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**

- **<25:** 14%
- **25-34:** 21%
- **35-44:** 18%
- **45-54:** 17%
- **55-64:** 17%
- **65+:** 15%

**GEOGRAPHY**

- **RI:** 33%
- **MA:** 14%
- **NY/CT:** 12%

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

*based on those users who provided geographic information

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Partner with ecoRI News today

Email Joanna at jo@ecoRI.org
# 2024 Ad Rates

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

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Email Joanna at jo@ecoRI.org
2022 Ad Placement

BILLBOARD (SITE WIDE)  HOME PAGE BANNERS  WEB IN-LINE ARTICLE  E-NEWSLETTER

Billboard

Banner 1

Banner 2

Banner 3

Banner 4

Inline Article

MASTHEAD

BANNER

BANNER

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Email Joanna at jo@ecoRI.org
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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Email Joanna at jo@ecoRI.org
LET US INTRODUCE
A FEW OF OUR ADVERTISERS