

A photograph of a person walking away on a dirt path through a forest. The trees are tall and thin, with green and yellowing leaves, suggesting an autumn setting. The person is wearing a green shirt and dark pants. The path leads into the distance, surrounded by dense foliage.

# MEDIA KIT

## 2026

ecoRI  
news

**Since 2009**, ecoRI News has remained a fiercely independent nonprofit news source, reporting on critical environmental issues in Rhode Island and New England. Read by lawmakers, scientists, educators, and average citizens alike, ecoRI News is the region's trusted source for environmental news.

Our vision is to inspire individuals to become better stewards of the environment through our rigorous reporting on the issues.



**SALES CONTACT**

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**ecoRI News is meeting a real need for fact-based information in a time of distrust and disinformation.**

**“...an outlet for exceptional investigative reporting on local environmental issues.”**

SEN. SHELDON WHITEHOUSE

An audience attends ecoRI News' live forum on offshore wind in Newport, R.I.

## Why become an advertiser?

### Your business gains:

- access to a highly-educated and influential audience with a powerful, personal commitment to ecoRI News and the environment
- credibility by associating with intelligent, in-depth, and trusted journalism
- appreciation from your colleagues, customers and peers, who will recognize your commitment to the community

### Your support keeps the environment in the headlines

The mission of ecoRI News is to produce rigorous journalism that explains complex environmental issues, holds government accountable to the public, highlights solutions to environmental problems, and engages readers.

### Our news team:

- reports on government, land use, transit, public health, water quality, waste management, and environmental justice
- gives a voice to vulnerable populations most acutely impacted by climate change
- is fearlessly independent
- is dedicated to reaching as large an audience as possible, so as we grow our reach, so do our advertisers

**“These days, when even ‘facts’ seem to be negotiable, I am pleased to lend my voice and support to those prepared to voice inconvenient (and perhaps politically unpopular) truths.”**

DAVID L., WAKEFIELD, R.I.



Reporter Rob Smith moderates a forum in Westerly, R.I., on the topic of shoreline access.

## BY THE NUMBERS



**46,474**

monthly website views



**27,725**

monthly website visitors



**361**

stories published per year



**12,480**

newsletter subscribers



**43%**

average newsletter open rate



**2X**

Our newsletter open rate is  
twice the average rate



**892**

people made a donation  
to ecoRI News in 2025



**4,800+**

social media followers  
on Instagram



**500+**

people RSVPd to our  
live events in 2025

**90%** of newsletter  
subscribers live or  
work in Rhode Island  
and Massachusetts.



**AD RATE CARD**

<b>Ad Type</b>	<b>1 week cost</b>	<b>4 week cost</b>	<b>8 week cost</b>	<b>6 month cost</b>	<b>1 year cost</b>
<b>Website</b>					
Site-wide lederboard ad	\$300	\$1,140	\$2,160	\$6,000	\$11,960
Home page banner 1st position	\$250	\$950	\$1,040	\$2,760	\$5,200
Home page banner 2nd position	\$150	\$540	\$960	\$2,520	\$4,680
In-article ad on <i>ALL</i> news pages	\$175	\$640	\$1,160	\$3,120	\$6,240

<b>Enewsletter</b>					
Masthead	\$200	\$780	\$1,400	\$4,000	\$8,000
Banner	\$125	\$460	\$840	\$2,280	\$4,420

<b>Creative Services</b>					
Ad design	\$60				

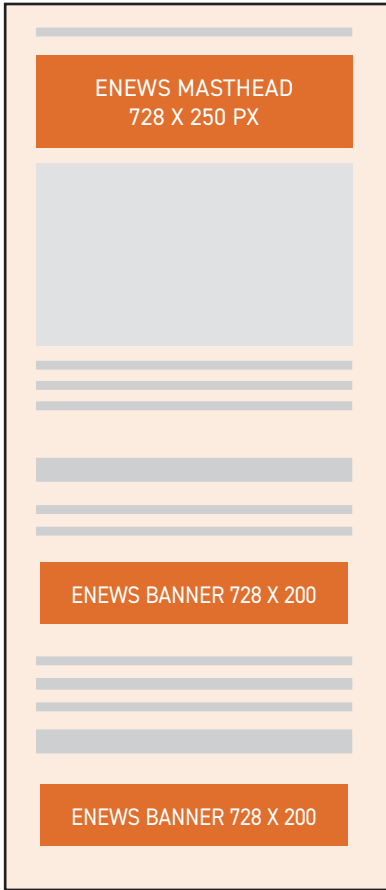


**“Your staff have focused on all the pressing environmental issues facing all of us today. You encourage people to become involved—which is very difficult to accomplish”**

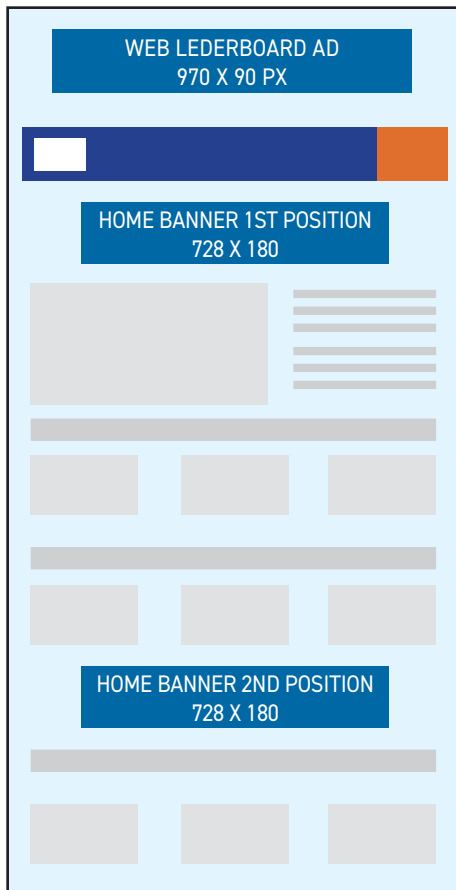
PAULINE D., CRANSTON, R.I.

# AD PLACEMENT

## Enewsletter



## Website Home Page



## Website Article Page



## SPONSORSHIP OPPORTUNITIES

**S**ponsorship differs from advertising in that it is an annual commitment of support. When your business or organization chooses to sponsor with ecoRI News, you are doing more than just reaching an audience. You are aligning yourself with a trusted voice within the community and demonstrating a genuine commitment that our readers recognize and value.

ecoRI News sponsors are locally rooted organizations and businesses that support, independent reporting on the environment, climate, sustainability, and public health. As a sponsor, you help to keep our coverage free and accessible to all, especially for those most impacted by the issues we cover.

### Sponsor benefits

Becoming a sponsor is an annual commitment to ecoRI News that comes with the following benefits.

#### \$2,500 annually

- **Your logo on ONE specific news section of the website and above all articles in that section**  
Section options include: energy, recycling and reuse, food and farming, wildlife, transit, land use, climate change, climate justice, marine, public health and recreation
- **15% discount** on ad packages
- **Two tickets** to our annual fundraising event
- **Your logo on the home page** of the website
- **Your logo on the footer** of every Tuesday newsletter
- **Your marketing materials** displayed at all events\* we hold during the year.

We typically hold 5-6 in-person events over the course of the calendar year.

### Past and current advertisers and sponsors



Audubon Society  
of Rhode Island



Rhode Island  
Foundation