



Earth911[®]

More Ideas, Less Waste



DIGITAL MEDIA KIT 2017

OUR MISSION

Earth911...Built to inspire thought. Destined to facilitate change.

Earth911's sustainability message is a simple one: Do the best you can with whatever you have.

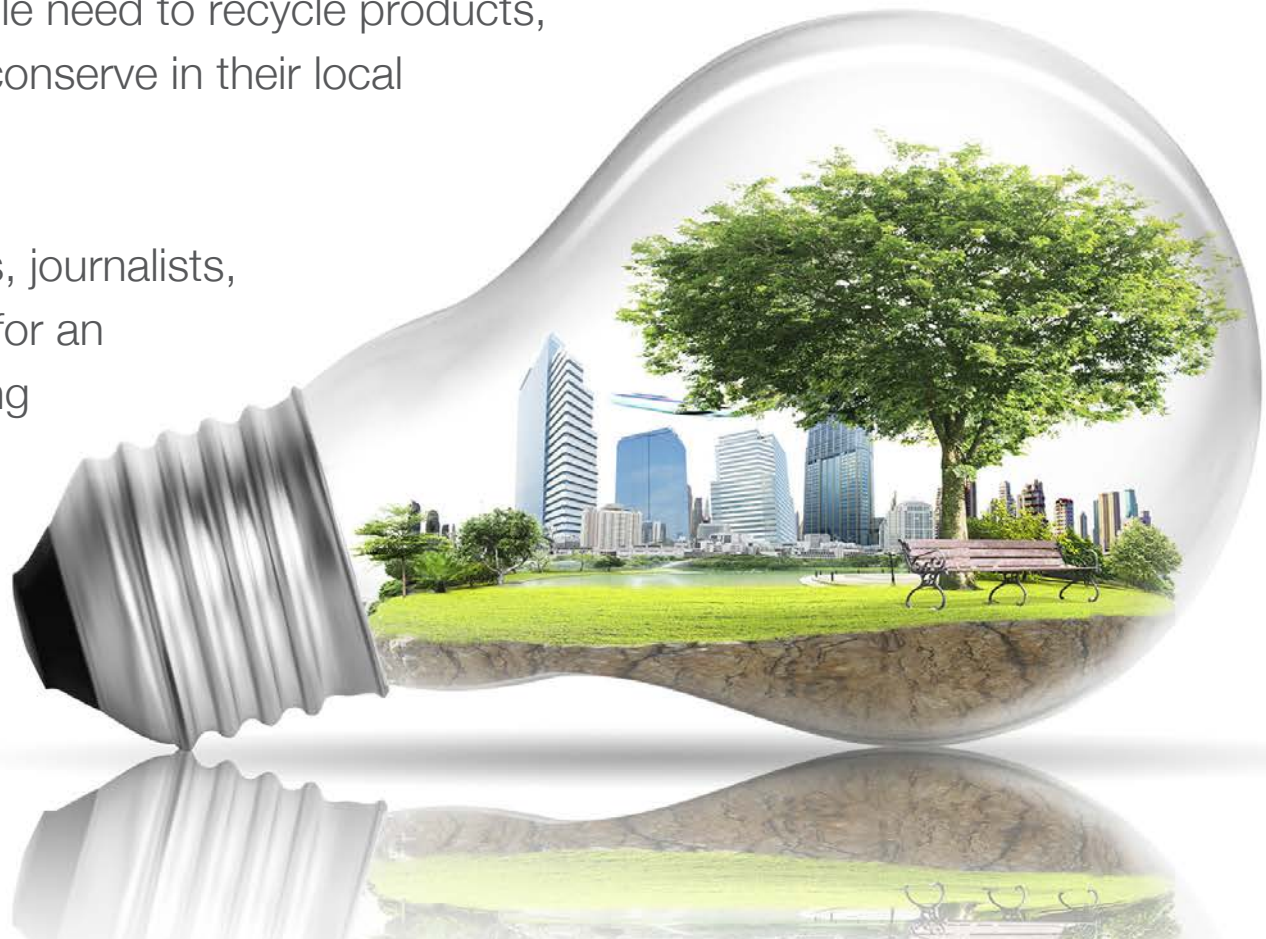
We recognize the steps that consumers and companies are taking every day, in ways big and small, to help lead a lower-waste life.

We deliver the information that people need to recycle products, reduce usage, reuse materials and conserve in their local communities.

And we connect consumers, brands, journalists, policymakers and recycling experts for an enlightening, challenging and ongoing conversation about what really matters:



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MEDIA PHILOSOPHY

The life of consumers is a busy one. Their connections, causes and concerns are often specific to the moment or the place they're in, right then.

That's why Earth911 is more than just a directory or a news website.

We're a multimedia platform that engages consumers daily on a broad range of sustainability-related topics — and we do so across all types of devices, in all types of formats, from newsletters and social media posts to e-books, tablet applications, online directories, and an eco-friendly marketplace.

It's why we've become a trusted voice among not just consumers, but also among the industry's biggest influencers — and the world's biggest brands.

Eco Tech

Home & Garden

Travel

Living & Well Being

Events & Entertainment

Inspire

Business & Policy



OUR AUDIENCE

13,000,000

minutes spent annually on Earth911.com

292,000

social media followers

25,000,000

annual pageviews on Earth911.com

Search.earth911.com

the nation's largest recycling directory

We've got people talking.



6M+ visitors



107k



71k

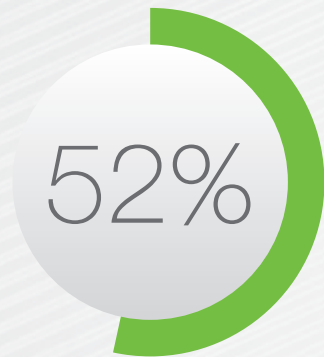


55k

DEMOGRAPHICS

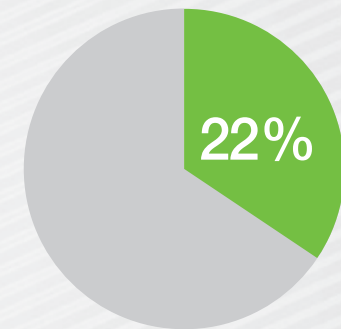
Our readers are your target audience.
6M+ visitors per year

Age
18-44

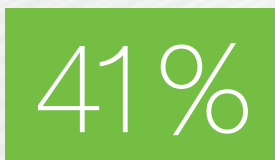


Income 22% of our audience
has a household income of

\$100,000+



Gender
Male



Female



Education Level

60%

of our audience has
a college education
or higher



RATE CARD

Advertising Opportunities: Earth911.com

Recycling Directory

*call for pricing and availability, as these can be customized geographically and by material

1. Recycling Guide Sponsorships
 - Landing Page Ad (by section) including:
 - » Banner Ad
 - » Rotating Slides (4 to 5 images and/or videos provided by client)
 - » Links to related content on Earth911/ YouChange
 - » Recycle Search
 - » FAQ's about material
2. Sponsored Listing Campaign
 - Landing Page Ad (by section) including:
 - » Available by location, by material, or both
3. Search Messaging Campaign
 - Banner Ad
 - » Available by location, by material, or both

Earth911.com Advertising

1. Run of Site Display Ads – duration of contract or segmented time frames
 - \$1,500 per month
2. Category Sponsorships \$8,500 per category
 - Ad placement on category landing pages
 - » Banner or 300x250 Ad – 4 week maximum
 - Ad placement on category articles
 - » Banner or 300x250 Ad – 4 week maximum
3. Sponsored Content- \$5,200 each
 - Native Post
 - » Article content requested by client
 - » Necessary interviewing writing done by Earth911
 - » Published on Earth911.com and promoted on all Earth911 social media platforms
4. Fact-O-Grams \$1,000 each
 - Earth911 provides artwork
 - Content provided by client or Earth911
 - Promoted on Earth911 Social Media platforms
5. Reader Polls - \$300 each
 - Earth911 can create polls for gathering data from Earth911 readers, built around questions provided by the partner. All data gathered from the polls is shared with the partner.

E-Newsletter Advertising

1. E-Newsletter Sponsorship – newsletter sent weekly to an audience of 60,000
 - One 250x250 ad - \$1,000 per newsletter
2. Newsletter Takeover - \$2,000 per newsletter
 - Banner Ad at top
 - Native Post
 - 250 x 250 Ad at bottom
(Ad provided by client or a Fact-O-Gram we provide)

SAY HELLO

Want our editorial calendar? Interested in sponsorship or advertising?
Just want to say how much you love trees?



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Drop a line and say hello.
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