

IrishEcho

www.irishecho.com

Irish Echo. Founded in 1928: the biggest and most trusted news source in Irish America

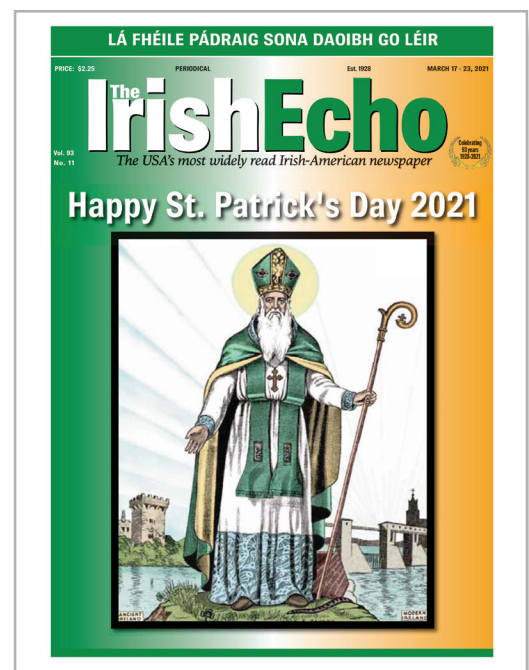
In print, online and via our social media feeds, the Irish Echo is the most authoritative news voice in Irish America.

With subscribers to our print and online editions **across 50 states**, we offer the most comprehensive reporting on the vibrant Irish American community across the U.S.

The Irish Echo print edition is available at newsstands across the Tri-State region and is **delivered by mail to over 7,000 subscribers across the nation**.

Our full-time editorial team at the Irish Echo offices on Madison Avenue, New York, provides dedicated community coverage of Irish American organizations and our stable of columnists give voice to the urgent issues of the day. Additionally, we report from D.C., Dublin and Belfast on the latest developments in the peace process and Brexit.

Only the Irish Echo boasts an all-encompassing purview of Irish sports on both sides of the Atlantic.



Epaper

Only the Irish Echo publishes an e-paper edition accessible on desk computer or mobile device.

Internet

With **170,000+ unique readers a month**, we appeal to Irish Americans keen to stay up-to-date with the stories that matter.

Contact

Tracey Quilligan: Call: 212-482-4818 or email tquilligan@irishecho.com

Deirdre Feeney: Call: 212-482-4818 or email: dfeeney@irishecho.com

www.irishecho.com

Our standards are higher than ever. Quality value and consistently good journalism remain our watchwords.

Commitment to delivering a first-class news service, while building up the proud Irish American community it serves, has won the Irish Echo its reputation as the Irish American newspaper of record in the United States. Since 1928, the Irish Echo has been the premier news title in Irish America and today boasts readers in every state in the Union.

Our dynamic website at www.irishecho.com social media feeds and video blogs has put us at the cutting edge of Irish American media, a position confirmed when we became the first (and only) Irish American newspaper to release an iPhone and iPad app.

This media kit will give you an insight into how our premium newspaper can give a premium return to advertisers.

OUR READERS

- 60,000 Irish and Irish Americans Average age: 38
- 82% are homeowners 44% are first-generation Irish Annual household income: \$90,000-\$120,000
- 70% are college graduates
- The Irish Echo is available in all 50 states with 80% of sales in the tri-state area.

OUR INTERNET PRESENCE

With over 200,000 individual visitors to our website each month, the irishecho.com reaches a sophisticated, engaged audience across Irish America. Our daily e-zine, Facebook and Twitter feeds, combined with our daily web updates make us the go-to news and current affairs source for Irish Americans.

Distribution details: the weekly print run varies - approx. 15,000 copies 100% Paid Distribution
0% Home Delivery
20% Mailed - Paid subscription
80% Rack/Single Copy/newsstands

Irish Echo Advertising Rates

Display Advertising Charges - \$32.70 per column inch (NET Rates)

Sizes and Net Rates

Ad size	Dimensions	B/W	Full Color
Full page	5 Cols x 13-7/8 in	\$2,289.00	Plus \$600.00
3/4 page	4 Cols x 12-7/8 in	\$1,700.40	Plus \$450.00
2/3 page	4 Cols x 10-7/8 in	\$1,438.80	Plus \$400.00
1/2 page	5 Cols x 6-7/8 in	\$1,144.50	Plus \$300.00
1/3 page	3 Cols x 6-7/8 in	\$686.70	Plus \$200.00
1/4 page	3 Cols x 5-7/8 in	\$588.60	Plus \$150.00
1/8 page	2 Cols x 4-3/8 in	\$294.30	Plus \$75.00
Business Card	2 Cols x 1-7/8 in	\$130.80	Plus \$30.00

Special Placement

Back page (full color)	5 Cols x 13-7/8 in	\$5,200.00
Back page strip	5 Cols x 2-7/8 in	\$1,620.00

Frequency Discounts are available

Display Advertising Column Widths

1 Col	1-3/4 in or 11 picas across
2 Cols	3-3/4 in or 23 picas across
3 Cols	5-3/4 in or 35 picas across
4 Cols	7-3/4 in or 47 picas across
5 Cols	9-3/4 in or 59 picas across

Online Advertising

		Weekly	Monthly
Banner	750 x 100 Pixels	\$250.00	\$900.00
Side Banner	160 x 600 Pixels	\$200.00	\$700.00
Box	300 x 300 Pixels	\$150.00	\$550.00

Classified Advertising Charges

Box Ads

1-3 x insertions	\$45.00 per col. inch	1-3 x insertions	\$43.00 per Col. inch
4-12 x insertions	\$42.75 per col. inch	4-12 x insertions	\$40.85 per Col. inch
13-25 x insertions	\$40.50 per col. inch	13-25 x insertions	\$38.70 per Col. inch
26 x insertions	\$36.00 per col. inch	26 x insertions	\$34.40 per Col. inch

Box Measures

All Box ads are 1 column (1-1/2 inchs) wide and use standard sans serif font, 1 pt. black frame

Regular Line Ads

\$25.00 for 3 lines
\$7.00 per additional line
(30 characters/spaces per line)

Household Help Ads

\$35.00 for 3 lines
\$10.00 per additional line
(30 characters/spaces per line)

Legal Notice

\$3 per Agate line
1000 Agate lines/page

Display Advertising Column Widths

Full page	1,000 agate lines
1 Col	9 picas (1-1/2 inches)
2 Cols	19 picas (3-1/8 inches)
3 Cols	29 picas (4-7/8 inches)
4 Cols	39 picas (6-1/2 inches)
5 Cols	49 picas (8-1/8 inches)
6 Cols	59 picas (9-7/8 inches)

Daily e-zine - \$150.00 per week

Print and web advertising packages are available upon request

Deadline for space reservations and ad copy is 4pm on Friday. There will be a charge of \$5 for ads to appear in the Classifieds section of the Irish Echo's website www.irishecho.com. Ads will be online for one week and are not archived. Available for box and line ads only. All copy is accepted conditionally on editorial approval. Visa, Mastercard, American Express and Discover credit cards accepted. All rates are net rates.

Contact

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