

**2022  
MARKETING  
SOLUTIONS &  
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*

**E&P**  
EDITOR & PUBLISHER®  
**MARKETING  
SOLUTIONS**

For over 100 years, **Editor & Publisher** (E&P) has been the independent, authoritative voice of the news publishing industry

Through our multi-platforms of print, online, vodcasts, email and social media, E&P reaches **more “C-suite” decision-makers** than any other industry trade publication.

**67%** of our online audience is **“C-suite”/ Management/ Owner** employment level.\*



**Editor & Publisher (E&P)** is an American monthly trade **news magazine** covering the newspaper industry. Published since 1901, *Editor & Publisher* is the self-described “bible of the newspaper industry.”<sup>[2][3]</sup>

\* Oct. 2021 Bombora “Audience Insights” report for EditorandPublisher.com

# *“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.”*

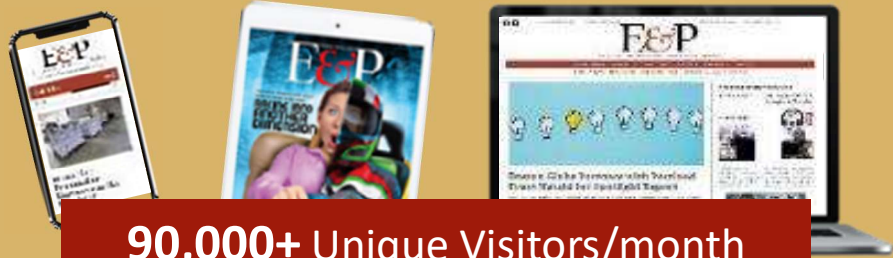
**Rick Rogers, Chief Revenue Officer, TownNews**

*“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**

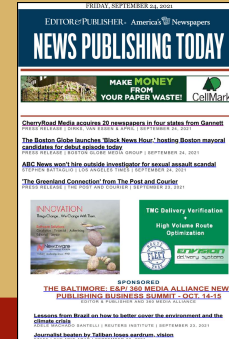


# EditorAndPublisher.com



90,000+ Unique Visitors/month  
250,000+ Page Views/month

# Emails



55,000+ Subscribers

# The Magazine



35,000+ Monthly Readers

# Vodcasts



4,000+ Downloads & Views/Month



8,000 Followers



2,100 Followers



4,000 Followers

# Full-Page Sponsored Content Article - Online And in The Magazine

- E&P will craft a sponsored content news article for your company to approve before publication
- Requires two client testimonial/case studies
- Your article will be indexed and optimized and remain online as part of our archives
- Article will also appear as a full page in the following issue of E&P Magazine



Google Optimized

Maximizing recycling revenues

https://www.editorandpublisher.com › stories › learn-m...  
**Increase Your Revenue Through Recycling - Editor and ...**  
 Jul 9, 2021 — Maximizing recycling revenues starts with an education in the process, ... of CellMark Recycling has enlightened many printing operations.

http://editorandpublisher.staging.community.com › st...  
**Ethan May joins Washington Post Opinions as an operations editor**  
 ...  
 We're excited to announce that Ethan May is joining Opinions as an operations editor. After growing up on the Illinois side of the St. Louis area, ...

Click here to view a sponsored content article

Regular Price  
**\$2,450**

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

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

- We will send a dedicated email to our database of more than 55,000+ decision-makers that can promote your content and create lead generation!
- Receive clickthrough list with contact info

Dedicated Email Blast  
Regular Price  
**\$1,750**

Emailings are limited and sent on Tuesdays and Thursdays only at 3 p.m. ET. Awarded on a first come, first served basis.

## Dedicated email blast



### Increase Your Revenue Through Recycling



*"We can pack a trailer with more waste, and CellMark converted our \$40,000 waste-removal cost into a significant revenue stream."*

**Gary Young, VP of production for The (Baton Rouge) Advocate**

When an innovative recycling program was required for printing facilities as diverse as **McClatchy**, the **Chicago Tribune** and **South Florida's Sun Sentinel**, they achieved those goals by partnering with **CellMark Recycling**.



**Read our NEW client case studies**  
E&P's website about Innovative Recycling and how your company can start finding new revenue.



Need more info, or ready to get started?  
Contact Tom Reilly, General Manager of Operations  
**CellMark Recycling**  
Cell: (239) 560-4561  
Email: [thomas.reilly@cellmark.com](mailto:thomas.reilly@cellmark.com)

Receive all "clicks" contact information

Company	Contact	Reporting	Storage/Forms	Websites & Skins	Social	Contact Us	Help	Print
<input type="checkbox"/>	<a href="mailto:steph@cellmark.com">steph@cellmark.com</a>	Stephen	Robertson	<a href="http://www.cellmark.com">http://www.cellmark.com</a>	Mon, Aug 15, 2011 at 1:07 PM EDT			
<input type="checkbox"/>	<a href="mailto:ese@spes.com">ese@spes.com</a>	Dora	Wilson	<a href="http://www.cellmark.com">http://www.cellmark.com</a>	Mon, Aug 15, 2011 at 1:38 PM EDT			
<input type="checkbox"/>	<a href="mailto:peteg@reelnet.com">peteg@reelnet.com</a>	Bill	Philip	<a href="http://www.cellmark.com">http://www.cellmark.com</a>	Mon, Aug 15, 2011 at 11:56 AM EDT			
<input type="checkbox"/>	<a href="mailto:anna.makaj@billion.com">anna.makaj@billion.com</a>	Anna	Majka	<a href="http://www.cellmark.com">http://www.cellmark.com</a>	Sat, Aug 13, 2011 at 12:51 PM EDT			

Link to a Sponsored Article or your website



The screenshot shows the E&P website interface. The main content area features a sponsored article titled "Increase Your Revenue Through Recycling" with a sub-headline "Industry Predictions from the Leadership Conference". Below the article is a photo of a recycling facility. To the right, there are several smaller articles and a sidebar with "E&P" branding. A red arrow points from the "Read our NEW client case studies" link in the email blast to the sponsored article on the website.

# 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

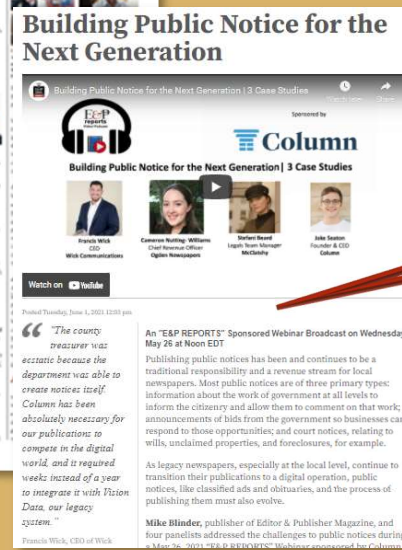
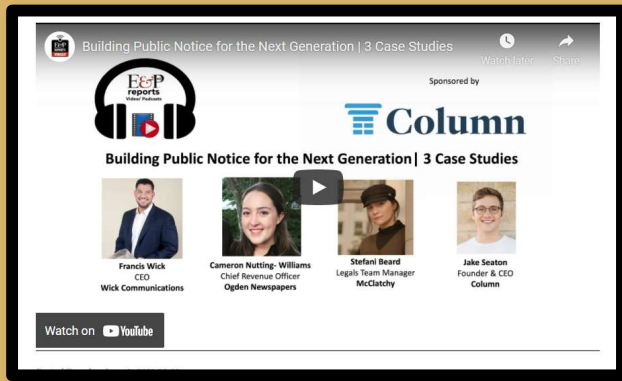
Regular Price  
**\$495/per mailing**



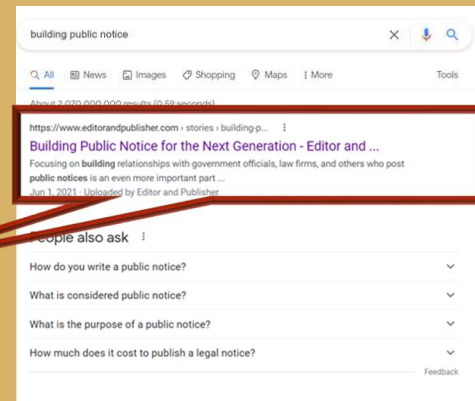
Links to your sponsored content article online



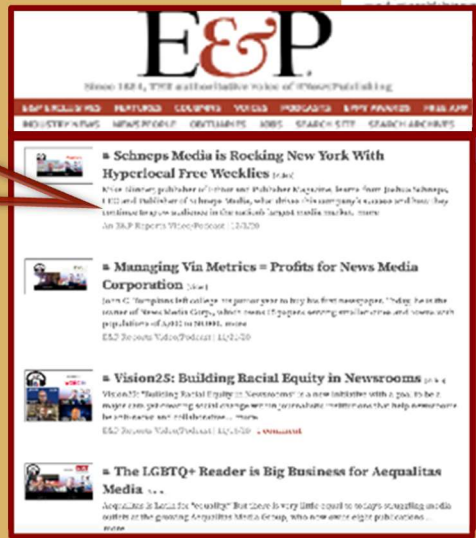
# E&P Hosted Partner Webinar and Article



Google Optimized



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



Regular Price  
**\$4,750 Webinar**

We'll craft a Webinar synopsis article that is placed in the magazine & optimized online!

Only two webinar slots available monthly.



# E&P Hosted Partner Webinar

219	2021-01-12 13:49:38	Terri	House	Publisher	The Pagosa Springs SUN	terri@pag
220	2021-01-12 14:05:46	Krista	Etter	GM	Grainger Today	billing@gr
221	2021-01-12 14:47:33	Kari	Borgen	publisher	The Astorian	kborgen@
222	2021-01-12 14:51:01	Jonathan	Key	Publisher	The Mountaineer	jkey@the
223	2021-01-12 15:01:11	James	Parker	Project Manager	Lee Enterprise	jparker@l
224	2021-01-12 15:36:09	Jessica	Garcia	Director of Digital & Design	Keene Sentinel	jjarcia@k
225	2021-01-12 16:43:28	Carl	Appen	DBD	Appen Media Group	carl@app
226	2021-01-12 17:15:21	Jeff	Cott	publisher	Derby Informer	jeff@derb
227	2021-01-12 18:15:28	Tatum	Bicicots	Advertising Coordinator	Jackson Hole News&Guide	adsales@
228	2021-01-12 18:16:51	Bret	Jacommet	Dir. of Digital	M. Roberts Media	bret@mrcc
229	2021-01-13 0:40:53	Daniel	FALLET	Journaliste	Iscca	fallet@esc
230	2021-01-13 7:49:09	Cheryl	Carpenter	Faculty	Poynter Institute	ccarpente
231	2021-01-13 8:30:14	Phil	Hansley	VP Circ	Lakeway Publishers	phensley@
232	2021-01-13 8:39:06	Wes	Williams	Circ Manager	The Dallas Morning News	wwilliams
233	2021-01-13 9:03:58	Dawn	Harry	Customer Relations Supervisor	Tampa Bay Times	dharry@t
234	2021-01-13 9:38:09	Diane	Everson	Publisher	The Edgerton Reporter608	Publisher
235	2021-01-13 10:09:31	Carole	Dunn	Local Sales & Events Coordi	News-Press Media Group	carole.du
236	2021-01-13 10:22:07	Kellie R. Nichols	Nicholson	General Manager	Rocket Mine/Adams Publishing Group	kellierae1
237	2021-01-13 10:24:12	John	Hanafin	Publisher	Litchfield News-Herald	jhnews@
238	2021-01-13 10:50:24	Peter	Conti	GM	E&P	peter.conti
239	2021-01-13 11:02:05	Sinead	Steele	VP Operations	TN	sinead.sts
240	2021-01-13 11:02:38	Dane Everson	Everson	Publisher	The Edgerton Reporter	publisher@
241	2021-01-13 17:06:49	Jeff	Brown	Director of News & Communi	Illinois Farm Bureau	ibrown@i

- Complete access to contact info on all Webinar registrants

**YES! I would like to set up a meeting to review my marketing needs and learn how the right story can help brand my business.**

Your Name \*

First Name Last Name

Business Name \*

Email Address \*

www.pamplinmedia.com

- Tailored lead-generation form at end of Webinar
- One year E&P subscription incentive

- Ongoing Webinar promotion

**E&P Exclusives**  
MONDAY, OCTOBER 18, 2021

Today's Quote  
"We have to be the check on their power. If we don't hold them accountable, then, my God, who will?"  
Tom Hanks as Ben Bradlee, "The Post" (1971)

Censorship by PIO

Ask any journalist what makes their blood pressure go up on deadline, it is being routed to a public affairs office without getting the interview, missing a deadline, or just getting a pre-screened department-organized message. Lately, the public — and even local reporters and have not covered a Washington, D.C. beat in the phrase of how.

**DON'T MISS OUR NEXT FREE WEBINAR**

**Maximize print and online subscription revenue by leveraging turnkey solutions**

Join E&P for the FREE one-hour Webinar on Wednesday, Oct. 27 at 12:00 PM to learn how top mass publishing companies cut their marketing spend while still growing needed audience and reader revenue.

Register now to gain actionable, take to market, proven solutions that can be implemented by any size media company to grow needed subscription revenue. [Click](#)

Sponsored by **NSS**

## Your Own Leaderboard Ad at The Top of The 7 a.m. ET “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**  
ADAMS PUBLISHING GROUP

**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](#)

# Leaderboard Ad or a Medium 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 250 medium rectangle ads in between the headlines
- Inline text sponsorship

Regular Price

728 x 90

\$1,695/month leaderboard

\$595/weekly leaderboard

\$725/medium rectangle - month

\$1,195/month middle



# 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

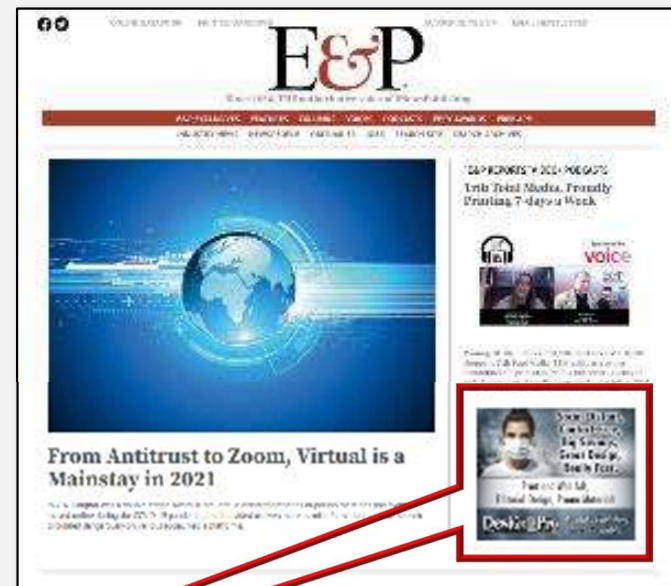
## Price

300 x 250 px

**\$625/mon**

728 x 90 px

**\$1,295/month**



# Vodcast Sponsorship

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

**4,000+ Downloads & Views/Month**



**Vodcast Ad**

**Regular Price: \$495**

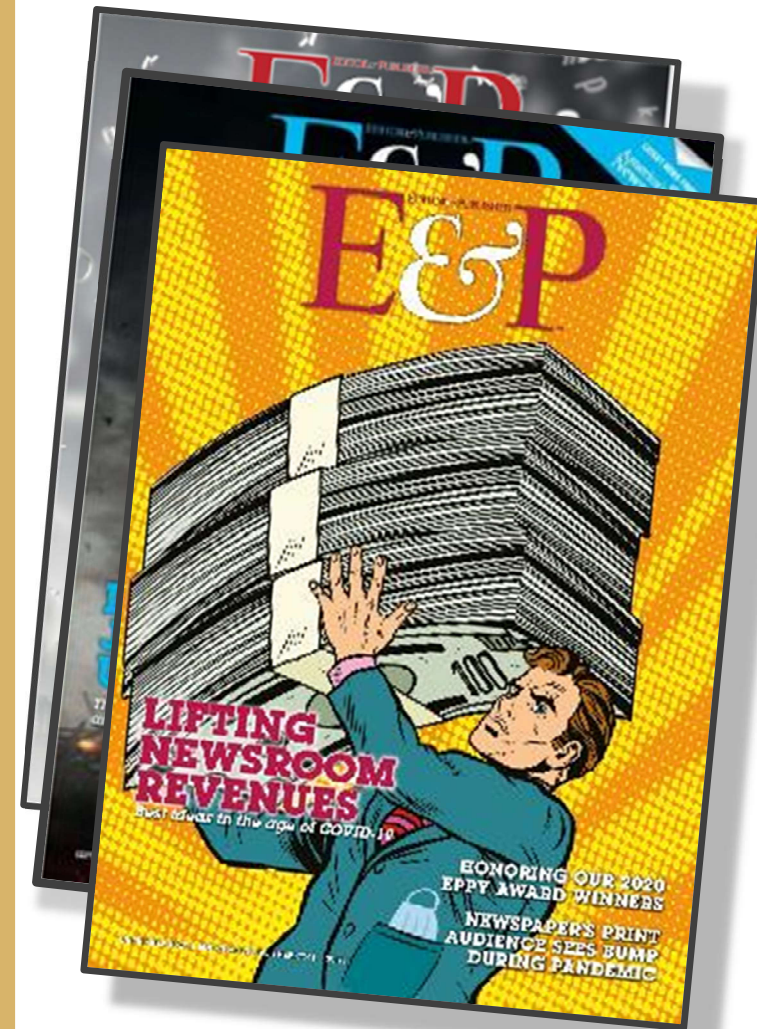


# Monthly Ads in E&P Magazine

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 (3.5" x 1.9") \$299**

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

**Bold Ad (3.5" x 3.8") \$499**

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

Discounts for semi-annual and annual contracts

**E&P**  
**MEDIA SERVICES MARKETPLACE**

**MODU LIST**  
Publish life's stories.  
Low cost, turnkey solution to publishing paid content on all platforms.

**LIVE Virtual Ad Sales Training**  
with Ryan Dalton  
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**

**KAMEN & CO. GROUP SERVICES, LLC**  
Real Estate, Accounting, Advisory & Strategy  
626 RRP Plaza  
Ft. Worth, Texas 76104  
Phone: (817) 378-1100  
Cell: (817) 378-1100  
Kevin B. Kamen, President

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

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familyfeatures.com  
editors.familyfeatures.com

**CellMark**  
**MAKE MONEY FROM YOUR PAPER WASTE!**  
Contact: Tom Healy, GV of Operations, Cell: (256) 566-4551  
Email: thomas.healy@cellmark.com | cellmark.com/recycling

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

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

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For more information or to advertise contact  
**Peter Conti, G.M.**  
**804-852-5663**

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[EditorandPublisher.com](http://EditorandPublisher.com)



**E&P**  
EDITOR & PUBLISHER







Copies will be distributed at many  
live conferences in 2022!

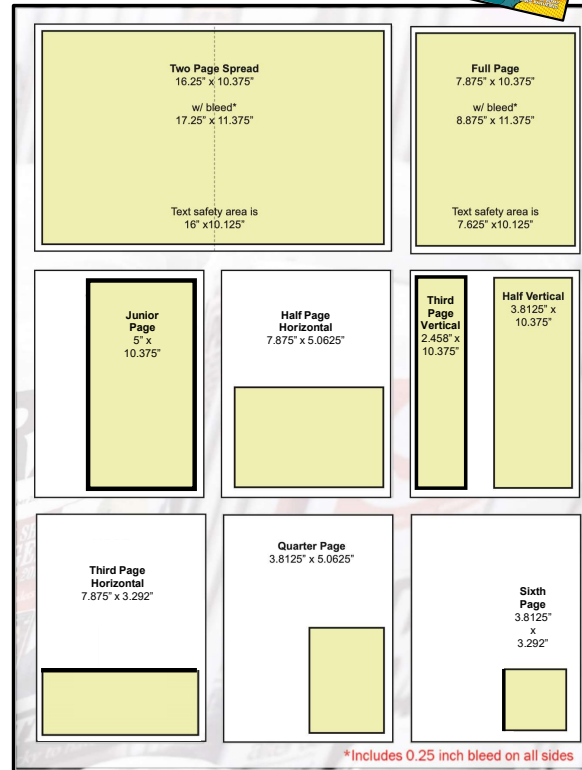


**PRINT SPEC SHEET**  
Effective November 2021  
Trim Size – 8.375" x 10.875"



**Specs**

- All images must be in CMYK color format.
- Images must have a MINIMUM resolution of **300 DPI**.
- All blacks must be true black., not four-color (0-0-0-100).
- Text must not be closer than 1/4" from the trim.
- All ads must have a 0.25" bleed off the trim.
- All fonts must be embedded.
- OPI links must be turned off
- All ads must be delivered as **PDF/X1A** format.



**Editor & Publisher** is not responsible for reproduction of ads that do not meet the requirements here.

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