

# The IrishEcho

## Media Kit

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](http://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

100,000 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

## Our Internet Presence

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

## Display Advertising Rates

| Ad Size       | Dimensions         | Price      |
|---------------|--------------------|------------|
| Full Page     | 5 Cols x 13 7/8 in | \$2,289.00 |
| 1/2 Page      | 5 Cols x 6 7/8 in  | \$1,144.50 |
| 1/3 Page      | 3 Cols x 6 7/8 in  | \$ 686.70  |
| 1/4 Page      | 3 Cols x 5 7/8 in  | \$ 588.60  |
| 1/8 Page      | 2 Cols x 4 7/8 in  | \$ 294.30  |
| Business Card | 2 Cols x 1 7/8 in  | \$ 130.80  |

Frequency Discounts are available

## WEBSITE ADS

| Ad Size          | Per Month | 6 Months   | 12 Months  |
|------------------|-----------|------------|------------|
| 468 x 60 Pixels  | \$900.00  | \$4,860.00 | \$8,100.00 |
| 300 x 147 Pixels | \$600.00  | \$3,240.00 | \$5,400.00 |
| 300 x 57 Pixels  | \$300.00  | \$1,620.00 | \$2,700.00 |

News Letter \$150.00 Per week

**Print and web ad packages are available upon request.**

Deadline for space reservations and ad copy is 4 p.m. on Friday

Visa, MasterCard, American Express and Discover credit cards accepted