Why advertise with ecoRI News?

For more than 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 of a highly engaged and influential audience, connecting your brand

Our weekly e-newsletter has an average click-through rate that is 12% higher than the industry average

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

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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

75%* of our e-newsletter subscribers live or work in Rhode Island.

*based on those users who provided geographic information

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## 2021 Ad Rates

<table>
<thead>
<tr>
<th>Section</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 HOME PAGE ONLY</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Home Page Billboard</td>
<td>$250</td>
<td>$900</td>
<td>$1,600</td>
<td>$4,680</td>
<td>$7,800</td>
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<tr>
<td>Home Page Box Sidebar</td>
<td>$100</td>
<td>$320</td>
<td>$560</td>
<td>$1,560</td>
<td>$2,600</td>
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<tr>
<td>Home Page Giant Sidebar</td>
<td>$120</td>
<td>$400</td>
<td>$720</td>
<td>$2,080</td>
<td>$3,120</td>
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<tr>
<td><strong>WEB ALL NEWS PAGES</strong></td>
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<tr>
<td>News Lead Banner</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>News Box Sidebar</td>
<td>$120</td>
<td>$400</td>
<td>$720</td>
<td>$1,820</td>
<td>$3,120</td>
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<tr>
<td>News Giant Sidebar</td>
<td>$180</td>
<td>$640</td>
<td>$960</td>
<td>$2,600</td>
<td>$4,680</td>
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<tr>
<td><strong>E-NEWSLETTER (sent every Tuesday)</strong></td>
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<td>Masthead</td>
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<td>$800</td>
<td>$1,360</td>
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<tr>
<td>Floating Banner</td>
<td>$120</td>
<td>$400</td>
<td>$720</td>
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<td><strong>EXCLUSIVE WEB SECTION</strong></td>
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<td>1-year sponsorship</td>
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<td></td>
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<td>$3,000</td>
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<tr>
<td><strong>CREATIVE SERVICES — Need help designing your ad? We can help!</strong></td>
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<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></td>
<td>$120</td>
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</tr>
</tbody>
</table>

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2021 ad sizes

**Home page Billboard**
1444 x 150
Home page only

**News Lead Banner**
850 x 250
News pages only

**E-news Masthead**
750 x 250
E-newsletter only

**E-news Floating Banner**
750 x 250
E-newsletter only

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

**Web Giant Sidebar**
250 x 600
Home page and News pages

*Always appears at the top of the e-newsletter*
LET US INTRODUCE
A FEW OF OUR ADVERTISERS

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