

Cowboy State Daily

2024 ADVERTISING RATES AND PACKAGES



4M+
Pageviews per Month



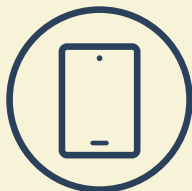
~70K
Newsletter Subscribers



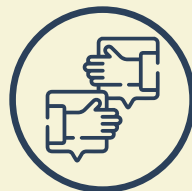
100K+
Facebook Followers



51%
Newsletter Open Rate



85%+
Readers on Phone/Tablet



40%
Newsletter CTR

COWBOYSTATEDAILY.COM



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Cowboy State Daily

“PRESENTING PARTNER” PROGRAM

\$5,000/mo
(3 month minimum commitment)

\$55,000

• Annual commitment

**\$5,000
DISCOUNT**

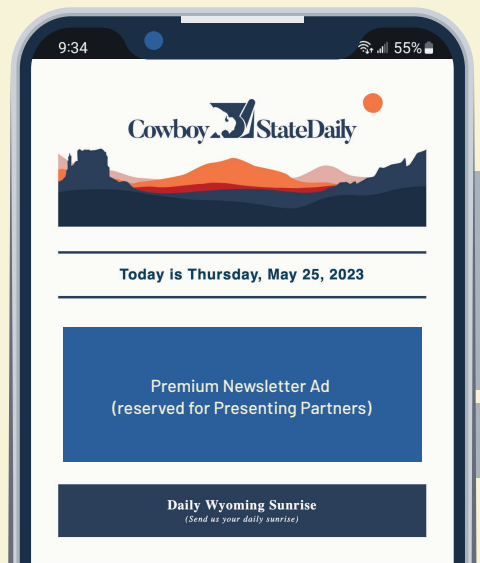
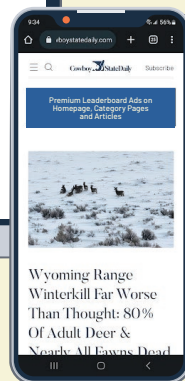
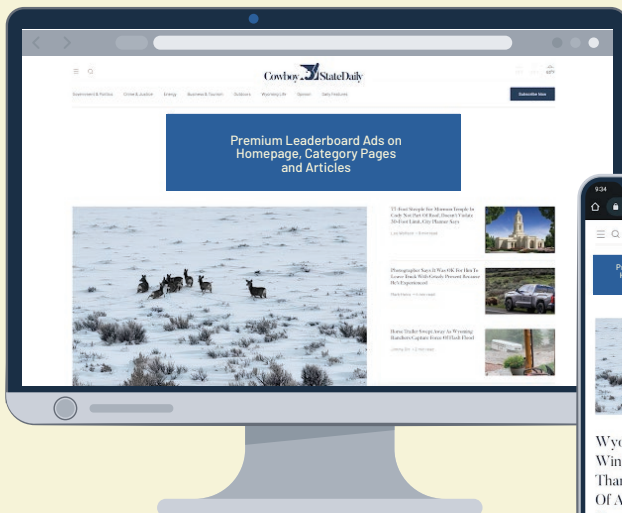
\$50,000

• Annual commitment
• Paid in advance

**\$10,000
DISCOUNT
BEST VALUE**

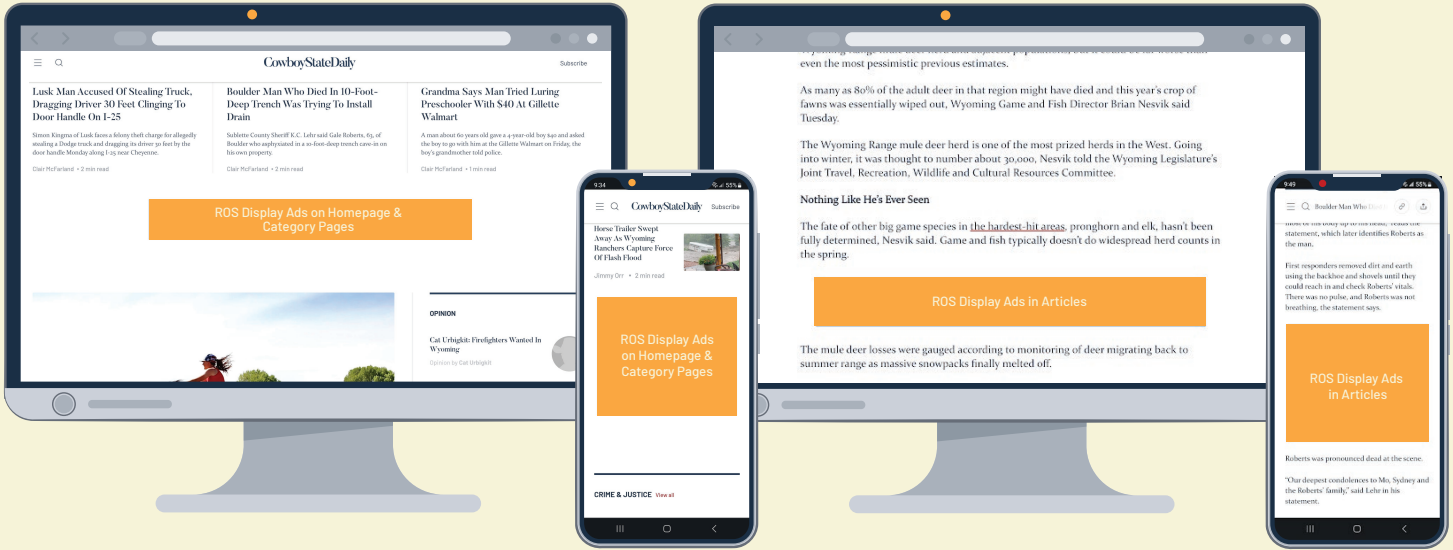
- Only 12 available
- **Category Exclusivity on website and daily newsletter**
 - Newsletter sent to ~70K subscribers
 - 7 days per week
- Premium, top-of-page leaderboard ad units
 - Only available to Presenting Partners
- First ad position on the daily newsletter
 - Only available to Presenting Partners
- Display ads in multiple sizes rotating throughout the Homepage, Category pages and within articles
- Free ad design and free quarterly changes
- Ability to run multiple ads/messages at the same time
- 600K+ estimated monthly impressions or “views”
- Bonus display ads on website to share with preferred non-profit partner (optional)
- Logo placement on website and daily newsletter
- Detailed performance reports

Includes (1) sponsored story per quarter on website and daily newsletter - an opportunity reserved for Presenting Partners



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RUN-OF-SITE (ROS) DISPLAY AD PROGRAM



\$3,000 /mo
(3 month minimum commitment)

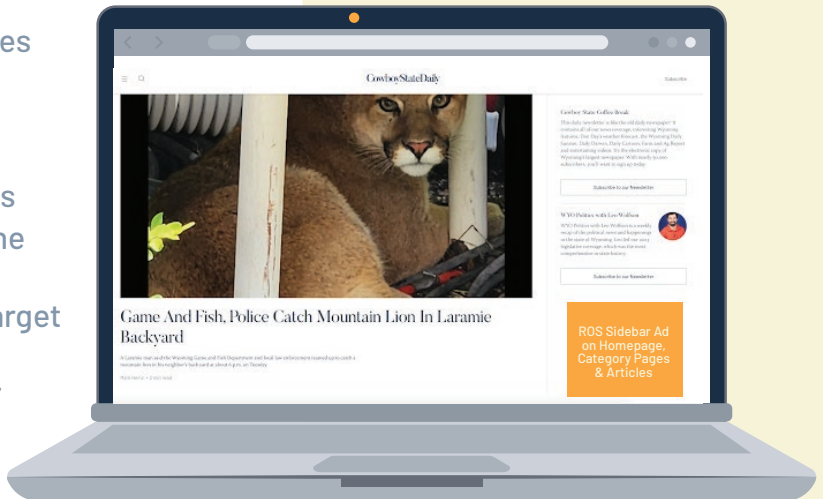
\$33,000
• Annual commitment

\$30,000
• Annual commitment
• Paid in advance

\$3,000 DISCOUNT

\$6,000 DISCOUNT BEST VALUE

- Display ads in multiple sizes rotating throughout the Homepage, Category pages and within Articles
 - Excludes top-of-page leaderboard ad reserved for Presenting Partners
- Free ad design and free quarterly changes
- Ability to run multiple ads/messages at the same time
- Reach readers across Wyoming or geo-target specific cities
- 300K+ estimated monthly impressions or "views"
- Detailed performance reports



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"COFFEE BREAK" DAILY NEWSLETTER DISPLAY ADS

\$3,000/mo
(1 month minimum commitment)

\$33,000

• Annual commitment

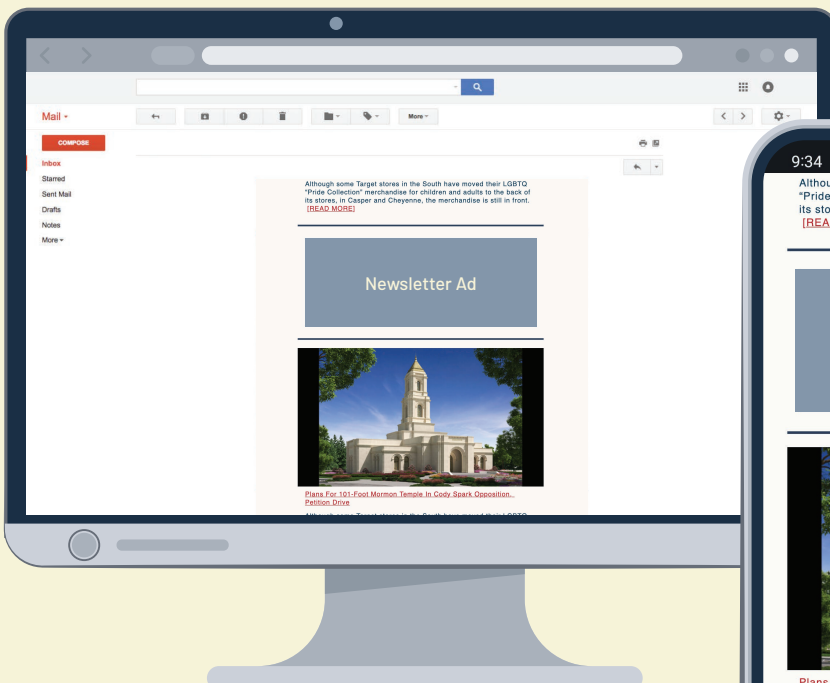
\$30,000

• Annual commitment
• Paid in advance

**\$3,000
DISCOUNT**

**\$6,000
DISCOUNT
BEST VALUE**

- Display ad will appear in a designated ad position in the daily newsletter
 - Newsletter sent to ~70K subscribers
 - 7 days per week
- Excludes first ad position reserved for Presenting Partners
- Ability to run different ads/messages
- 300K+ estimated monthly impressions or "views"
- Ideal for event promotion, seasonal messaging, or fundraising campaigns
- Detailed performance reports





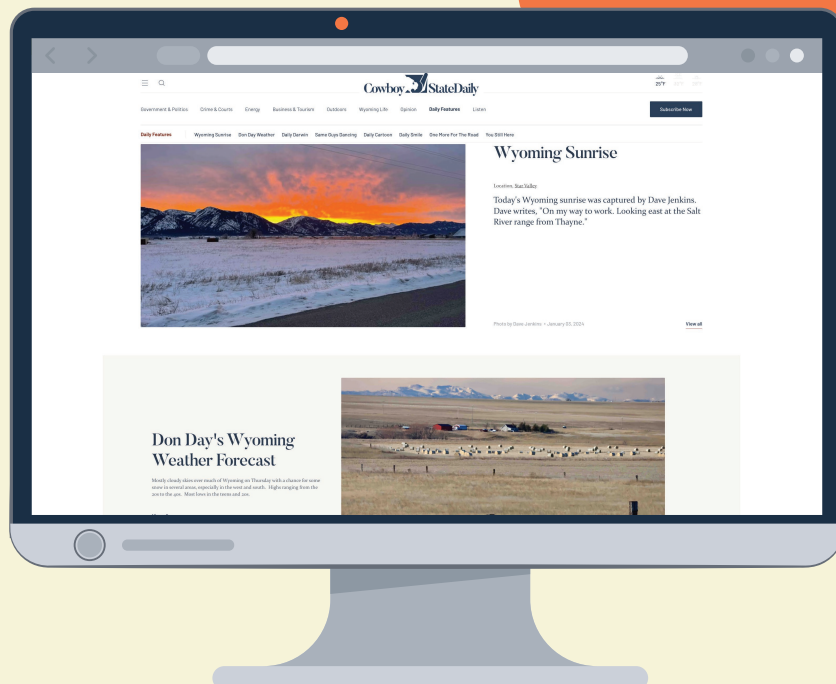
EXCLUSIVE SECTION/CATEGORY SPONSORSHIP

Examples include:

- Don Day Weather Forecast
- Wyoming Sunrise
- Energy
- Business & Tourism
- Outdoors
- Wyoming Life
- Daily Smile

\$4,000/mo

- 3 month minimum commitment
- Includes ROS display ads (\$3,000/mo value)



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COWBOY STATE DAILY RADIO NETWORK SPONSORSHIP



70+

DAILY NEWS
BROADCASTS



28

STATIONS ACROSS
WYOMING



5 DAYS

PER WEEK

\$4,000/mo

Sponsor

- 1 day per week
- 4 days per month

\$7,500/mo

Sponsor

- 2 days per week
- 8 days per month

\$11,200/mo

Sponsor

- 3 days per week
- 12 days per month

**\$500
SAVINGS**

**\$800
SAVINGS**

\$14,800/mo

Sponsor

- 4 days per week
- 16 days per month

\$18,200/mo

Sponsor

- 5 days per week
- 20 days per month
- 1300 spots per month

**\$1,200
SAVINGS**

**\$1,800
SAVINGS**

- Sponsorship includes one (1) :30 second radio spot playing in EVERY news broadcast on EVERY station that day*
- Only (5) Sponsorships available each month
- Mon-Fri sponsorships available on a first come first served basis
- Broadcasts run 1-5 times per day on each partner station delivering maximum statewide exposure

**Production not included*

COWBOY STATE DAILY RADIO NETWORK AFFILIATES

- KYDT 103.1 FM – Sundance
- KBFS 1450 AM – Sundance
- KYCN 1340 AM / 92.7 FM – Wheatland
- KZEW 101.7 FM – Wheatland
- KANT 104.1 FM – Guernsey
- KZQL 105.5 FM – Casper
- KMXW 92.5 FM – Casper
- KBDY 102.1 FM – Saratoga
- KTGA 99.3 FM – Saratoga
- KJAX 93.5 FM – Jackson
- KZWY 106.3 FM – Sheridan
- KROE 930 AM / 103.9 FM – Sheridan
- KWYO 1410 AM / 106.9 FM – Sheridan
- KYOY 92.3 FM – Cheyenne
- KRAE 1480 AM / 101.1 FM – Cheyenne
- KDLY 97.5 FM – Lander
- KOVE 1330 AM – Lander
- KZMQ 100.3/102.3 FM – Cody, Powell, Medicine Wheel, Greybull, Basin, Meeteetse
- KKLX 96.1 FM – Worland, Thermopolis, Ten Sleep, Greybull
- KCGL 104.1 FM – Cody, Powell, Basin, Lovell, Clark, Red Lodge, MT
- KTAG 97.9 FM – Cody, Powell, Basin
- KCWB 92.1 FM – Cody, Powell, Basin
- KVGL 105.7 FM – Worland, Thermopolis, Basin, Ten Sleep
- KODI 1400 AM / 96.7 FM – Cody, Powell, Lovell, Basin, Clark, Red Lodge
- KWOR 1340 AM / 104.7 FM – Worland, Thermopolis, Ten Sleep
- KREO 93.5 FM – Sweetwater and Sublette Counties
- KERM 98.3 FM – Torrington
- KGOS 99.9 FM / 1490 AM – Torrington

