

The Irish Echo

165 Madison Avenue, New York, NY 10016
 Tel: (212) 482-4818 Fax: (212) 482-6569

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

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.

Classified 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

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

There will be a charge of \$5.00 for ads to appear in the Classifieds section of The Irish Echo's web site, 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.

Classified Advertising Charges

Box Ads

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

Box Measures

All Box ads are 1 column (1-1/2 inches) wide and use standard san 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

\$40.00 for 3 lines
 \$10.00 per additional line
 (30 characters/spaces per line)

Legal Notice

\$3 per Agate line
 1000 Agate lines/page

Display Ads

1-3x insertions	\$43.00 per col. inch
4-12x insertions	\$40.85 per col. inch
13-25X insertions	\$38.70 per col. inch
26x insertions	\$34.40 per col. inch

Display Measures

Multiple column widths available. We prefer advertising copy in pdf format but will work closely with advertisers who prefer other formats to ensure the finished product is second-to-none.

Column Widths

Full page	1,000 agate lines
1 Cols	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)

Ad Size
Banner - 750 x 100 Pixels
Side Banner - 160 x 600 Pixels
Box - 300 x 300 Pixels

Weekly Monthly
\$250.00 \$900.00
\$200.00 \$700.00
\$150.00 \$550.00

DAILY E-ZINE - \$150.00 Per week

Print and web advertising packages are available upon request