

Cowboy State Daily

2025 ADVERTISING RATES



5.2M+

Page views per month



100K+

Newsletter Subscribers



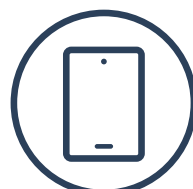
180K+

Facebook Followers



46%

Newsletter Open Rate



85%+

Readers on Phone/Tablet



36%

Newsletter
Click-Thru Rate (CTR)

WYOMING'S LARGEST AND FASTEST GROWING NEWS ORGANIZATION

COWBOYSTATEDAILY.COM



HEAD OF ADVERTISING:

TODD TITUS

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RADIO + DIGITAL ADVERTISING STRATEGIST:

PIPER FENNIMORE

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RATES LISTED ARE NET



"PRESENTING PARTNER" PROGRAM

\$5,000/mo

(3 month minimum commitment)

\$55,000

• Annual commitment

**\$5,000
DISCOUNT**

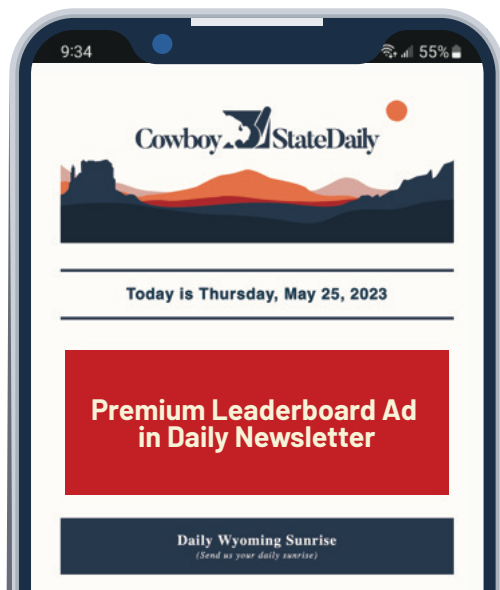
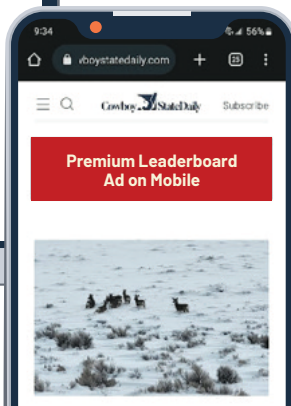
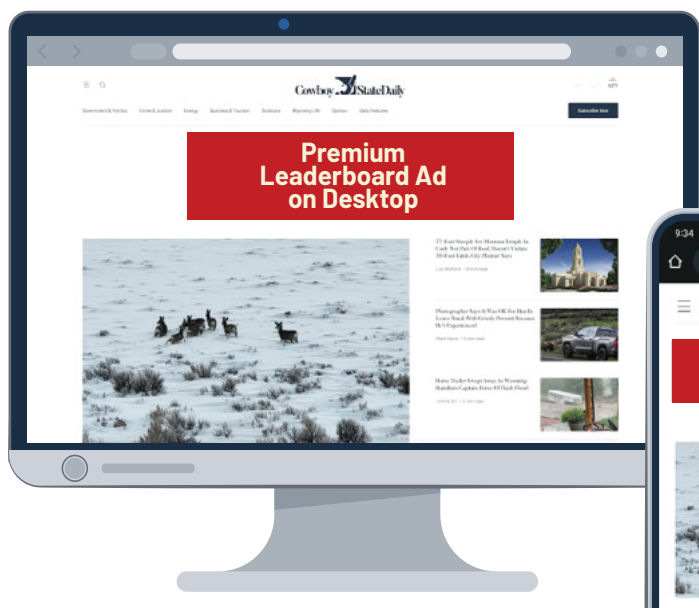
\$50,000

• Annual commitment
• Paid in advance

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

- Only 12 available
- **Category Exclusivity within display ads on website and daily newsletter**
 - Newsletter sent to 100K+ 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 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



WEBSITE + NEWSLETTER

Cowboy State Daily

"PRIORITY PARTNER" PROGRAM

\$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**

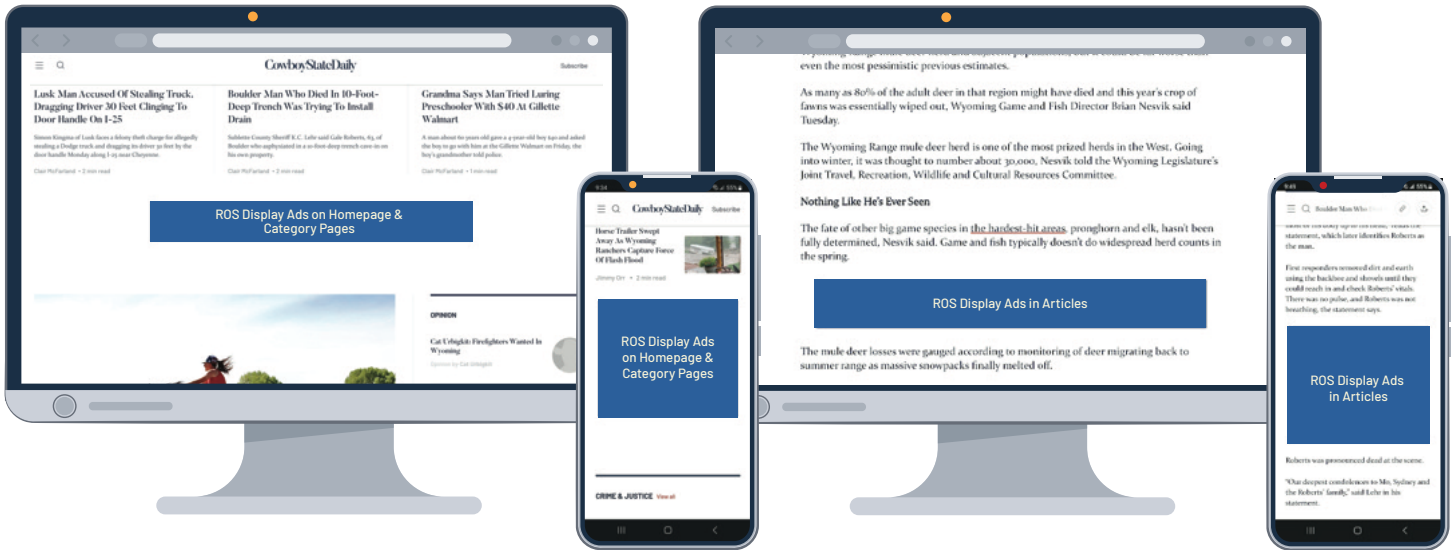
- Only 12 available
- **Category Exclusivity within display ads on website**
- **Priority** Placement in a new larger, premium Billboard ad units near the top of every article
 - Top article position only available to Priority Partners
- **Priority** position on waiting list to upgrade to "Presenting 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 changes
- Ability to run multiple ads/messages at the same time
- 400K+ estimated monthly impressions or "views"
- Detailed performance reports



WEBSITE

CowboyStateDaily

RUN-OF-SITE (ROS) DISPLAY AD PROGRAM



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

\$33,000
• Annual commitment

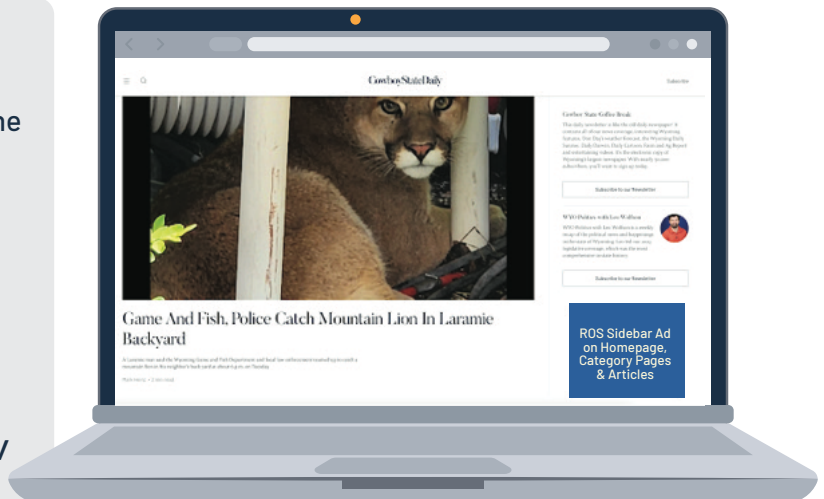
\$30,000
• Annual commitment
• Paid in advance

**\$3,000
DISCOUNT**

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

- The most flexible and affordable ad program on CowboyStateDaily.com
- Display ads in multiple sizes rotating throughout the Homepage, Category pages and within Articles
- Free ad design and free changes
- Ability to run multiple ads/messages at the same time
- 300K+ estimated monthly impressions or "views"
- Detailed performance reports

Nonprofit partners are eligible for our new "Super Savings" package - \$1,500/month with 150,000+ estimated monthly impressions or "views"



WEBSITE

Cowboy State Daily

DAILY FEATURES/PAGE SPONSORSHIPS

- **Each opportunity only available to a single sponsor**
- Government & Politics Page
- Business & Tourism Page
- Crime and Courts Page
- Energy Page
- Outdoors Page
- Wyoming Life Page
- Wyoming Sunrise Photo Feature
- Wyoming Smile Photo/Video Feature

\$4,000/mo

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



WEBSITE



LOCAL AUTHORITY AD PROGRAM - NEW FOR 2025!!

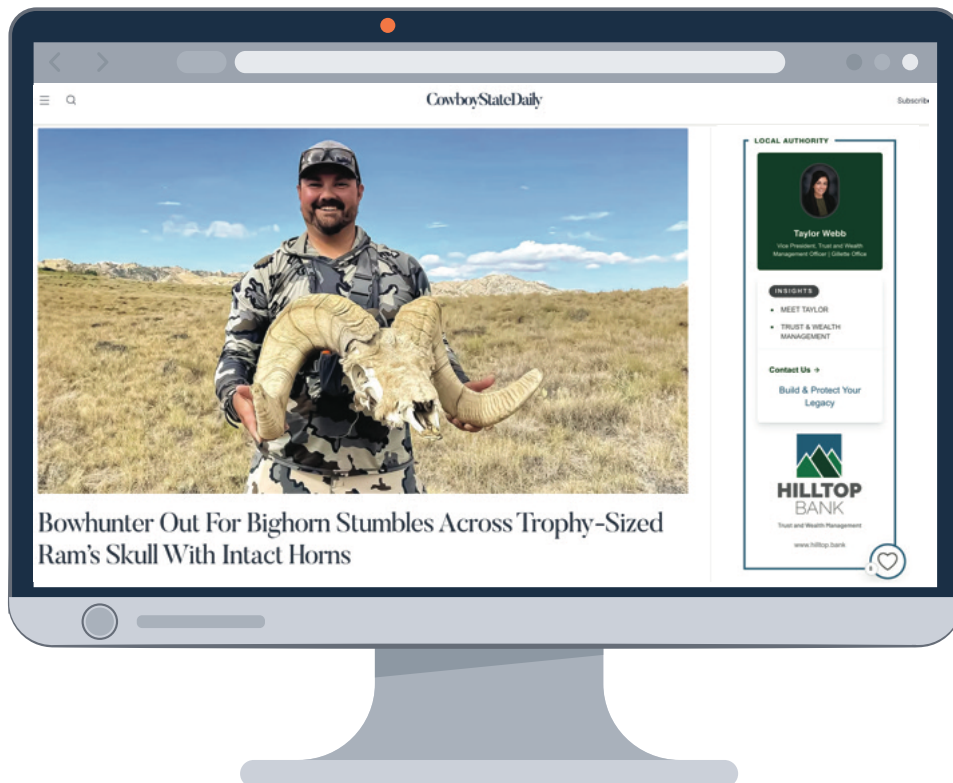
\$3,000/mo

A la carte
3 mo minimum
commitment

\$2,000/mo

Combined with any
other digital package
3 mo minimum
commitment

- Single largest ad unit available on mobile devices where most readers access CowboyStateDaily.com
- Only ad unit that can include links to articles, blogs or videos within the ad itself
- Features a dynamic heart icon for people to “like” the ad
- Ideal for individual specialists in their field including:
 - Realtors
 - Doctors
 - Lawyers
 - Bankers
 - Financial advisors
 - Physical/occupational therapists
 - Chiropractors
 - Insurance agents
- **Limited availability**



WEBSITE

Cowboy State Daily

DAILY NEWSLETTER DISPLAY ADS

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

\$44,000

• Annual commitment

\$40,000

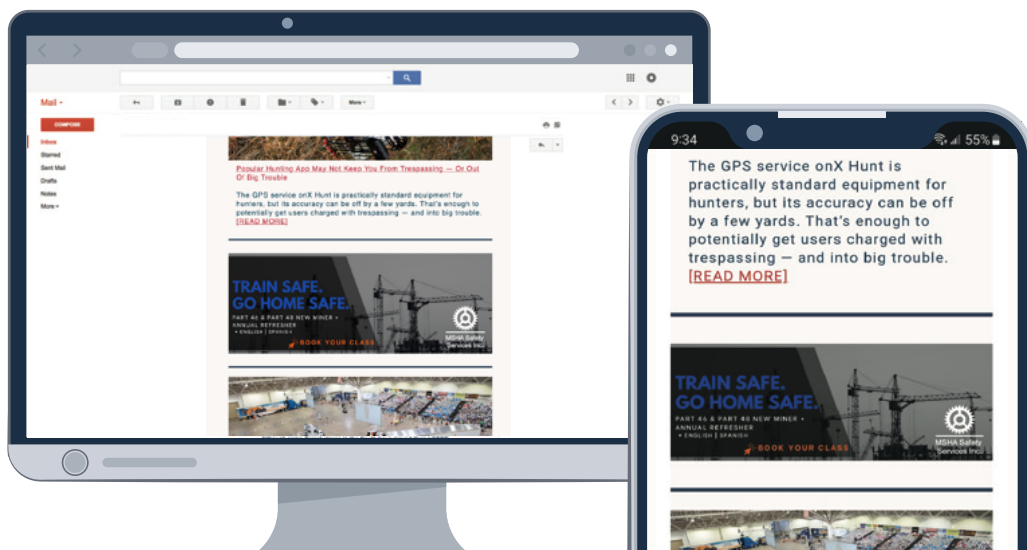
• Annual commitment
• Paid in advance

**\$4,000
DISCOUNT**

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

- Display ad will appear in a designated ad position in the free daily newsletter
 - Newsletter sent to 100K+ subscribers
 - 7 days per week
- Excludes first ad position reserved for Presenting Partners
- Free ad design and free changes
- Ability to run different ads/messages during the campaign
- 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

Nonprofit partners are eligible for our new "Super Savings" package - \$2,000/month with 250,000+ estimated monthly impressions or "views" (ad position may be shared with one other nonprofit partner)



NEWSLETTER



SPONSORED CONTENT - NEW FOR 2025!!

\$2,000
Sponsored Story

\$5,000
3 Sponsored Stories

\$1,000 DISCOUNT

\$7,500
5 Sponsored Stories

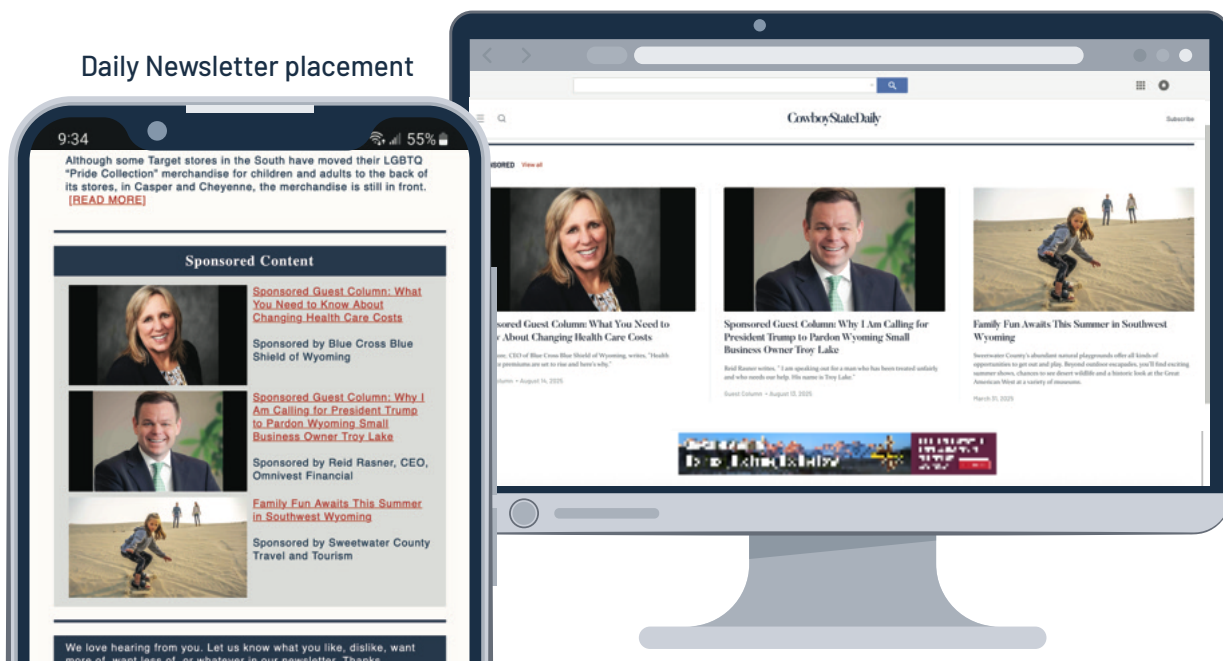
\$2,500 DISCOUNT

**INQUIRE ABOUT AGENCY RATES AND PACKAGES*

- Sponsored stories, sponsored guest columns or sponsored job posts can include text, photos, videos, graphics and links (*provided by the client*)
- Appears in NEW Sponsored Content section near bottom of the free daily newsletter sent to over 100K+ Newsletter subscribers (*minimum one week*)
- Appears in NEW dedicated "Sponsored" section on home page of CowboyStateDaily.com (*minimum one week*)
- Appears on NEW "Sponsored" category page where all sponsored stories will be archived and remain searchable allowing clients to link to their stories via their own social channels, website and email marketing campaign

Home page placement on CowboyStateDaily.com

Daily Newsletter placement



WEBSITE + NEWSLETTER



COWBOY STATE DAILY VIDEO NEWSCAST SPONSORSHIP

\$3,000/mo

:5 - :10 second
live read with graphic

\$3,000/mo

:15 - :30 second
video spot

\$1,000/mo

Logo bug

\$5,000/mo

Video Takeover
All three Options

**\$2,000
DISCOUNT**

- Daily Video Newscast averages over 4,200 views per day
- Click [HERE](#) to watch Daily Video Newscast (*sponsor spot starts at 5:47 mark*)
- **Option #1** :5 to :10 second live read with graphic leading into each newscast
 - Ideal for promoting events for fundraisers
- **Option #2** 15 to:30 second video commercial (*provided by client*) played mid-newscast
 - Ideal for clients with high-quality video content
- **Option #3** Upper corner Logo Bug on screen for entirety of the newscast
 - Ideal for brand awareness



VIDEO



COWBOY STATE DAILY RADIO NETWORK SPONSORSHIP



90+

DAILY NEWS
BROADCASTS



23

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

RADIO



COWBOY STATE DAILY RADIO NETWORK AFFILIATES

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

KYOY 92.3 FM – Cheyenne

KDLY 97.5 FM – Lander, Riverton, Shoshoni

KOVE 1330 AM – Lander

KTAG 97.9 FM – Cody, Powell, Basin

KRAE 1480 AM / 101.1 FM – Cheyenne, South Greeley Colorado

KROE 930 AM / 103.9 FM – Sheridan, Buffalo, Southern Montana

KWYO 1410 AM / 106.9 FM – Sheridan, Buffalo, Southern Montana, Worland, Lovell, Greybull, Billings

KZWY 106.3 FM – Sheridan, Buffalo, Worland, Lovell, Greybull, Billings

KJAX 93.5 FM – Jackson, Afton, Idaho Falls, West Yellowstone

KYDT 103.1 FM – Sundance, Newcastle, Sturgis South Dakota, Rapid City South Dakota

KBFS 1450 AM – Sundance, Newcastle, Sturgis South Dakota, Rapid City South Dakota

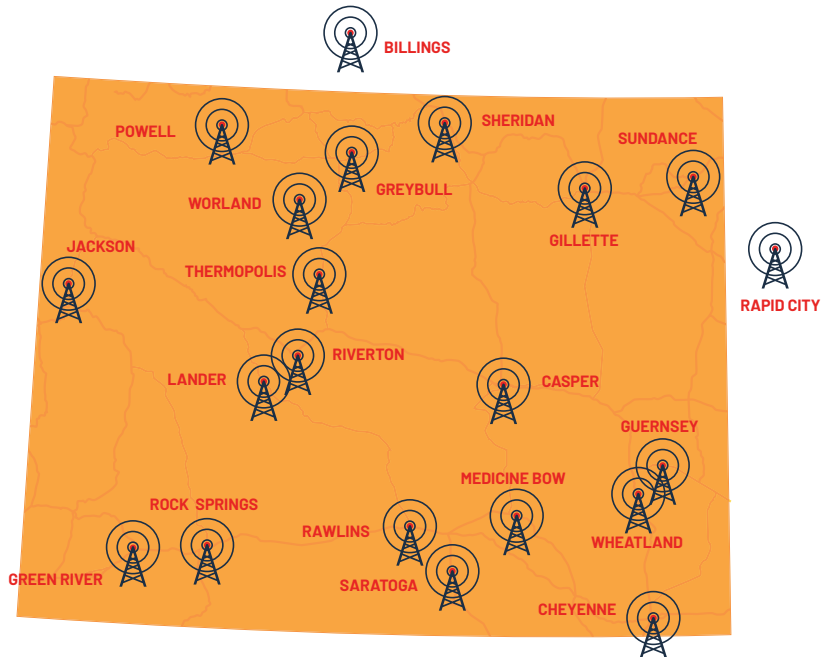
KREO 93.5 FM – Sweetwater and Sublette Counties

KERM 98.3 FM – Torrington

KGOS 99.9 FM / 1490 AM – Torrington

KZWB 97.9FM Green river, Rock Springs

KPOW 1260 AM – Sunlight, Laurel Montana, Tensleep, Thermopolis, Red lodge, Cody, Powell, Lovell, Basin, Worland



Cowboy State Daily

COWBOY STATE DAILY RADIO

\$360/mo
up to

\$1224/mo

3 days per week

1-4 Ads per day

Up to 48 ads per month

\$600/mo
up to

\$2040/mo

5 days per week

1-4 Ads per day

Up to 48 ads per month

Broadcast Reach

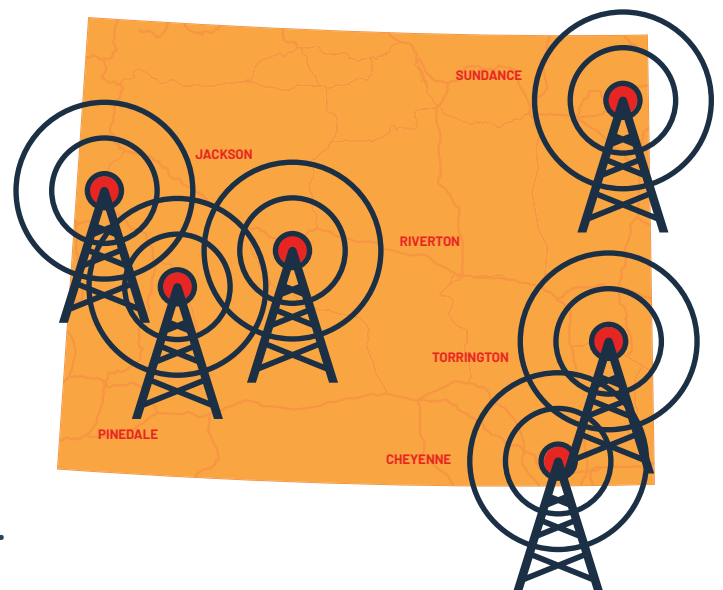
- Cowboy State Daily Show airs across all of Wyoming with partner stations in Jackson, Riverton, Lander, Cheyenne, Pinedale, Sundance, Torrington and more connecting communities across the entire state.
- Streaming available statewide and beyond via CowboyStateDaily.com, Facebook, and YouTube.

Programming

- The Jake Show – flagship morning program blending Wyoming news, talk, and interviews.
- Daily News Updates – timely headlines produced by Cowboy State Daily's newsroom.



Airing on these local radio stations,
with new affiliates joining the network very soon.



RADIO

Cowboy State Daily

COWBOY STATE DAILY RADIO

LIVE 

STREAMING ON

Cowboy State Daily



 YouTube



Distribution & Placement

- Over-the-Air Broadcast: Live on partner radio stations across Wyoming. Streaming Platforms: Live audio and on-demand playback on CSD website, Facebook, and YouTube.
- Podcast Archive: Available on major podcast platforms for continued audience reach.
- Radio Content Hub: NEW dedicated page on CowboyStateDaily.com archiving all episodes for listening and sharing.

Audience Reach

- Broadcast + digital streaming ensures coverage of all of Wyoming and regional market
- Integrated into Cowboy State Daily's 100,000+ daily newsletter subscribers and digital