300 x 250

\$625/mon

728 x 90

\$1,295/month

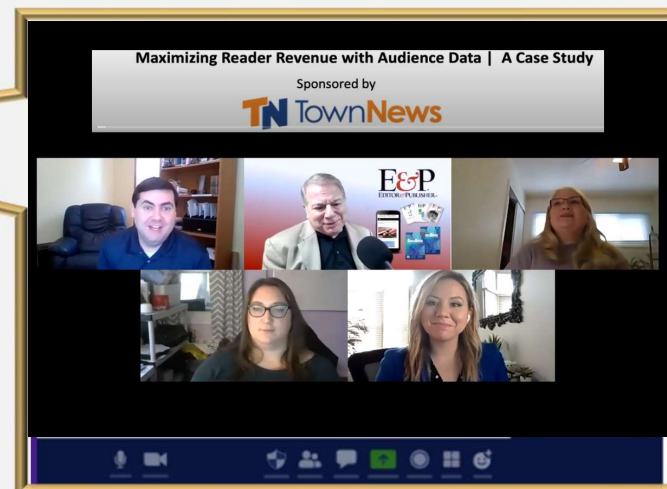


E&P Hosted Webinar Dedicated to Your Business

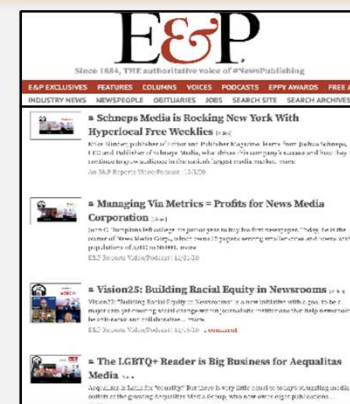
- E&P Publisher Mike Blinder will host an educational 45-minute Webinar that features products and solutions from your business
- E&P will provide the online registration and the Webinar platform
- Promotion by a DEDICATED EMAIL BLAST to our entire list and placement in our 7 a.m. EXCLUSIVES email for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

Price
**\$4,750 (Webinar
Package)**

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

\$4,750

(Webinar package)

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): *

https://

Current Website Vendor *

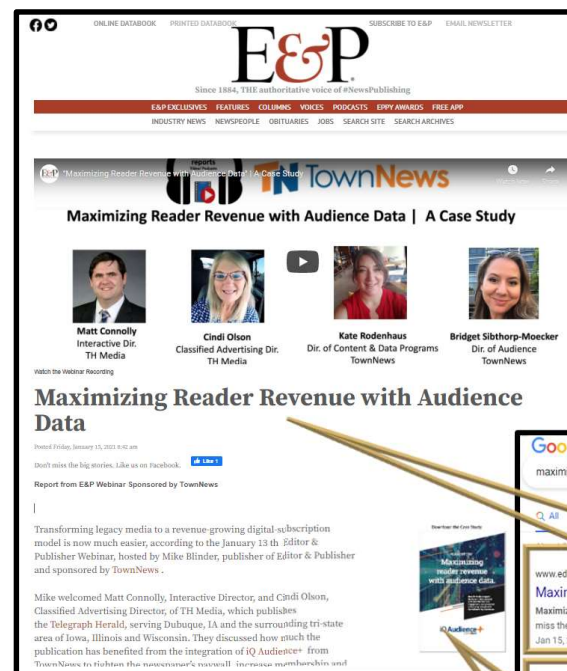
Who currently hosts & maintains your website?

E&P Hosted Webinar Online-Optimized Sponsor Article

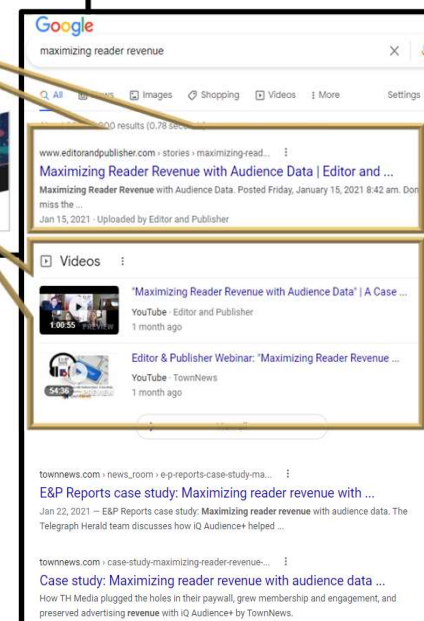
- You will get an online article crafted about the Webinar content that will appear online within 1-week of the broadcast
- Content will be indexed and optimized on **Google**
- Online article is promoted for 30-days on the EditorAndPublisher.com
- Online article is promoted twice in the 7 a.m. EXCLUSIVE email sent to 55,000+ subscribers

Regular Price

\$4,750 (package)



Click to see real-time
Google search -
[Maximizing Reader Revenue](#)



Promotion on E&P REPORTS Vodcast

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



SPONSORED BY

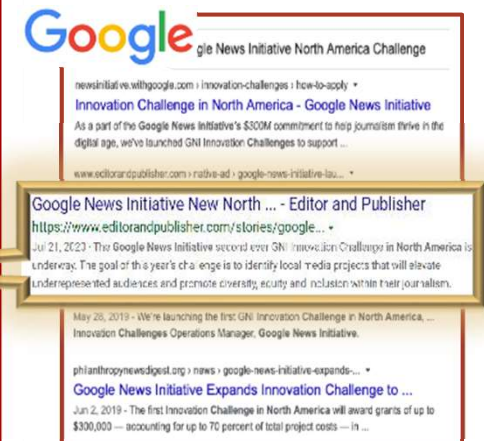
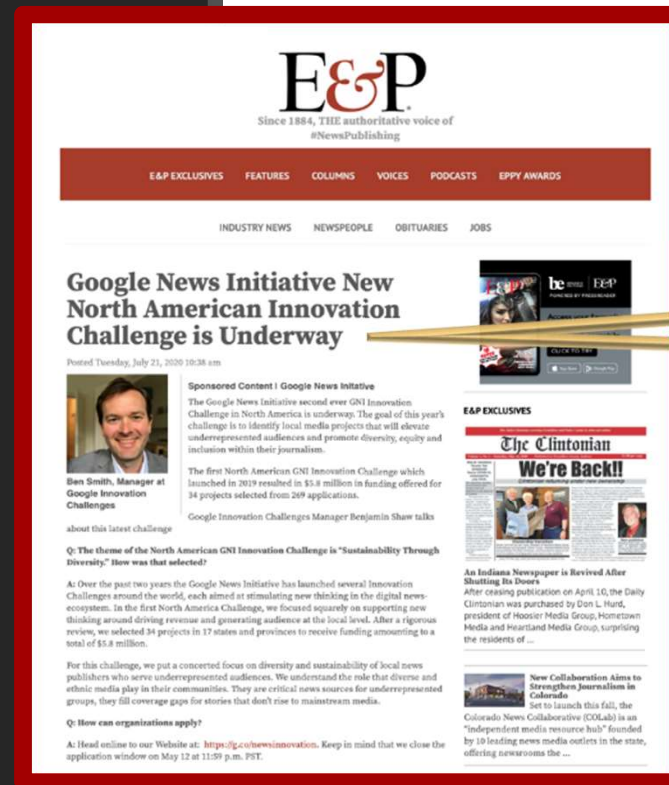
iQ Audience+



Online Sponsored Content Article Optimized for Google

- 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
\$2,295

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
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@modulist.com

KAMEN & CO. GROUP SERVICES, LLC
Media Appraisers, Accountants, Advisors & Brokers
626 RCR Plaza
Roseland, New York 11506
Phone: (516) 379-3333
Cell: (516) 379-3333
Email: info@kamen.com
Kevin B. Kamen, President/CEO

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

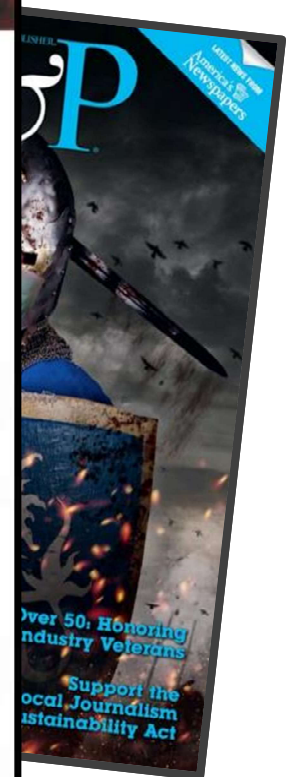
Free Quality Content
Food & Beverage, Lifestyle, Home & Garden
Available in print & digital, video and ad spots.
editors.familyfeatures.com
familyfeatures.com
Simply Living
A SERVICE OF
Poynter, E&P, Associated Newspapers

Media Job Board
POST JOBS STARTING AT \$99
Go to > mediajobboard.com/employers
A SERVICE OF
Poynter, E&P, Associated Newspapers

E&P
EDITOR/PUBLISHER

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

\$495/week
\$695/per mailing

\$1,695/month (1 month commitment)
\$2,395/4 x 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 55,000+ 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

\$4,750/webinar package

- E&P REPORTS Video/Podcast Ad

\$495/broadcast

\$395/broadcast

- Online Native Article crafting & placement

\$2,295

- 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.**

Peter Conti
General Manager

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

804-852-5663

E&P
EDITOR & PUBLISHER

