

Cowboy State Daily

2026 ADVERTISING RATES



5.4M+
Page views per month



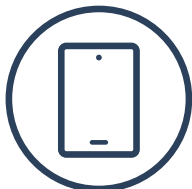
110K+
Newsletter Subscribers



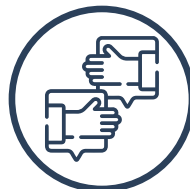
215K+
Facebook Followers



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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EMAIL: todd@cowboystatedaily.com



RADIO + DIGITAL ADVERTISING STRATEGIST:
PIPER FENNIMORE
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RATES LISTED ARE NET

Cowboy State Daily

“PRESENTING PARTNER” PROGRAM

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

\$55,000

• Annual commitment

**\$5,000
DISCOUNT**

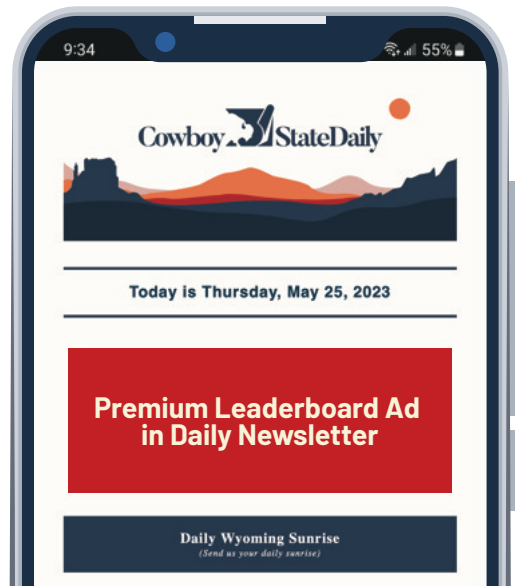
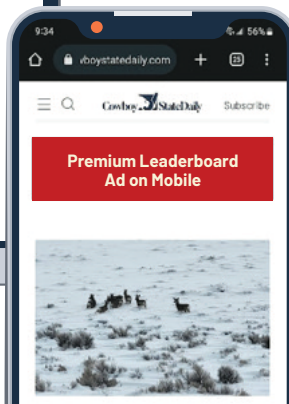
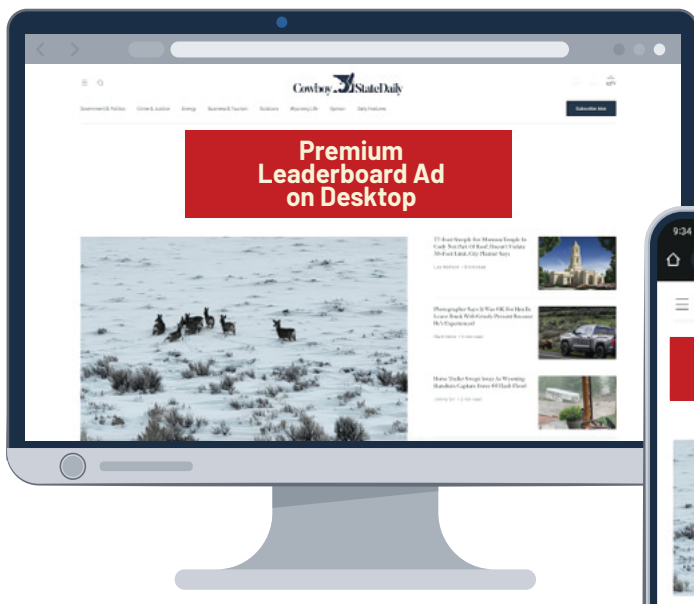
\$50,000

• Annual commitment
• Paid in advance

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

- Only 12 available
- **Category Exclusivity within display ads on website and daily newsletter**
 - Newsletter sent to 110K+ 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)

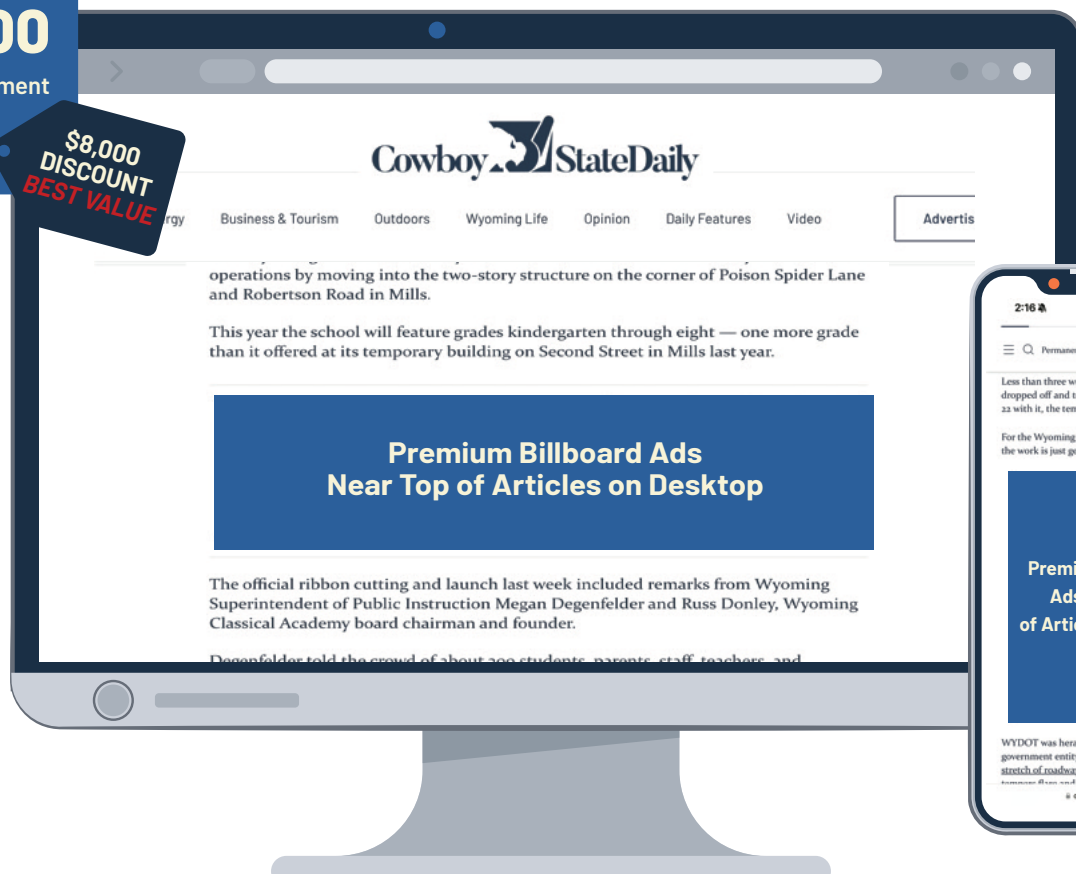
\$44,000
• Annual commitment

**\$4,000
DISCOUNT**

\$40,000
• Annual commitment
• Paid in advance

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

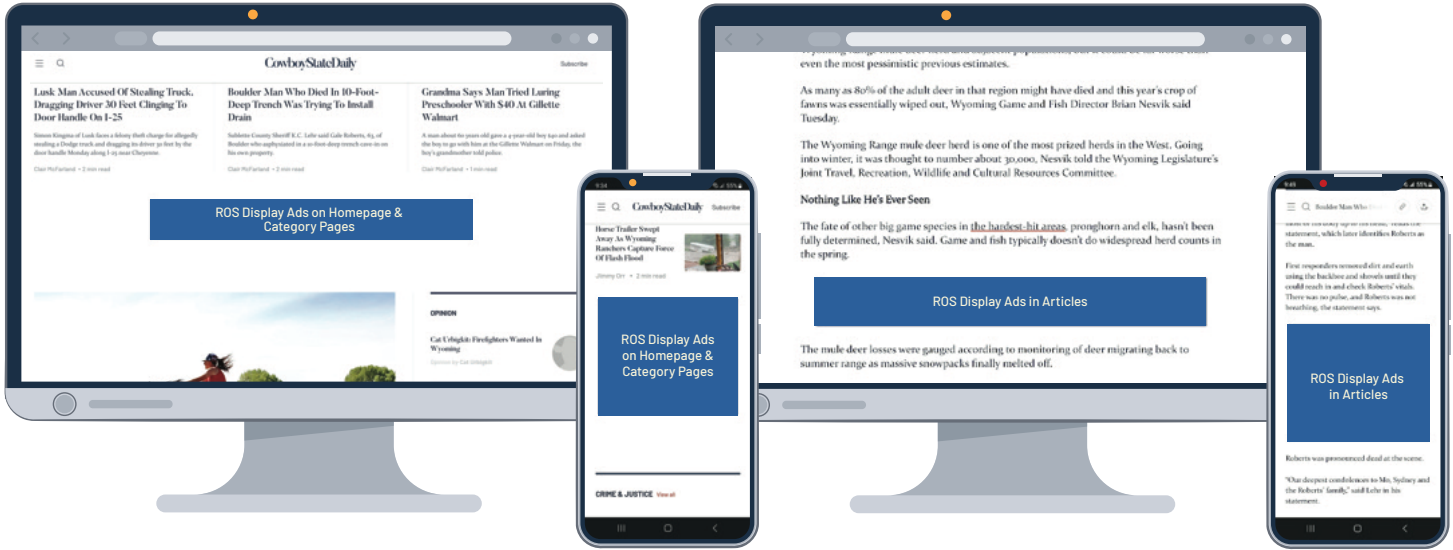
- Only 12 available
- **Category Exclusivity within display ads on website**
- **Priority** Placement in a new larger, premium Billboard ad units near the top of every article
 - Top article position only available to Priority Partners
- **Priority** position on waiting list to upgrade to "Presenting 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

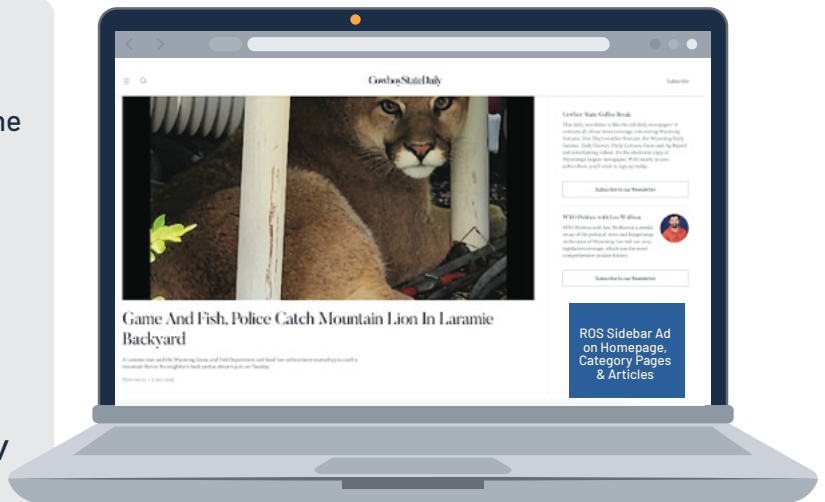
\$30,000
• Annual commitment
• Paid in advance

\$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
- Daily Smile Photo/Video Feature

\$4,000/mo

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



WEBSITE

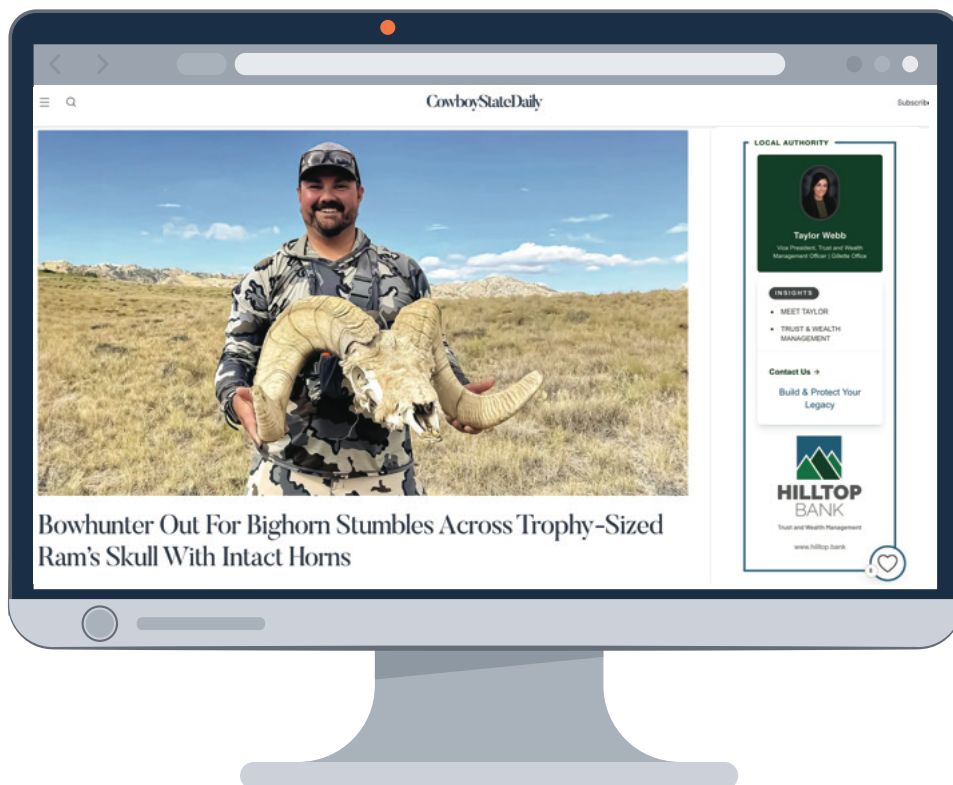
CowboyStateDaily

LOCAL AUTHORITY AD PROGRAM - NEW FOR 2025!!

\$1,000/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

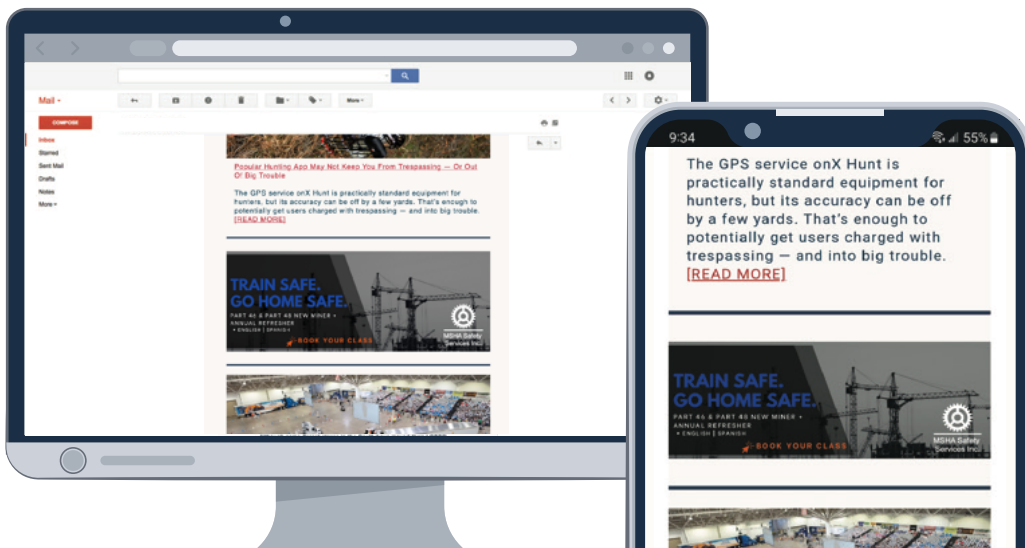
• Annual commitment
• Paid in advance

**\$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 110K+ 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 included in half of the newsletters sent each day)



NEWSLETTER

CowboyStateDaily

SPONSORED CONTENT - NEW FOR 2025!!

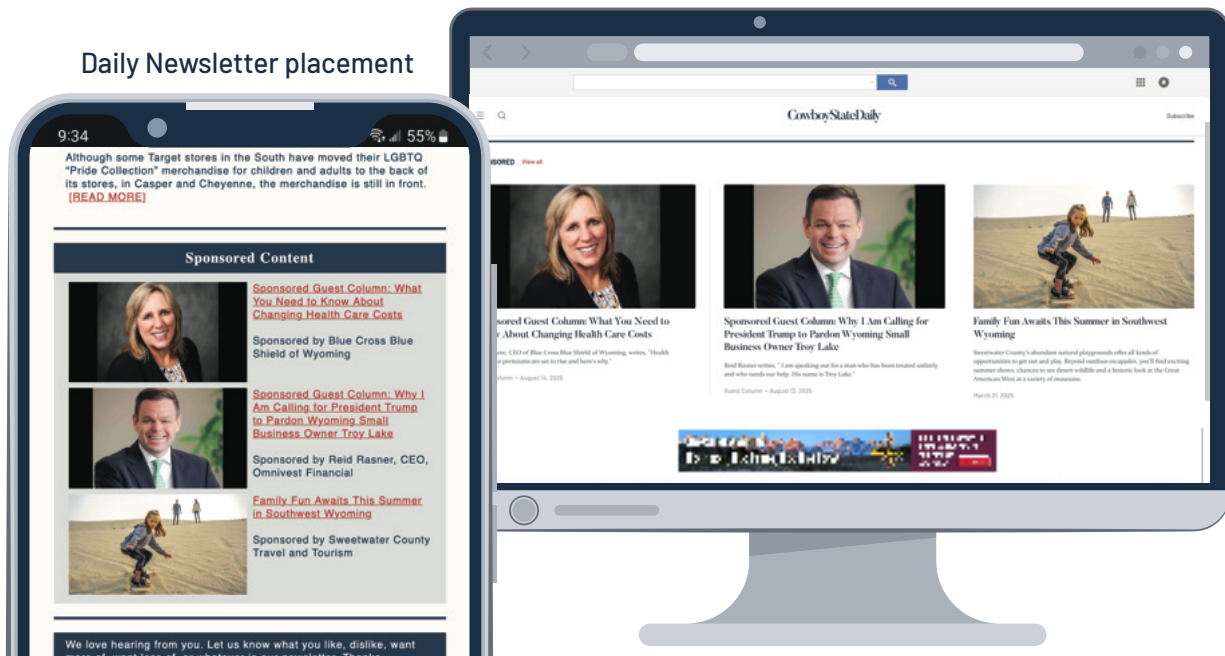
The image shows three red boxes representing different sponsored content packages. The first box is labeled '\$2,000 Sponsored Story'. The second box is labeled '\$5,000 3 Sponsored Stories' and has a dark blue tag with '\$1,000 DISCOUNT' written on it. The third box is labeled '\$7,500 5 Sponsored Stories' and has a dark blue tag with '\$2,500 DISCOUNT' written on it.

**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 in the free daily newsletter sent to over 110K+ Newsletter subscribers (*minimum one week, likely longer*)
- Appears in NEW dedicated "Sponsored" section on home page of CowboyStateDaily.com (*minimum one week, likely longer*)
- 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
- Click [HERE](#) for example

Home page placement on CowboyStateDaily.com

Daily Newsletter placement



WEBSITE + NEWSLETTER

Cowboy State Daily

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

- Daily Video Newscast averages over 4,000 views per day
- Click [HERE](#) to watch Daily Video Newscast (*sponsor spot starts at 3:52 mark*)
- **Option #1** (1 available) :5 to :10 second live read with graphic leading into each newscast
 - Ideal for promoting events or fundraisers
- **Option #2** (2 available) :15 to :30 second video commercial (*provided by client*) played mid-newscast
 - Ideal for clients with high-quality video content
- **Option #3** (1 available) Upper corner Logo Bug on screen for entirety of the newscast



VIDEO

Cowboy StateDaily

COWBOY STATE DAILY RADIO NEWS NETWORK



100+

DAILY NEWSCASTS



2 MIN & 5 MIN

NEWSCASTS



32

STATIONS ACROSS
WYOMING



5 DAYS

PER WEEK

Dominance

\$4,000 /mo

- Includes one (1) :30 sec radio spot playing in EVERY 2 min and 5 min newscast on EVERY affiliate station **one day per week for one month (Mon - Fri)**
- 100+ daily newscasts delivering maximum statewide exposure
- Only (10) Dominance packages available
- Click [HERE](#) to listen to radio newscast (commercial starts at 3:00 mark)

**Production not included*

Presence

\$3,000 /mo

- Includes one (1) :30 second radio spot playing in EVERY 5 min newscast on EVERY affiliate station **one day per week for one month (Mon - Fri)**
- 50+ daily newscasts delivering solid penetration for the investment
- Only (10) Presence packages available
- Click [HERE](#) to listen to radio newscast (commercial starts at 3:00 mark)

**Production not included*

Foundation

\$2,000 /mo

- Includes one (1) :15 second radio spot or live read in EVERY 5 min newscast and may also run in 2 min newscasts on EVERY affiliate station **one day per week for one month (Mon - Fri)**
- 50 - 100+ daily newscasts delivering decent reach at the lowest price
- Limited availability

**Production not included*



COWBOY STATE DAILY RADIO NEWS 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

KPAC 102.7 FM – Pinedale

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

KZKY 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

KUGR 1490AM/ 104.9FM- Green River/Rock Springs

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

KASL 1240AM/94.3FM - Newcastle

KTGA 99.3 FM Saratoga/Rawlins

KTUG 105.1 FM Riverton



Cowboy State Daily

COWBOY STATE DAILY RADIO SHOW

\$1,000/mo

3 days per week
2 Ads per day
24 ads per month

\$2,000/mo

3 days per week
4 Ads per day
48 ads per month

\$2,000/mo

3 days per week
One hour sponsorship
(details below)

\$2,000/mo

6 days per week
2 Ads per day
48 ads per month

\$4,000/mo

6 days per week
4 Ads per day
96 ads per month

\$4,000/mo

6 days per week
One hour sponsorship
(details below)

Exclusive Full Hour Show Sponsorship Includes:

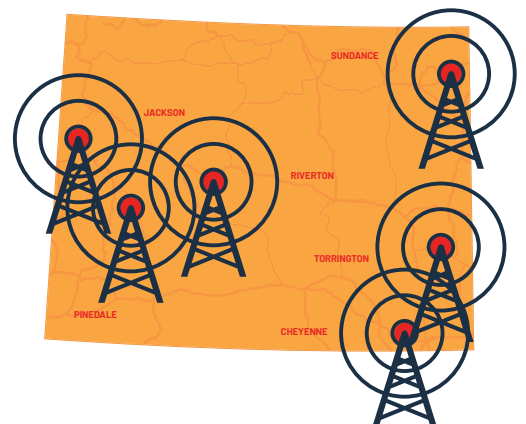
- Custom "This Hour is Brought to You By" introduction delivered by the show host
- (2) :30-second commercial spots for consistent brand exposure during the hour
- Positions your business alongside one of Wyoming's most trusted and engaged news audiences
- Designed to build strong brand awareness, credibility, and audience connection through repeated exposure

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



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



RADIO

Cowboy State Daily

COWBOY STATE DAILY RADIO SHOW

\$1,500

Per Interview
1-2 interviews

\$1,250

Per Interview
3-4 interviews

\$1,000

Per Interview
5+ interviews

Paid Interviews

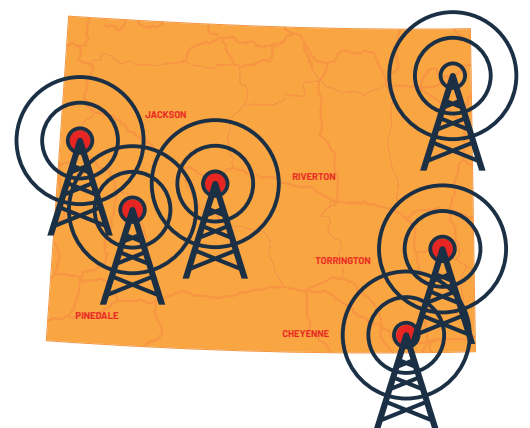
- Cowboy State Daily Radio Show paid interviews put your business directly in front of one of Wyoming's most engaged audiences – in a format people actually listen to and trust. This is more than a commercial, it's a conversation that allows you to share your story, highlight your expertise, promote your business or organization, and create real connection with listeners across the state. Whether you're launching a new product, promoting an event, increasing brand awareness, or establishing credibility in your industry, these interviews are designed to drive attention and action

Each interview includes:

- Featured placement on the Cowboy State Daily Radio Show
- Direct access to a loyal statewide audience
- Authentic, conversational promotion that builds trust
- Exposure for your business, event, service, or initiative
- Additional digital opportunities to extend your reach beyond radio
- Edited video clip of each interview available upon request to be used for client's own marketing purposes



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



RADIO

Cowboy State Daily

COWBOY STATE DAILY RADIO SHOW

LIVE 

STREAMING ON

Cowboy State Daily



YouTube



Distribution & Placement

- Over-the-Air Broadcast: Live on partner radio stations across Wyoming
- Streaming platforms: Live video and 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 110K+ daily newsletter subscribers and website readership for cross-platform visibility