

Editorandpublisher.com is the leading source for breaking news and in-depth features about the print and online news industries. Whether your goal is to increase awareness of your brand, generate leads, acquire new clients or retain loyal customers, we can provide the solution.



MONTHLY SITE TRAFFIC

PAGE VIEWS: 1,954,804
UNIQUE VISITORS: 1,037,025

Source: Nielsen/NetRatings SiteCensus Survey, October '08

AUDIENCE PROFILE

AGE: 69% Ages 30-59
GENDER: 69% Male; 31% Female
LOCATION: 45% Home; 28% Work
EDUCATION: 73% College Educated
HOUSEHOLD INCOME: 55% \$75,000+

Source: Nielsen/NetRatings SiteCensus Survey through Q3 '08

BANNER ADVERTISING

Banner ads offer the widest exposure on Editorandpublisher.com, allowing you to increase brand awareness and visibility while driving traffic to your Web site. For added impact, purchase all available ad spots for an effective "roadblock" of the site. This is the perfect program for new product launches, event promotion and new branding initiatives.

Ad Unit	Size	Placement	50,000 Impressions	100,000 Impressions	250,000 Impressions
Wide Skyscraper	160 x 600	Right	\$35	\$32	\$28
Leaderboard	728 x 90	Top	\$30	\$27	\$24
Medium Rectangle	300 x 250	Center	\$25	\$23	\$20
Anchor Banner	468 x 60	Bottom	\$15	\$14	\$12

Gross CPM rates

DEPARTMENT SPONSORSHIPS

Department sponsorship allows you to align your company with a specific content category in order to enhance your brand, build credibility and reach the most targeted and receptive audience. Advertisers receive a "Sponsored by" logo button (88 x 31) adjacent to their selected content department on the **E&P** home page and on corresponding interior pages of the site.

SPONSORSHIP CATEGORIES:

- Business
- Advertising / Circulation
- Newsroom
- Technology
- Online
- Syndicates

COST: \$500/week

FREQUENCY DISCOUNTS: three months 5%; six months 10%; nine months 15%; 12 months 20%

E-MAIL NEWSLETTER SPONSORSHIPS

THE E&P WEEKLY BRIEFING

Deliver your message to 8,377 e-mail newsletter subscribers each Monday¹. The *E&P Weekly Briefing* is a quick roundup of the top stories from our Web site, including select stories from our print edition. Sponsors receive a 468 x 60 banner in the HTML version, and a 230-character text ad with hyperlink in the text version.

Reach	Exclusive: Top & Anchor Spots	Top Sponsor	Anchor Sponsor
8,377 E-mails Per Week ¹	\$750	\$575	\$500
33,508 E-mails Per Month	\$2,075	\$1,350	\$1,100

Frequency discounts: three-weeks: 4%; six-weeks: 6%; 12-weeks: 8%

STEVE OUTING'S "STOP THE PRESSES!"

Each month, Steve Outing analyzes the latest new-media developments and trends at newspapers, exclusively at **E&P** online. A senior editor at the Poynter Institute for Media Studies, Outing offers practical advice and solutions to readers that include many of the top executives and editors at news Web sites today. Sponsors receive a 230-character text ad with hyperlink.

Reach	Exclusive: Top & Anchor Spots	Top Sponsor	Anchor Sponsor
6,511 E-mails Per Week ¹	\$250	\$213	\$150

Frequency discounts: three-months 5%; six-months 10%; nine-months 15%; 12-months 20%

E&P TECHNICAL

This e-mail newsletter was created especially for production professionals and publishers looking for the latest news and information. **E&P** delivers the week's top stories in newspaper production and technology to over 9,000 subscribers every Thursday. Sponsors receive a 728 x 90 banner in the HTML version, and a 230-character text ad with hyperlink.

Reach	Exclusive: Top & Anchor Spots	Top Sponsor	Anchor Sponsor
9,362 E-mails Per Week ¹	\$250	\$213	\$150

Frequency discounts: three-months 5%; six-months 10%; nine-months 15%; 12-months 20%

BLOG SPONSORSHIPS

FITZ & JEN/THE E&P PUB BLOGS

Align your brand with **E&P's** award-winning coverage of the major issues facing the newspaper and media industries and support community by underwriting lively chat dialogue between editors and industry leaders. **Cost per month: \$1,000 each**

SYNDICATE DIRECTORY

The authoritative print source on syndicated services for newspapers, now in its 83rd year, is searchable online for the first time. FREE to users of editorandpublisher.com/syndicatedirectory, it gives instantaneous access to more than 2,500 syndicated columns and features. Highlighted sponsorship and basic listings are available. **E&P** will aggressively promote the online directory in print and digitally to more than 420,000 newsroom professionals.

ADDITIONAL ONLINE EXPOSURE

ADVERTORIALS: Editorandpublisher.com can create and host a single Web page or multi-page section, tailored to your particular marketing objectives. Educate top prospects on your products and services while being surrounded by **E&P** editorial content.

CO-BRANDED E-MAIL NEWSLETTERS: Influence decision-makers with a custom e-mail newsletter sent regularly to a list of our opt-in subscribers. You define the topic and our team of industry experts will develop useful editorial content of interest to this audience.

INTEGRATED MARKETING: An integrated campaign allows you to promote your products and services to a much wider audience, and reinforce that message.

MICROSITES: Build brand loyalty, generate leads and educate our readers about your company, products and solutions with a custom-built microsite hosted on Editorandpublisher.com. Your microsite can be designed to include demos, case studies, data sheets, surveys, downloads and more.

PODCASTS

Reach industry leaders listening to **E&P's** exclusive podcasts featuring **E&P's** editorial stars and align your brand with coverage of the hottest topics in the newspaper business. Sponsorship includes 15-second audio lead-in and/or banners on the podcast Web page.

RICH MEDIA: Expand the creativity and interactivity of your online messaging with an attention-grabbing rich media ad. Ideal for branding, promotion, lead generation and driving sales.

WEBCASTS: Meet your marketing objectives with an innovative Webcast event hosted on Editorandpublisher.com. Sponsor a roundtable discussion with leading industry experts, moderated by our editors, or create your own content to be Webcast to our target audience.

VIRTUAL TRADE SHOWS

These live, online conferences and expos allow you to chat/network with newspaper industry decision-makers as they converge for educational programming and to buy products or services. The virtual platform means you save travel and space costs associated with face-to-face events. Your brand gains extensive exposure through a print and digital audience marketing campaign. A great prospecting tool, you gain a valuable database of all attendees or those who visit your booth.

TECHNICAL INFORMATION:

Ad Unit	Dimensions	GIF / JPEG	Flash	Animation
Leaderboard	728 x 90 pixels	20K	30K	15 seconds
Wide Skyscraper	160 x 600 pixels	20K	30K	15 seconds
Medium Rectangle	300 x 250 pixels	20K	30K	15 seconds
Anchor Banner	468 x 60 pixels	20K	30K	15 seconds
Department Sponsor Microbutton	88 x 31 pixels	5K	N/A	N/A
E-Newsletter Banner (HTML version)	468 x 60 pixels	20K	N/A	15 seconds
E-Newsletter Ad (Text version)	230-char. text ad + hyperlink	N/A	N/A	N/A

Editorandpublisher.com accepts rich media ads on a case-by-case basis. Creative must be received at least five business days in advance of start date. Send materials to: adcreative@nielsen.com

1: Year-to-date average subscriptions as of 6/2008

Contact Your **E&P** Sales Representative:

East/New England/Eastern Canada (646) 654-5120 • Southeast/Mid-Atlantic (301) 656-5712 • Midwest/West/Southwest (606) 376-7022