

**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*



Effective July 8, 2022

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.”^{[2][3]}

* 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, Retired Co-Founder, iPublish Media



“ I am still working leads and onboarding new customers from the E&P marketing campaign that I did months ago! It was very productive.”

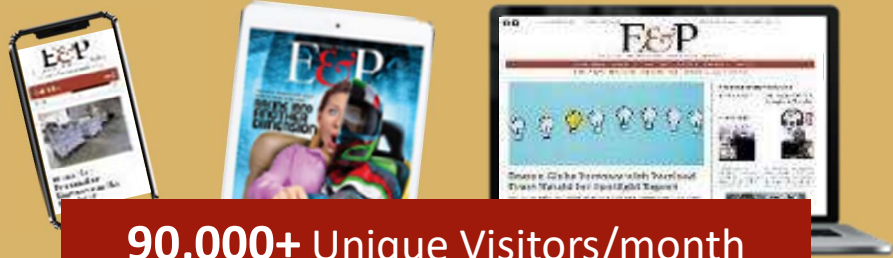
**Lon Haenel, VP- Chief Client Officer
Newspaper Subscription Services (NSS)**

“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

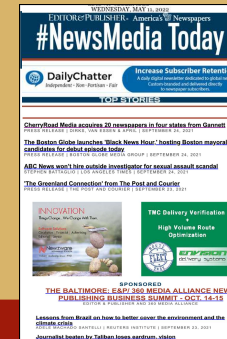


EditorAndPublisher.com



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



8,500 Followers



3,000 Followers



700 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 a client testimonial**
- 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 8, 2021 — Maximizing recycling revenues starts with an education in the process, ... of CellMark Recycling has enlightened many printing operations.

http://editorandpublisher.staging.community.com › et...
 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, 4X in our Morning Exclusives email and in one News Headlines emailing at noon ET.

Price
\$2,750

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

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

E&P exclusives
TUESDAY, JULY 5, 2022

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 Tie 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](#)

Links to your sponsored content article online

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
NASHVILLE, Tenn., October 27, 2020 (PRNewswire) – American Hometown Media (AHD), a top 100 business 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 Trending Content feature of 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 news media publishers, the CNHI is really expanding the reach of providing local readers with superior, impactful, digital content," stated Mike Meyer, President and Chief Revenue Officer with AHD. "We have found that local home cook recipe content ranks extremely high with community newspaper readers and the revenue component makes this even more impactful given the priority of revenue generation for news digital operations."

EXCLUSIVE: HD Media Takes on Tech Giants Google & Facebook
Lee McQueen, VP News, HD Media
Paul T Farrell Jr., Co-founder

E&P EXCLUSIVES
Washington Post Creates Data Journalism Department
In recent years, The Washington Post has produced

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 **\$1,950**

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

Receive all "clicks" contact information

Category	Contact	Reporting	Storage/Forms	Websites & Skins	Social	Print
<input type="checkbox"/>	steph@cellmark.com Stephen	Robert	http://www.cellmark.com	Mon, Aug 15, 2011 at 1:07 PM EDT		
<input type="checkbox"/>	ese@spies.com Dora	Wilbert	http://www.cellmark.com	Mon, Aug 15, 2011 at 1:30 PM EDT		
<input type="checkbox"/>	pelag@reelnet.com Bill	Philip	http://www.cellmark.com	Mon, Aug 15, 2011 at 11:56 AM EDT		
<input type="checkbox"/>	anna.makaj@billion.com Anna	Maja	http://www.cellmark.com	Sat, Aug 13, 2011 at 12:51 PM EDT		

Link to a Sponsored Article or your website



E&P
Environmental & Process

SPONSORED CONTENT

Increase Your Revenue Through Recycling



By Eric Wiles

Waste paper used to deliver a regular news and information product to most newspapers is a valuable commodity of energy, and recycling it can be a significant revenue stream. Recycling recycling means that you can take advantage of the growing and profitable market of CellMark Recycling for your newspaper printing operations.

“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

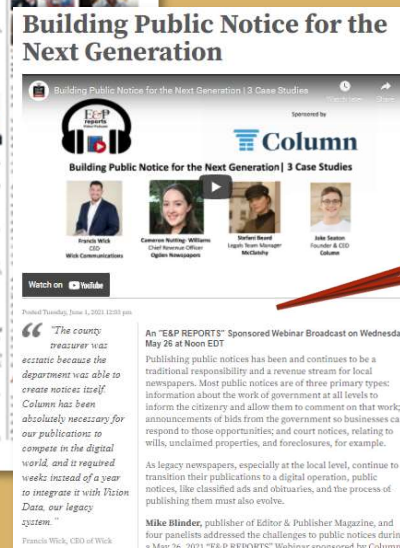
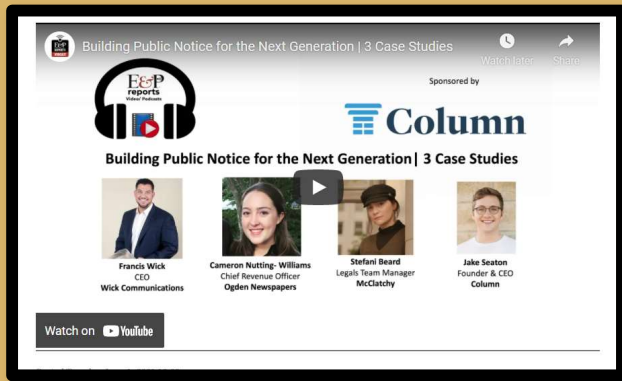
When an innovative recycling program was required for printing facilities as diverse as McClatchy, the Chicago Tribune and South Florida's Sun Sentinel, they achieved those goals by partnering with CellMark Recycling.

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

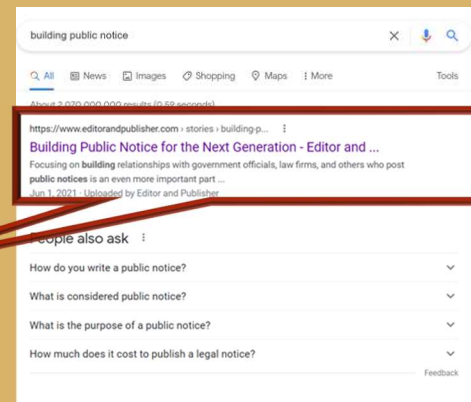
CellMark Recycling
General Manager of Operations
CellMark Recycling
1200 S. W. Ave.
Baton Rouge, LA 70802

More:
Innovation Drives Recycling Newspapers

E&P Hosted Partner Webinar and Article

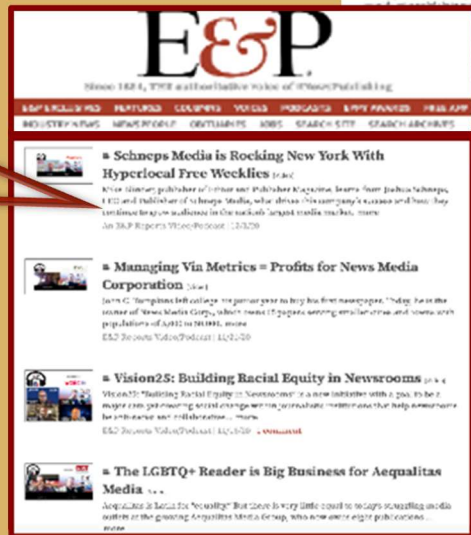


Google Optimized



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 15:38:09	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	Bicicots	Advertising Coordinator	Jackson Hole News&Guide	adsales@
228	2021-01-12 18:16:51	Bret	Jacomet	Dir. of Digital	M. Roberts Media	bret@mrcc
229	2021-01-13 0:40:53	Daniel	FALLET	Journaliste	Iscca	fallot@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	daharry@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 Miner/Adams Publishing Group	kellierae1
237	2021-01-13 10:24:12	John	Hanafin	Publisher	Litchfield News-Herald	khnews@
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

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

- Ongoing Webinar promotion

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



TUESDAY, JULY 5, 2022



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
- 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

\$1,195/month

728 x 90 px

\$1,495/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!

The advertisement is a horizontal banner. On the left is a portrait of Sean Finch, VP/Sales. To the right of the portrait is the headline "Ready to increase your digital revenue?" in blue. Below the headline is the sub-headline "Give us a week, and we can provide sustainable new sales" in bold black. A quote follows: "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." Below the quote is the name "Toby Bonner, GM, ad director and co-owner, the Powell Tribune" and the call to action "Let's get started today! Call 309-269-7834". The Creative Circle MEDIA SOLUTIONS logo is in the bottom right corner. The ad is framed by a red border. Below the ad is a dark red bar with the text "Photo of the Month" and another dark red bar with the text "Early Morning Harvest - December 2021 Edition".

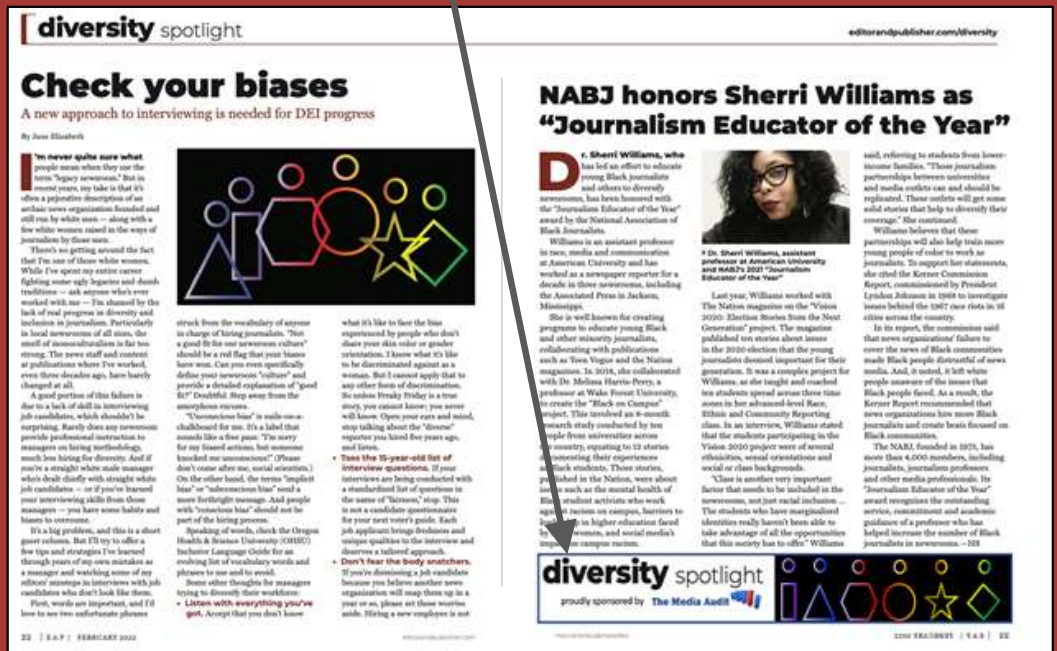
Price
\$2,295/month

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.



Website



Magazine

Verticals Available

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

Price - \$2,495/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 Sponsorship
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**

Best 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.
<http://modulist.com>

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
Bids, Auctions, Assessments, Analysis & Strategy
626 KIPP Plaza
Ft. Worth, Texas 76104
Phone: (817) 378-1100
Cell: (817) 378-1100
Kevin B. Kamen, President
E-mail: kkamen@kcam.com

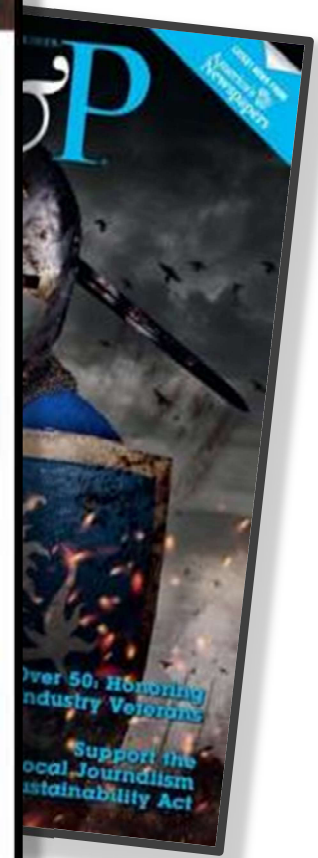
What's Spent in Your Market?
Don't Guess. Know.
www.adspending.com

FREE CONTENT
Food & Recipes, Health, Home & Garden, Automotive, Sports & Hobbies, Video and Images...
familyfeatures
E-mail, text and social media
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
"Media Job Board"
MEDIAJOBBOARD.COM
A SERVICE OF
Poynter **E&P** www.enr.com

FEBRUARY 2021 | PAGE 47



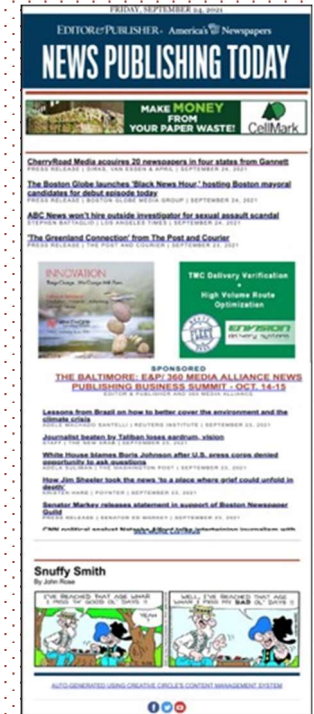


For more information or to advertise contact
Peter Conti, G.M.
804-852-5663

peter.conti@editorandpublisher.com
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.

<p>Two Page Spread 16.25" x 10.375" w/ bleed* 17.25" x 11.375" Text safety area is 16" x 10.125"</p>		<p>Full Page 7.875" x 10.375" w/ bleed* 8.875" x 11.375" Text safety area is 7.625" x 10.125"</p>	
<p>Junior Page 5" x 10.375"</p>	<p>Half Page Horizontal 7.875" x 5.0625"</p>	<p>Third Page Vertical 2.458" x 10.375"</p>	<p>Half Vertical 3.8125" x 10.375"</p>
<p>Third Page Horizontal 7.875" x 3.292"</p>	<p>Quarter Page 3.8125" x 5.0625"</p>	<p>Sixth Page 3.8125" x 3.292"</p>	

*Includes 0.25 inch bleed on all sides

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

peter.conti@editorandpublisher.com | 804-852-5663