

Cowboy State Daily

ADVERTISING RATES AND PACKAGES



4M+
Pageviews per Month



50K+
Newsletter Subscribers



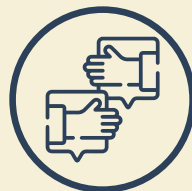
58K+
Facebook Followers



47%
Open Rate



87%+
Readers on Phone/Tablet



19%
Newsletter CTR

COWBOYSTATEDAILY.COM



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Cowboy State Daily

PRESENTING PARTNER PROGRAM

\$15,000

+ 3 Months

\$55,000

+ Annual commitment

**\$5,000
DISCOUNT**

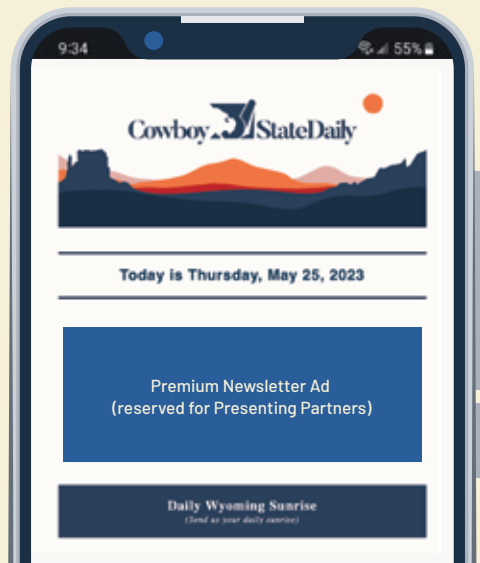
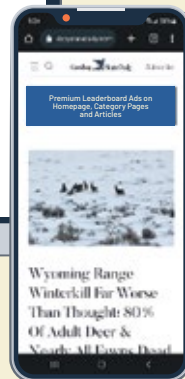
\$50,000

+ Annual commitment
+ Paid in advance

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

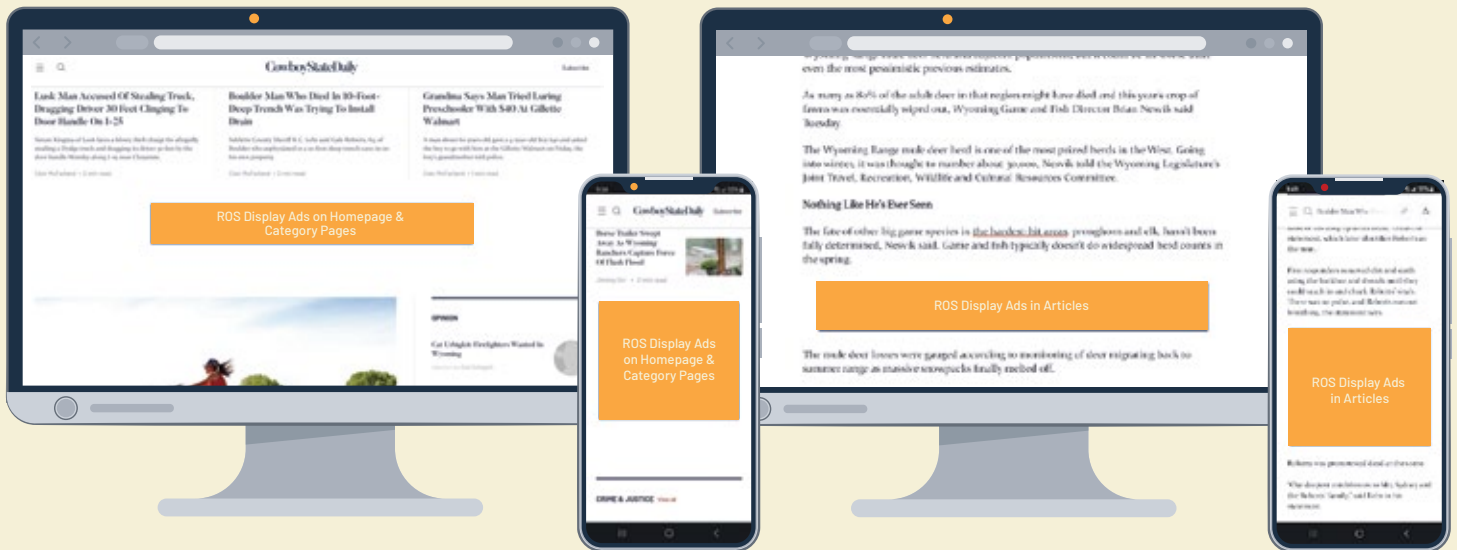
- Only 12 available
- **Category Exclusivity on website and daily newsletter**
 - Newsletter sent to 50K+ subscribers
- Premium, top-of-page leaderboard ad units
 - Only available to Presenting Partners
- First ad position on the daily newsletter
 - Only available to Presenting Partners
 - Included in at least 3 newsletters per month
- 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
- 500K+ 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
- *Minimum 3-month commitment*

Annual commitment includes (4) sponsored stories on website and daily newsletter with over 50,000 subscribers



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RUN-OF-SITE (ROS) DISPLAY AD PROGRAM



\$9,000
+ 3 Months

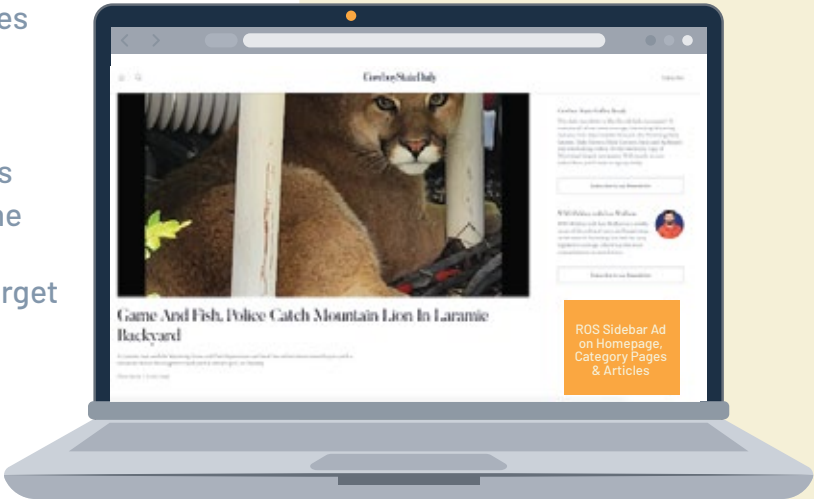
\$33,000
+ Annual commitment

\$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
- *Minimum 3-month commitment*



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"COFFEE BREAK" DAILY NEWSLETTER DISPLAY ADS

\$2,500

+ 1 Month

\$28,000

+ Annual commitment

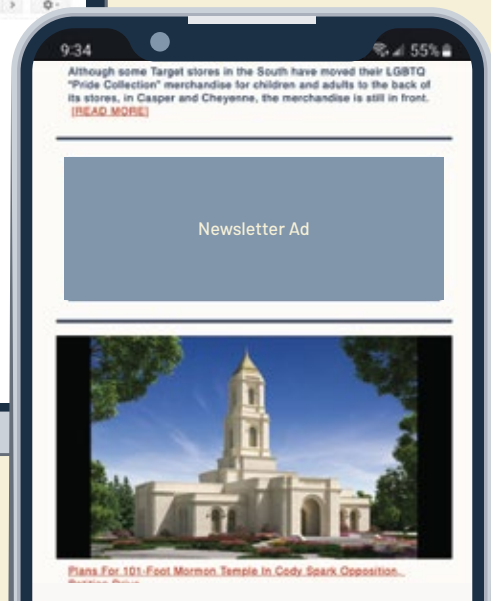
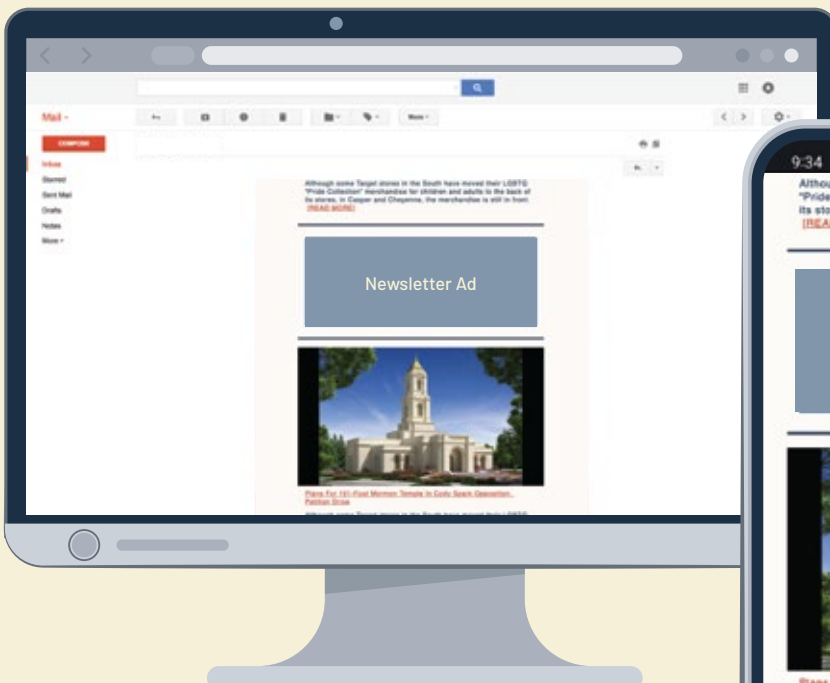
\$26,000

+ Annual commitment
+ Paid in advance

**\$2,000
DISCOUNT**

**\$4,000
DISCOUNT
BEST VALUE**

- Display ad will appear in one of three designated ad positions in the daily newsletter
 - Newsletter sent to 50K+ subscribers
- Excludes first ad position reserved for Presenting Partners
- Ability to run different ads/messages
- Included in at least 10 newsletters per month
- Ideal for event promotion or seasonal messaging
- *Minimum 1-month commitment*



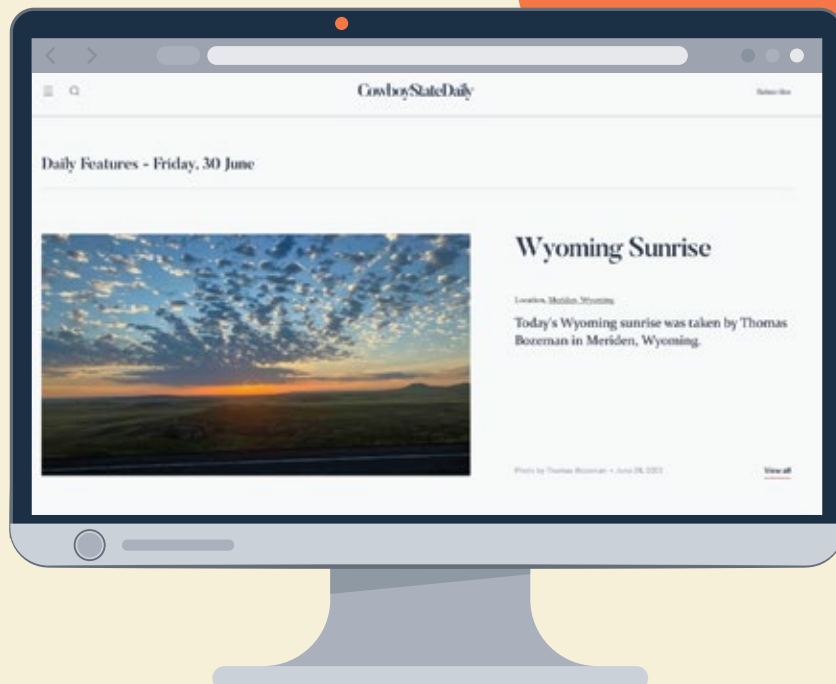


EXCLUSIVE SECTION/CATEGORY SPONSORSHIP

Examples include:

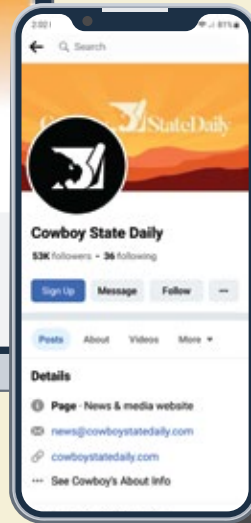
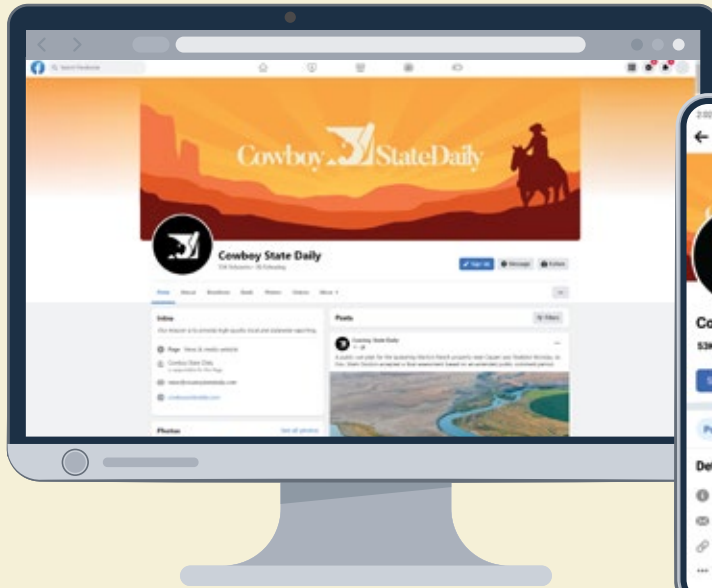
- Don Day Weather Forecast
- Your Wyoming Sunrise
- Energy
- Business & Tourism
- Outdoors
- Daily Features

**- COST VARIES -
Please contact
Todd**



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**SPONSORED STORIES RUNNING ON WEBSITE
AND DAILY NEWSLETTER**



**- COST VARIES -
Please contact
Todd**

