

**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**<sup>®</sup>  
EDITOR & PUBLISHER<sup>®</sup>  
**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.\*

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



**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>

# *“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.”*

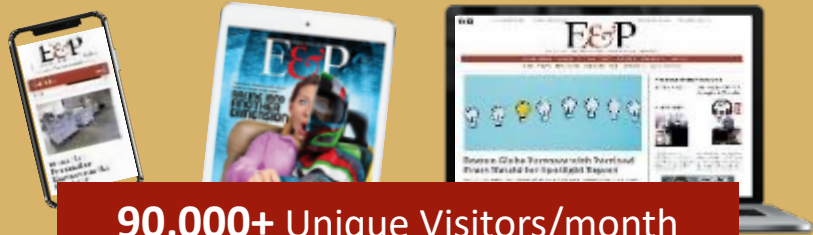
**Rick Rogers, Chief Revenue Officer, TownNews**

*“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**

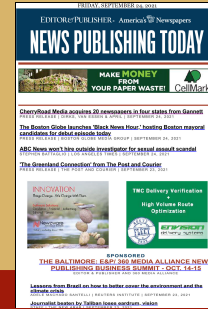


# EditorAndPublisher.com



**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 testimonials**
- 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.

Jul 9, 2021 — Maximizing recycling revenues starts with an education in the process, ... of CellMark Recycling has enlightened many printing operations.

<http://editorandpublisher.staging.com/unity/sy.com...>

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, ...

We will promote your article in content blocks throughout the site, 2X in our 7 a.m. ET emailing and in one News Headlines emailing at noon ET.

Price  
**\$2,750**

The screenshot shows the E&P website with a sponsored article titled "Increase Your Revenue Through Recycling". The article features a photo of a recycling facility and a testimonial from David Cay Johnston, Rosanne Cooper & Jonson Green. The article is promoted as "NEW" and "E&P SPONSORED CONTENT". The website header includes the E&P logo and navigation links. A search bar is visible at the top right.

This collage features a full-page article titled "Increase Your Revenue Through Recycling" on the left, which includes a photo of a recycling facility and a testimonial. On the right, there are two magazine covers. The top cover is the July 2021 issue, featuring a "10 WOMEN TO WATCH" list. The bottom cover is the August 2021 issue, featuring a "THE PODCAST REVOLUTION" article. The E&P logo is prominently displayed at the top of the collage.

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 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

Receive all "clicks" contact information

Sender	Contact	Receiving	Opened	Clicked	Unsubscribed	Spam	Complaint	Unsubscribed	Spam	Complaint
emphoton@emphoton.com	Stephen	Robertson	100%	0%	0%	0%	0%	0%	0%	0%
emphoton@emphoton.com	Dana	Wilcox	100%	0%	0%	0%	0%	0%	0%	0%
emphoton@emphoton.com	Bill	Padgett	100%	0%	0%	0%	0%	0%	0%	0%
emphoton@emphoton.com	Anna	Majors	100%	0%	0%	0%	0%	0%	0%	0%

Link to a Sponsored Article or your 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 or sponsored content article posted on EditorAndPublisher.com

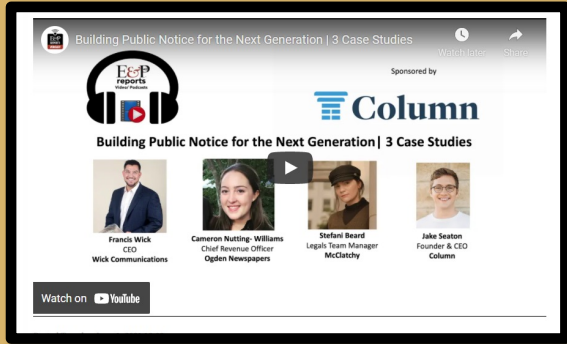
Price  
**\$495/per mailing**



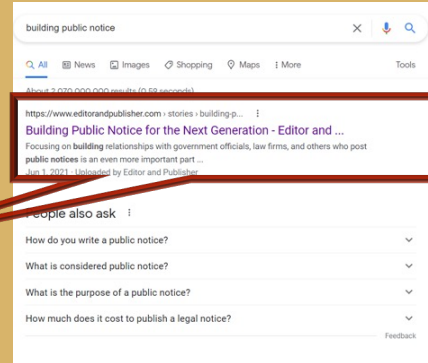
Links to your sponsored content article online



# 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	Housa	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	jjgarcia@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	Biciclis	Advertising Coordinator	Jackson Hole News&Guide	adsales@
228	2021-01-12 18:16:51	Bret	Jacomet	Dir. of Digital	M. ROberts Media	bret@mr
229	2021-01-13 0:40:53	Daniel	FALLET	Journaliste	Isopa	fallet@es
230	2021-01-13 7:49:09	Cheryl	Carpenter	Faculty	Poynter Institute	ccarpent
231	2021-01-13 8:30:14	Phil	Hensley	VP Cite	Lakeway Publishers	phensleyf
232	2021-01-13 8:39:06	Wes	Williams	Circ Manager	The Dallas Morning News	wwilliams
233	2021-01-13 9:03:59	Dawn	Harry	Customer Relations Supervisor	Tampa Bay Times	dharry@t
234	2021-01-13 9:38:09	Diane	Everson	Publisher	The Edgerton Reporter#608	publshen
235	2021-01-13 10:09:31	Carole	Dunn	Local Sales & Events Coord	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	Hansfin	Publisher	Litchfield News-Herald	ldnews@
238	2021-01-13 10:50:24	Peter	Conti	GM	E&P	peter.conti
239	2021-01-13 11:02:05	Simead	Steele	VP Operations	TN	simead.st
240	2021-01-13 11:02:38	Dane Everson	Everson	Publisher	The Edgerton Reporter	publshen@
241	2021-01-13 17:06:49	Jeff	Brown	Director of News & Communi	Illinois Farm Bureau	jbrown@il

- Complete access to contact info on all Webinar registrants

- Ongoing Webinar promotion

**GROW YOUR BUSINESS**  
THROUGH THE ART OF STORYTELLING

**FREE VIRTUAL WORKSHOP**  
WEDNESDAY, 7:30-11:00 AM

**RECEIVED**  
Pamplin Media Group

**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 \*

example@pamplin.com

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

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

**Today's Quests**

"We have to be the check on their power. If we don't hold them accountable, then, my God, who will?"  
Tom Hanks as Jim Bradley, "The Post" (2017)

**Censorship by PIO**  
An unscrupulous publicist... Censorship - October 18, 2021

Has 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 who have not covered a Washington, D.C. beat — are unaware 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 10:00 EST to learn how two news publishing companies cut their marketing spend while still growing needed audience and reader revenue.

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

Sponsored by **NSS**

Facebook Twitter YouTube

# 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**

The image shows a screenshot of an email from E&P Exclusives, dated Tuesday, September 1, 2020. At the top, the E&P logo and the word 'Exclusives' are displayed in a dark red banner. Below this, the date 'TUESDAY SEPTEMBER 1, 2020' is shown. A red-bordered box highlights the 'APG Commercial Printing Division' logo, which includes the text 'ADAMS PUBLISHING GROUP'. Below the logo, the word 'FEATURE' is written in a dark red banner. The main content of the email is a feature article titled '15 Over 50: Honoring the Leaders Driving the News Industry Forward' by NU YANG, dated September 1, 2020. A large, eye-catching graphic for the '15 OVER 50' feature is shown, featuring the numbers '15' and '50' in a large, bold, gold font with a vertical bar between them, set against a dark background with golden light streaks and bokeh. Below the graphic, a short paragraph of text reads: '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

FRIDAY, SEPTEMBER 24, 2021  
EDITOR & PUBLISHER - America's Newspapers  
**NEWS PUBLISHING TODAY**

**MAKE MONEY FROM YOUR PAPER WASTE!** CellMark

Check out Media's top 20 newspapers in four states from Gannett  
PRESS RELEASE | THE POST AND COURIER | SEPTEMBER 24, 2021

The Boston Globe launches 'Black News Hour,' hosting Boston mayoral candidate for debut episode today  
PRESS RELEASE | BOSTON GLOBE MEDIA GROUP | SEPTEMBER 24, 2021

'The News won't hire outside investigator for sexual assault scandal'  
STEPHEN BATTAGLIO | LOS ANGELES TIMES | SEPTEMBER 24, 2021

'The Greenland Connection' from The Post and Courier  
PRESS RELEASE | THE POST AND COURIER | SEPTEMBER 23, 2021

**INNOVATION**  
Buy Cheap, Sell Cheap Will Run  
NewTugge  
September 24, 2021

**TWC Delivery Verification**  
High Volume Route Optimization  
TWC  
DELIVERY VERIFICATION  
DELIVERY SYSTEM

**SPONSORED**  
**THE BALTIMORE: EAP/360 MEDIA ALLIANCE NEWS PUBLISHING BUSINESS SUMMIT - OCT. 14-15**  
EDITOR & PUBLISHER AND 360 MEDIA ALLIANCE

Lessons from Brazil on how to better cover the environment and the climate crisis  
DANIEL BERNARD SANTILLI | REUTERS INSTITUTE | SEPTEMBER 23, 2021

Journalist beaten by Taliban forces warms 'women'  
DUSTY | THE NEW YORK TIMES | SEPTEMBER 23, 2021

White House blames Boris Johnson after U.S. press corps denied opportunity to ask questions  
DUSTY FOR NEWS | THE WASHINGTON POST | SEPTEMBER 23, 2021

How Jim Stogdler took the news to a place where chief could unfold to  
DUSTY FOR NEWS | THE WASHINGTON POST | SEPTEMBER 23, 2021

Marky Marky releases statement in support of Boston Newsweek  
DUSTY FOR NEWS | THE WASHINGTON POST | SEPTEMBER 23, 2021

PMN editorial analyst Maheshwari, M...  
DUSTY FOR NEWS | THE WASHINGTON POST | SEPTEMBER 23, 2021

**Snuffy Smith**  
By John Rose

I'VE BEACHED THAT AGE LMAO I MISS TH' GOOD OL' DAYS II  
WELL, I'VE BEACHED THAT AGE LMAO I MISS TH' BAB' OL' DAYS II

AUTO-GENERATED USING CREATIVE CIRCLES'S CONTENT MANAGEMENT SYSTEM

Facebook, Twitter, YouTube icons



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

- Display a medium rectangle ad or leaderboard ad on EditorAndPublisher.com
- Your ad is delivered on all pages of the website
- Rotation with no more than five other sponsors
- 90,000 unique visitors/250,000 page views

**Price**

300 x 250 px  
**\$1,295/month**

728 x 90 px  
**\$1,750/month**



# Maximum Homepage Banner

## - THE BEST VISIBILITY FOR YOUR BRAND -



This ad spans the entire home page at 1140 pixels and is 250 pixels high. More than 250,000 page views a month!


advertising director responsibilities at the paper.

digital traffic, ensure reader engagement, and increase revenue.

the country, following a string of acquisitions in markets across eight states.

SEE MORE NEWSPEOPLE >

SEE MORE PARTNER PRESS RELEASES >



### Ready to increase your digital revenue?

**Give us a week, and we can provide sustainable new sales**

"Sean was 100% great to work with. Really enjoyable. Outgoing. Professional. And he knows his role and what he's doing. And he did it in a way that wasn't pushy. He made people want to buy."

Toby Bonner, GM, ad director and co-owner, the Powell Tribune

**Let's get started today! Call 309-269-7834**

**Creative Circle  
MEDIA SOLUTIONS**

Photo of the Month

## Early Morning Harvest - December 2021 Edition

Price  
\$3,000/month

# Vertical Spotlight Sponsorship

You get a half-leaderboard and a large rectangle on the website and an ad in the print edition as a sponsor of a vertical.

**diversity spotlight**  
proudly sponsored by **The Media Audit**

**LATEST E&P 'EXCLUSIVE' ON DIVERSITY**

## A Capital 'B' Isn't Enough for Black Journalists

By Jane Elizabeth

**diversity spotlight**  
proudly sponsored by **The Media Audit**

**Your best market research for building your revenue.**

**Recent E&P 'Diversity Spotlight Exclusives'**

- When staff appeals for Diversity is more than just an acknowledgment.
- Recognizing microaggression in the

Website

**diversity spotlight**  
proudly sponsored by **The Media Audit**

## Check your biases

A new approach to interviewing is needed for DEI progress

By Jane Elizabeth

**diversity spotlight**  
proudly sponsored by **The Media Audit**

**NABJ honors Sherri Williams as "Journalism Educator of the Year"**

Editor and Publisher: [editorandpublisher.com/diversity](http://editorandpublisher.com/diversity)

Magazine

Price - \$5,995 for 3 months

Verticals Available

- [Diversity](#)
- [Operations](#)
- [Industry News](#)
- [Revenue](#)
- [Newspeople](#)

# 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**

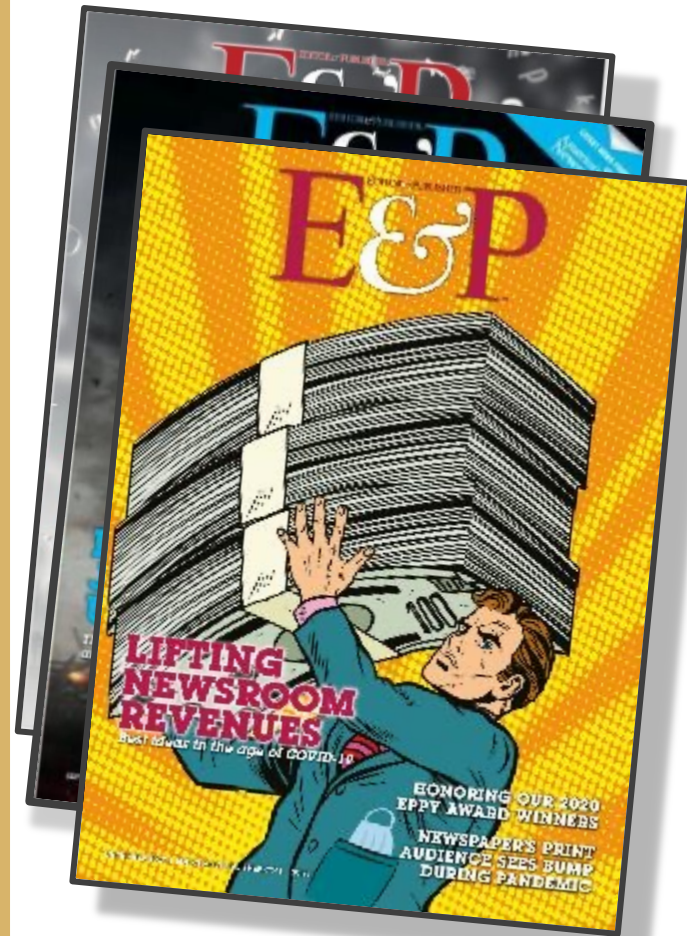


# Monthly Ads in E&P Magazine

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 your content on all platforms.

**LIVE Virtual Ad Sales Training**  
with Ryan Balan  
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**  
Media Acquisition, Advertising, Analytics & Support  
629 838 Plaza  
Brooklyn, New York 11238  
Phone: (718) 335-1100  
Cell: (718) 335-1100  
Kevin B. Kamen  
President

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

**FREE CONTENT**  
Food & Recipe, Lifestyle, Home & Garden  
Available in print & digital  
photos and videos.  
**familyfeatures**  
www.familyfeatures.com  
editors.familyfeatures.com

**CellMark**  
MAKE MONEY FROM YOUR PAPER WASTE!  
Contact: Tom Fleck, 217 of Openl Drive, Call: (229) 926-4151  
Email: tom.fleck@cellmark.com | cellmark.com/recycling

**Media Job Board**  
POST JOBS STARTING AT \$99  
Go to > [mediajobboard.com/employers](http://mediajobboard.com/employers)  
A SERVICE BY: Poynter, E&P, Advertising & Marketing

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

FEBRUARY 2021 | 84 | 87



For more information or to advertise contact  
Peter Conti, G.M.

804-852-5663

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

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



**E&P**  
EDITOR & PUBLISHER







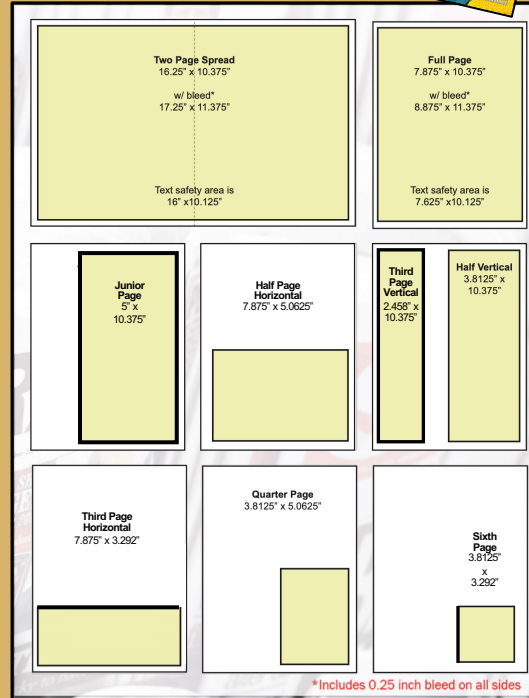
Copies will be distributed at many  
live conferences in 2022!

**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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