Why advertise on ecoRI News?

For nearly ten years, 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. Online advertising puts your company or organization in front our highly engaged and influential audience. ecoRI News is a federally-recognized 501(c)(3) nonprofit, and our community of advertisers helps support our reporting.

35K
unique monthly visitors

13K
e-newsletter subscribers

507K
pageviews per year

Our weekly e-newsletter has an average click-through rate of 29%.

Readers spend an average of 1:20 minutes on our website.

15,500
combined social media reach

PARTNER WITH ECORI NEWS TODAY

Email Joanna at jo@ecoRI.org
Website Audience Demographics

**Gender**

48% female | 52% male

**Age**

10% <25 | 25% 25-34 | 19% 35-44 | 17% 45-54 | 18% 55-64 | 12% 65+

**GEOGRAPHY**

RI | MA | NY/CT

77%* of our e-newsletter subscribers live or work in Rhode Island.

*Based on those users who provided geographic information

**Partner with ECoRI News Today**

Email Joanna at jo@ecoRI.org
## 2019 Weekly Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>1x RATE</th>
<th>4x RATE</th>
<th>8x RATE</th>
<th>26x RATE</th>
<th>52x RATE</th>
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</thead>
<tbody>
<tr>
<td><strong>WEB HOME PAGE ONLY</strong></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Home Page Billboard (950x200)</td>
<td>$250</td>
<td>$225</td>
<td>$200</td>
<td>$180</td>
<td>$125</td>
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<tr>
<td>Home Page Box (250x250)</td>
<td>$120</td>
<td>$100</td>
<td>$90</td>
<td>$70</td>
<td>$60</td>
</tr>
<tr>
<td>Home Page Giant (250x500)</td>
<td>$180</td>
<td>$160</td>
<td>$120</td>
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<td>$90</td>
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<tr>
<td><strong>WEB ALL NEWS PAGES</strong></td>
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<tr>
<td>News Story Lead (730x150)</td>
<td>$220</td>
<td>$200</td>
<td>$170</td>
<td>$130</td>
<td>$110</td>
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<tr>
<td>News Story Box (250x250)</td>
<td>$100</td>
<td>$90</td>
<td>$70</td>
<td>$60</td>
<td>$50</td>
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<tr>
<td>News Story Giant (250x500)</td>
<td>$120</td>
<td>$100</td>
<td>$90</td>
<td>$80</td>
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<tr>
<td><strong>E-NEWSLETTER</strong></td>
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<tr>
<td>Masthead* (560x175)</td>
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<td>$155</td>
<td>$135</td>
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<tr>
<td>Floating Banner (500x150)</td>
<td>$120</td>
<td>$100</td>
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<td>$70</td>
<td>$60</td>
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<tr>
<td><strong>EXCLUSIVE SECTION</strong></td>
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<tr>
<td>Sponsor</td>
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<td>$1,500/yr</td>
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<tr>
<td><strong>CREATIVE SERVICES</strong> (We’ll design your ad for you. 24 Hour turnaround.)</td>
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<tr>
<td>Static Web Design</td>
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<tr>
<td>Animated Web Design</td>
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<td>$120</td>
</tr>
</tbody>
</table>

Nonprofits get a 15% Discount off all rates.

**Partner with ecori News Today**

Email Joanna at jo@ecori.org
2019 Ad Sizes

**Billboard**
950 x 200
Home page only

**Banner**
730 x 150
News pages only

**Masthead**
560 x 175
E-newsletter only (appears at the top)

**Floating Banner**
500 x 150
E-newsletter only (appears in the story feed)

**Box**
250 x 250
Home page and News pages

**Giant**
250 x 500
Home page and News pages

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LET US INTRODUCE
A FEW OF OUR ADVERTISERS

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