
Why advertise with ecoRI News?

Since 2009, ecoRI News has been delivering environmental news on the critical issues facing Rhode Island and southeastern Massachusetts to policymakers, agency officials, grassroots organizations, politicians, scientists, academics, and average citizens alike.

Digital advertising puts your company or organization in front of a highly engaged, educated, and influential audience.



Our weekly e-newsletter has an average open rate

**19%
higher**

than the industry average



Readers spend an average time on our site of

**2:46
minutes**



“ecoRI News does the **single best reporting** about its subject matter than any other media publication in Rhode Island. I always get something meaningful, and not available anywhere else, in each of its newsletter issues.”

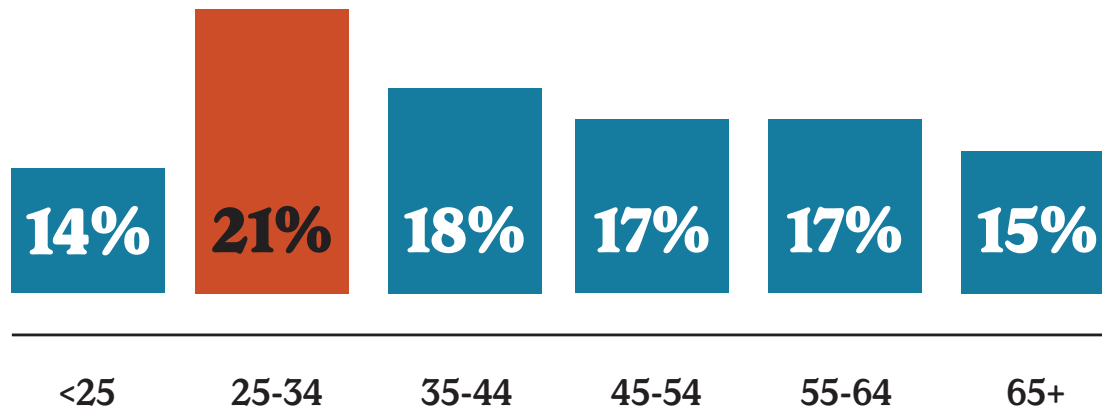
—Jim K., Providence, R.I., reader

Website Audience Demographics

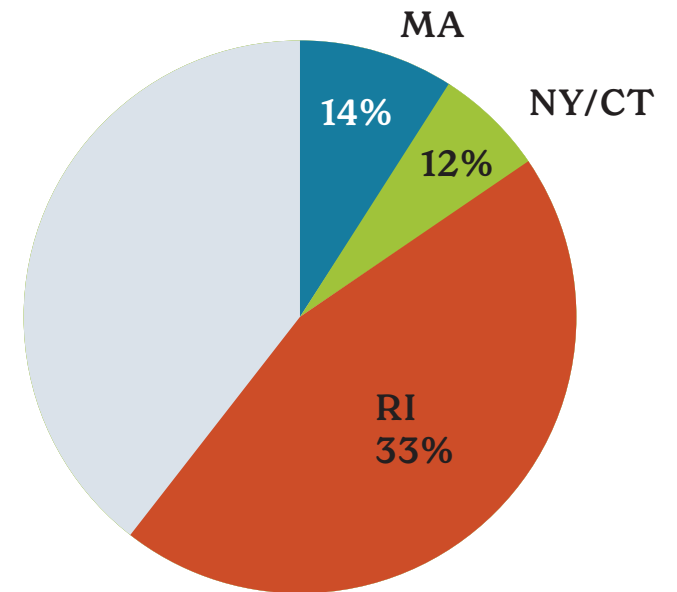
GENDER

52% female | **48%** male

AGE



GEOGRAPHY



85%* of our e-newsletter subscribers live or work in Rhode Island and Massachusetts.

*based on those users who provided geographic information

Partner with ecoRI News today

Email Joanna at jo@ecoRI.org

2024 Ad Rates

Placement/ad type	1 week rate	4 week rate	8 week rate	6 mo. rate	1 year rate
WEB SITE-WIDE					
Billboard	\$450	\$1,710	\$3,240	\$9,180	\$17,000
WEB HOME PAGE ONLY					
2nd position banner	\$250	\$950	\$1,800	\$5,100	\$9,000
3rd position banner	\$150	\$570	\$1,080	\$3,060	\$6,000
4th position	\$100	\$380	\$720	\$2,080	\$3,600
WEB ALL NEWS PAGES					
In-line Article Banner ad	\$250	\$950	\$1,800	\$5,100	\$9,000
WEB SECTION LANDING PAGE (per section)					
Banner	\$50	\$190	\$380	\$1,020	\$2,000
E-NEWSLETTER (sent every Tuesday & Friday)					
Masthead Banner (Tuesday only)	\$220	\$800	\$1,360	\$3,380	\$5,200
Floating Banner	\$120	\$400	\$720	\$1,820	\$3,120
EXCLUSIVE WEB SECTION SPONSORSHIP					
1-year sponsorship (includes logo/link above every story in section, ad on section landing page)					\$3,000
CREATIVE SERVICES — Need help designing your ad? We can help!					
Static Web Design					\$60
Animated Web Design					\$120

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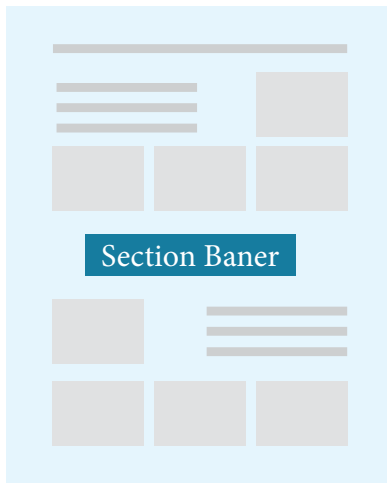
Email Joanna at jo@ecoRI.org

2022 Ad Placement

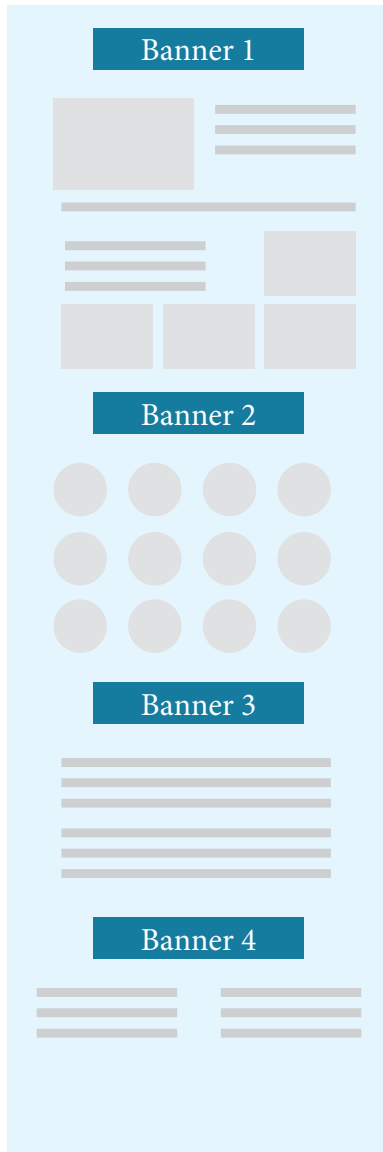
BILLBOARD (SITE WIDE)



SECTION LANDING PAGE



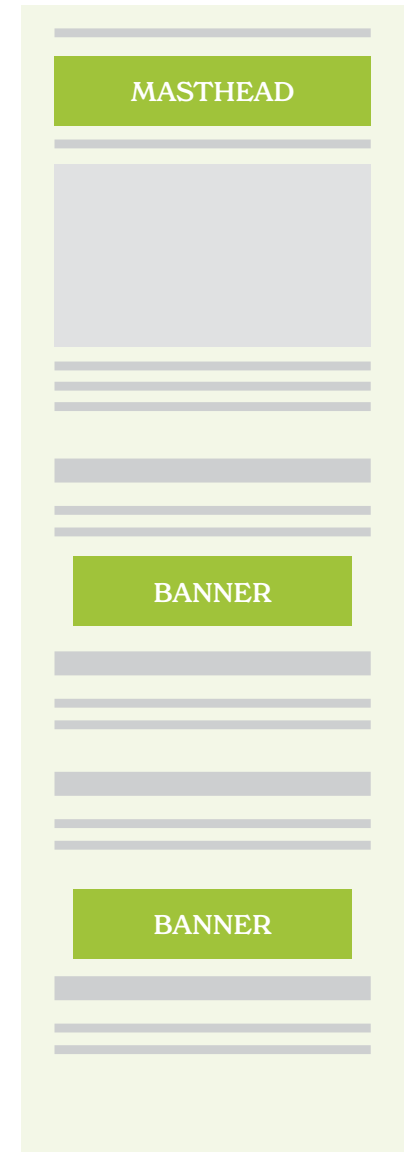
HOME PAGE BANNERS



WEB IN-LINE ARTICLE



E-NEWSLETTER



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2022 ad sizes

Billboard

970 x 250

Website only

Masthead ad

728 x 250

Enewsletter only

Banner ads

728 x 200

Website and enewsletter

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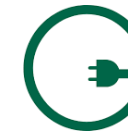
WOONASQUATUCKET RIVER
WATERSHED COUNCIL



LET US INTRODUCE
A FEW OF OUR ADVERTISERS



RHODE
ISLAND
COLLEGE



GREEN
ENERGY
CONSUMERS
ALLIANCE



NEW HARVEST
★ COFFEE ROASTERS ★



RHODE ISLAND PUBLIC TRANSIT AUTHORITY



Audubon Society
of Rhode Island

★
THE
COMPOST
PLANT



NARRAGANSETT BAY



Adler's
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