

EDITOR & PUBLISHER

ONLINE SYNDICATE DIRECTORY

Editor & Publisher's SYNDICATE DIRECTORY will reach its largest audience to date, supplementing the stand-alone print version with an ONLINE product. **For the first time, the MOST AUTHORITATIVE SOURCE** on syndicated services delivers 5 Key category searches online—Directory of Syndicates, Syndicate Name Codes, Features by Title, Features by Author/Artist & Classification of Features.

We will aggressively promote the **ONLINE SYNDICATE DIRECTORY** in print and digitally to more than 420,000 professionals from our opt-in database, International Year Book Directory, and print and Web site readership. Maximize your exposure with the widest reaching publication in the newspaper industry. *Editor & Publisher* reaches more editors than the competition.1



Advertising Sponsorship Packages

PLATINUM SPONSORSHIP*: \$10,000/yr

- Exclusive search box sponsor (logo will be 88 x 31)
- Two month sponsorship: Leaderboard (728 x 90) or Skyscraper (160 x 600)
- Automatic Platinum listing
- 25 Bronze listings (\$2,500 value)
- Priority placement above gold, silver and bronze in search returns

GOLD SPONSORSHIP* (5 Available): \$5,000/yr

- One month sponsorship: Leaderboard (728 x 90) or Skyscraper (160 x 600)
- Automatic Gold listing
- 12 Bronze listings (\$1,200 value)
- Enhanced listings appear in priority in the following order:
- Priority placement above silver and bronze in search returns

SILVER SPONSORSHIP*: \$996/yr

- Text up to 250 words
- Full contact information
- Company logo
- Gallery of 10 cartoons, columns, etc.
- Links to multiple websites
- Ability to update at any time
- Run-of-site banner to promote features
- Banner rotation on syndicate directory and 5,000 impressions in EditorandPublisher.com's syndicate department
- Two email blasts to full E & P list
- Priority placement above bronze in search returns

BRONZE SPONSORSHIP*: \$100/yr

- Text up to 250 words
- Full contact information
- Company logo
- Gallery of two cartoons, columns, etc.
- Link to website
- Ability to update listing at any time
- Priority placement above all basic listings

BASIC LISTING*: Free

- Text up to 50 words
- Full contact information
- Updatable once per year

***Additional Listing Offer:**

Additional listings can be added to any order for an additional \$50 per listing.

Additional Listings include:

- Text up to 50 words
- Full contact information
- Updatable listing once per year

Image Specifications:

- Jpeg or gif only
- Maximum height 600 pixels
- Maximum width 600 pixels
- Maximum file size: 30k

1 2006 Newspaper Industry Readership Study, Belden Associates

TO ADVERTISE, CONTACT YOUR E&P SALES REP TODAY

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