

# Cowboy StateDaily

## 2024 ADVERTISING RATES AND PACKAGES



**4M+**

Pageviews per Month



**72K+**

Newsletter Subscribers



**130K+**

Facebook Followers



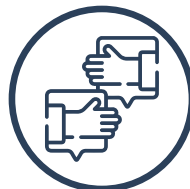
**51%**

Newsletter Open Rate



**85%+**

Readers on Phone/Tablet



**40%**

Newsletter  
Click-Thru Rate (CTR)

WYOMING'S LARGEST AND FASTEST GROWING NEWS ORGANIZATION

**COWBOYSTATEDAILY.COM**



**HEAD OF ADVERTISING: TODD TITUS**

**PHONE: 307.439.5578**

**EMAIL: [todd@cowboystatedaily.com](mailto:todd@cowboystatedaily.com)**

*\*All advertising packages listed are priced at NET rates*

# Cowboy State Daily

## "PRESENTING PARTNER" PROGRAM

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

**\$55,000**

• Annual commitment

**\$5,000  
DISCOUNT**

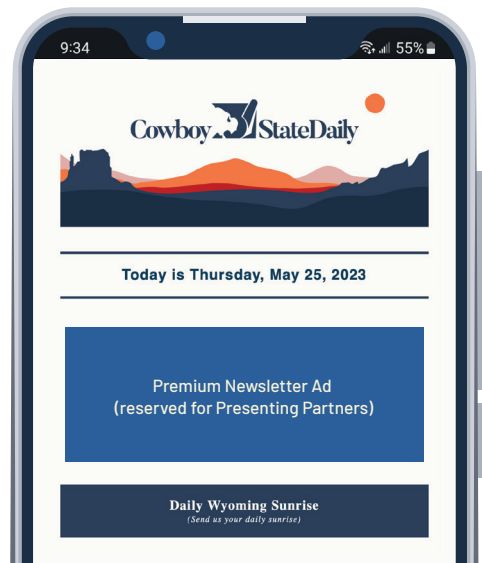
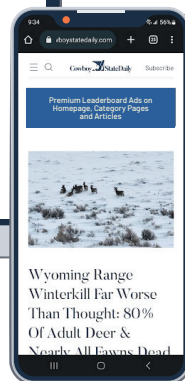
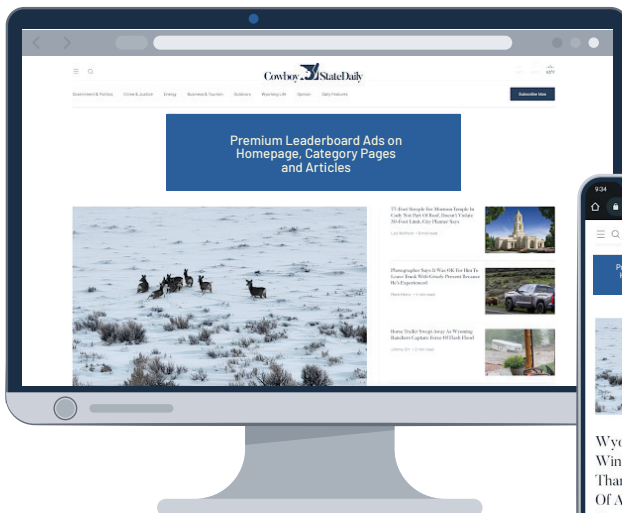
**\$50,000**

• Annual commitment  
• Paid in advance

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

- Only 12 available
- **Category Exclusivity on website and daily newsletter**
  - Newsletter sent to 72K+ 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
- Logo placement on website and daily newsletter
- 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"
- Detailed performance reports

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



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## "PRIORITY PARTNER" PROGRAM - NEW IN 2024!

**\$4,000**/mo  
(3 month minimum commitment)

**\$44,000**  
• Annual commitment

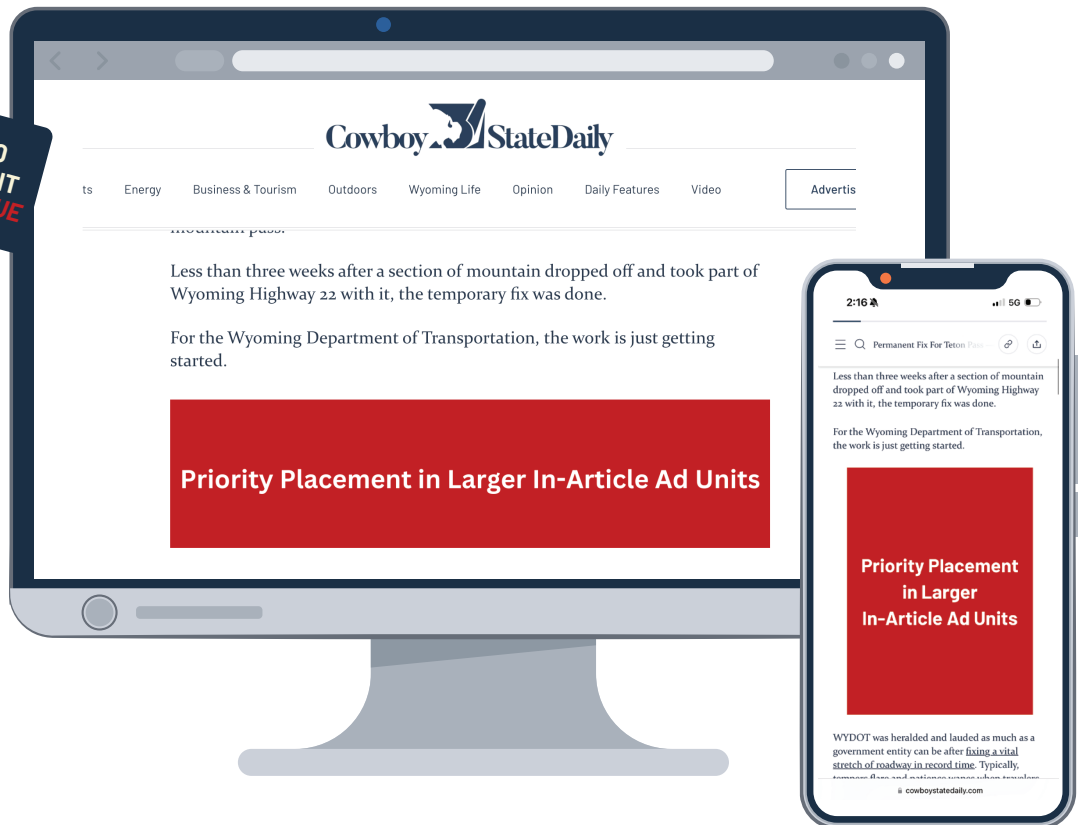
**\$4,000  
DISCOUNT**

**\$40,000**

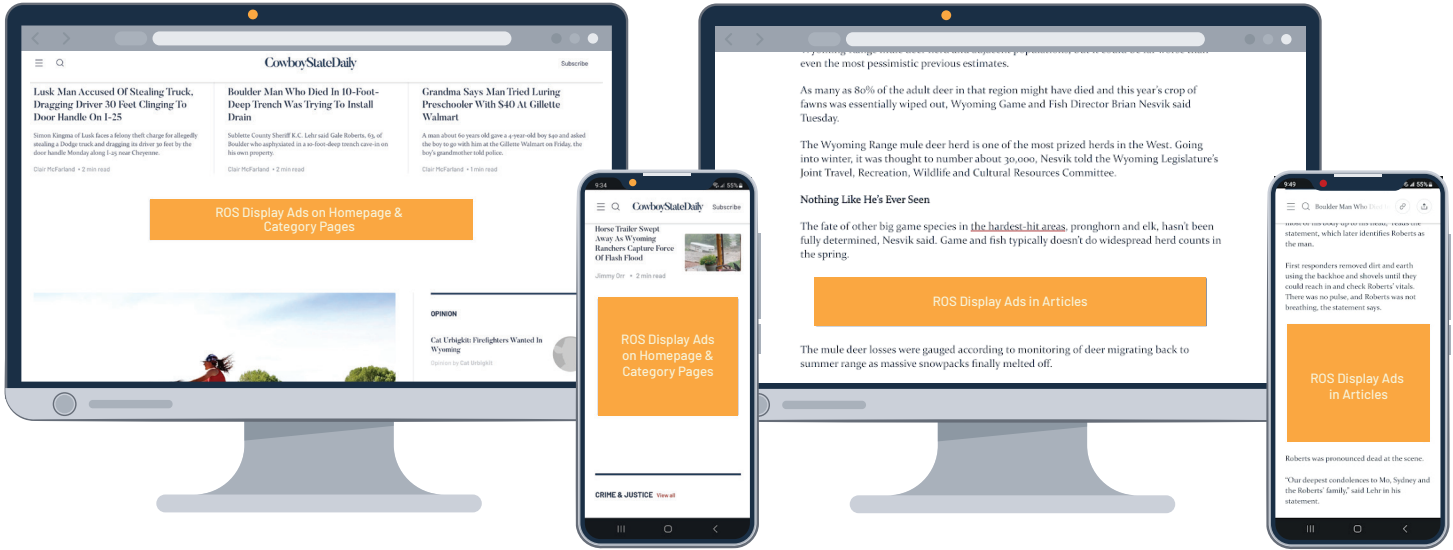
• Annual commitment  
• Paid in advance

**\$8,000  
DISCOUNT  
BEST VALUE**

- Only 12 available
- **Category Exclusivity on website**
- **Priority** Placement in brand new larger, premium ad units near the top of every article
  - Only available to Priority Partners
- **Priority** position on waiting list to upgrade to "Presenting Partner" Program if/when available
  - No obligation to upgrade
- 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
- 400K+ estimated monthly impressions or "views"
- Detailed performance reports



## RUN-OF-SITE (ROS) DISPLAY AD PROGRAM



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

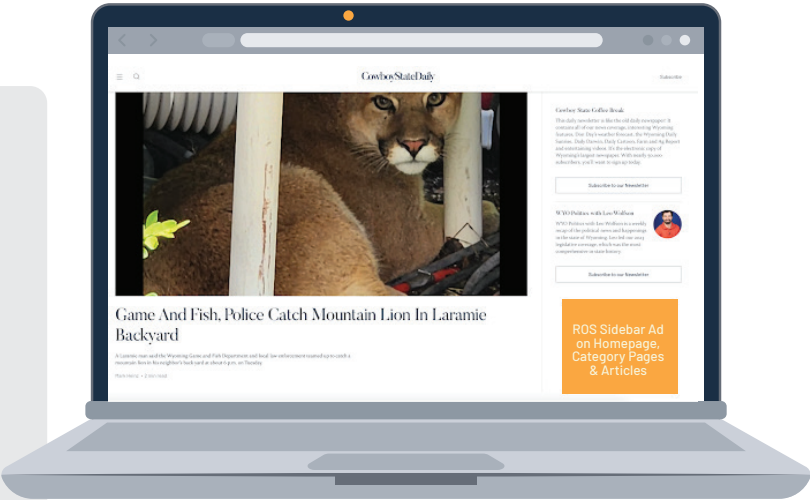
**\$33,000**  
• Annual commitment

**\$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
  - Free ad design and free quarterly changes
  - Ability to run multiple ads/messages at the same time
  - 300K+ estimated monthly impressions or "views"
  - Detailed performance reports
- All nonprofit partners are eligible for a 1-to-1 match in this program (purchase 3-6 months and receive 3-6 months FREE)*





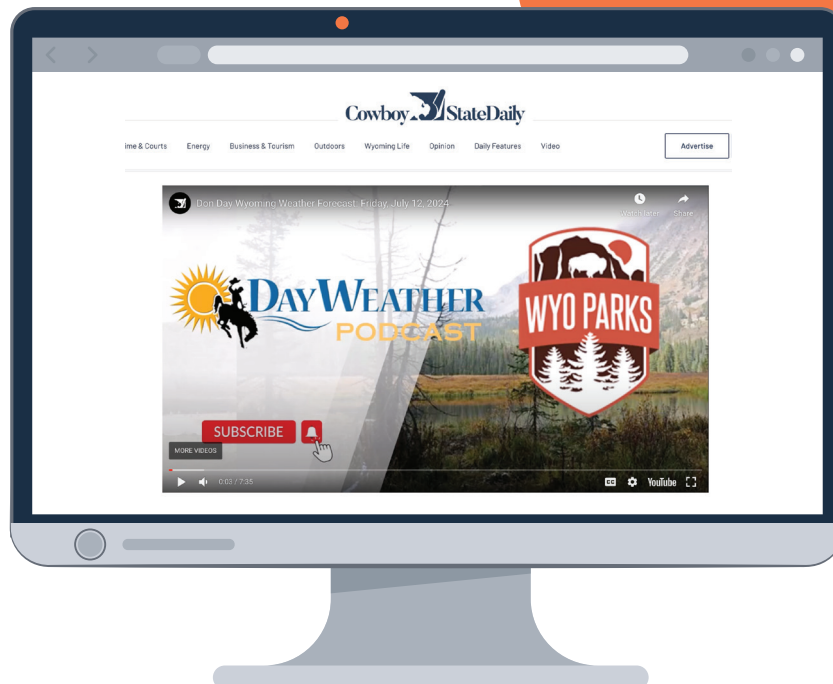
## EXCLUSIVE SECTION/CATEGORY SPONSORSHIP

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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## "COFFEE BREAK" DAILY NEWSLETTER DISPLAY ADS

**\$4,000**/mo

(1 month minimum commitment)

**\$44,000**

• Annual commitment

**\$40,000**

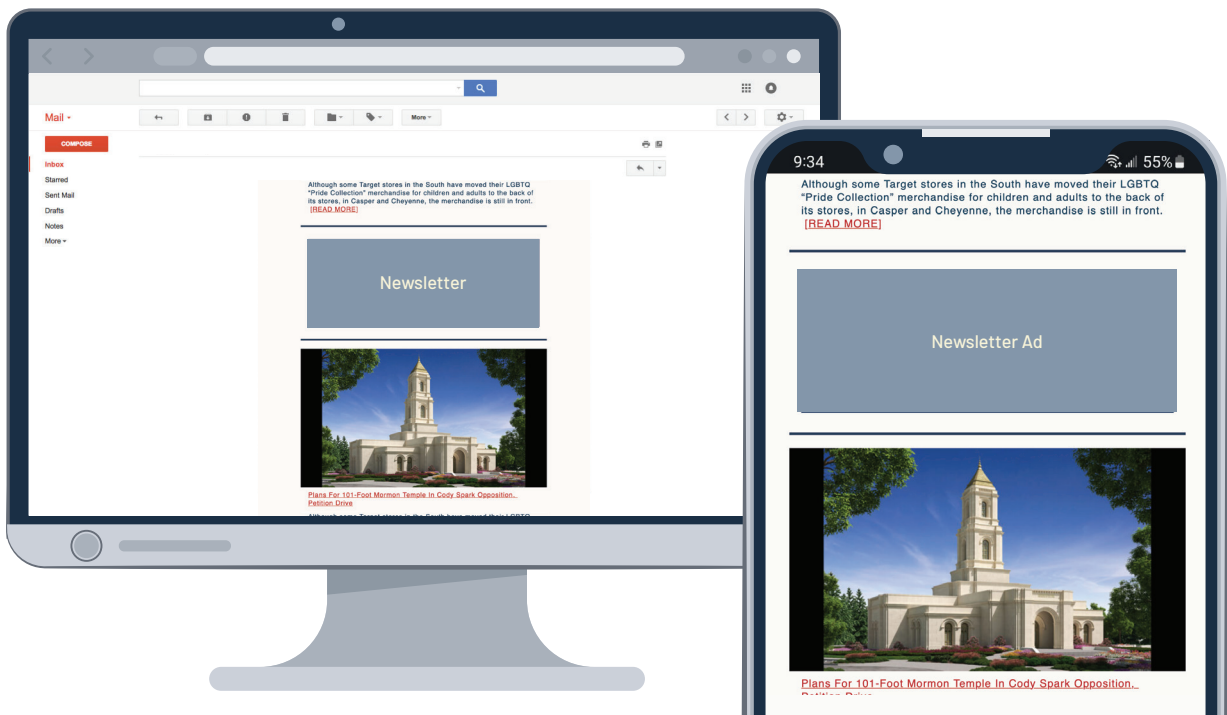
• Annual commitment  
• Paid in advance

**\$4,000  
DISCOUNT**

**\$8,000  
DISCOUNT  
BEST VALUE**

- Display ad will appear in a designated ad position in the daily newsletter
  - Newsletter sent to 72K+ subscribers
  - 7 days per week
- Excludes first ad position reserved for Presenting Partners
- Free ad design and free quarterly changes
- Ability to run different ads/messages
- 500K+ estimated monthly impressions or "views"
- Typically delivers above average CTR (Click-Thru Rate)
- Ideal for event promotion, special announcements, seasonal messaging, fundraising campaigns or job postings
- Detailed performance reports

*All nonprofit partners are eligible for a 1-to-1 match in this program (purchase 3-6 months and receive 3-6 months FREE)*



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# Cowboy State Daily

## COWBOY STATE DAILY VIDEO NEWSCAST SPONSORSHIP

**\$3,000**/mo

:15 second  
video spot

**\$3,000**/mo

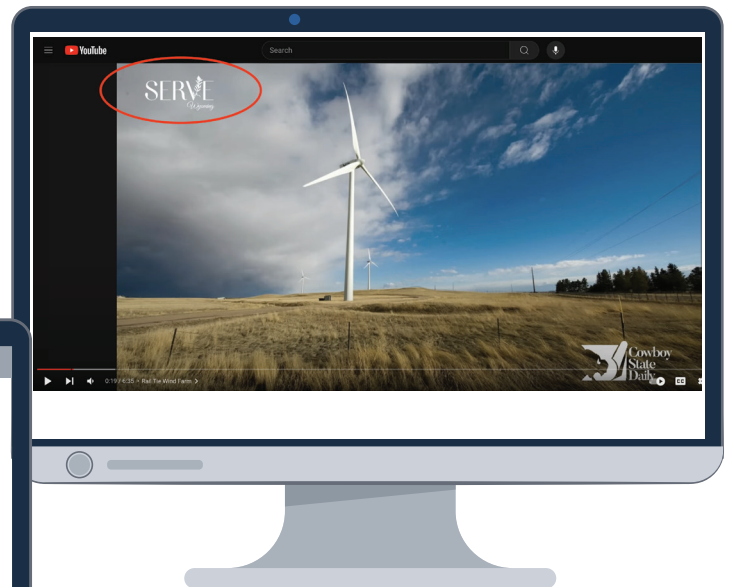
:5 - :8 second  
live read with graphic

**\$2,000**/mo

Logo bug

- Click [HERE](#) to watch Daily Video Newscast (sponsor spot starts at 3:00 mark)
- :15 second produced video commercial played mid-newscast
  - Ideal for clients with high-quality video content
- :5-:8 second live read with sponsor graphic leading into each newscast
  - Ideal for promoting events or fundraisers
- Sponsor logo bug on screen for entirety of the newscast
  - Ideal for brand awareness

*All nonprofit partners are eligible for a 1-to-1 match in this program  
(purchase 3-6 months and receive 3-6 months FREE)*



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# Cowboy State Daily

## "THE ROUNDUP" WEEKLY PODCAST

**\$4,000** /mo  
(1 month minimum  
commitment)

**\$44,000**

• Annual commitment

**\$40,000**

• Annual commitment  
• Paid in advance

**\$4,000  
DISCOUNT**

**\$8,000  
DISCOUNT  
BEST VALUE**



- Presenting Sponsorship of "The Roundup" - only 1 available
- Click **HERE** to watch The Roundup
- Logo recognition as Presenting Sponsor on opening slate
- Live read by host Wendy Corr ("This week's "Roundup" is proudly presented by...")
- Full screen sponsor graphic to accompany live read
- :15 second video commercial during each podcast



# Cowboy State Daily

## 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
- Click [HERE](#) to listen to radio broadcast (sponsor commercial starts at 3:00 mark)

*\*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

