



ADVERTISING RATES

Effective July 1, 2025

Published Tuesday, Thursday & Saturday
with updates throughout the week online at ctnewsonline.com

DISPLAY ADS (Column Inches)

1-100 inches.....	\$12.00
101-200.....	\$11.35
201 or more inches.....	\$11.00

REPEAT YOUR AD

Local display ads 13" or larger may be repeated within the
same week or following week at **\$6.00** per column inch.

General display advertising shall be billed by the earned rate. Earned rate is
determined by the number of regular priced inches used each month.

FREQUENCY DISCOUNT

12 Consecutive Publishing Days.	\$81.00 per inch
6 Consecutive Publishing Days....	\$57.25 per inch
3 Consecutive Publishing Days....	\$33.50 per inch

FRONT PAGE BANNER

6 col. x 2.5" Bottom Banner	\$432 per run
3 col. x 2.5" Bottom Banner	\$262 per run

Ad runs in full color.

COLOR CHARGES

Full Color - Up to 15 col. inch.....	\$100.00
Full Color - 16 col. inch or larger.....	\$165.00

CLASSIFIED AD RATES

Classified Display per inch.....\$11.00

REPEAT YOUR AD

Local display ads 13" or larger may be repeated within the
same week or following week at **\$5.50** per column inch.

12 Consecutive Publishing Days.	\$81.00 per inch
6 Consecutive Publishing Days....	\$57.25 per inch
3 Consecutive Publishing Days....	\$33.50 per inch

Legal Notices.....77¢ per line
(\$7.70 Per Column Inch)

CLASSIFIED ADVERTISING DEADLINES

Including Garage Sales, Items for Sale, Business Services, Rentals, etc.	
Tuesday Publication.....	Monday, 10 a.m.
Thursday Publication.....	Wednesday, 10 a.m.
Saturday Publication.....	Friday, 10 a.m.

DISPLAY ADVERTISING DEADLINES

Including Classified Real Estate, Auctions, Legals, Display Help Wanted, etc.	
Tuesday Publication.....	Friday, 3 p.m.
Thursday Publication.....	Tuesday, 3 p.m.
Saturday Publication.....	Thursday, 3 p.m.

Display Ad Dimensions	Classified Dimensions
1 Col.....1.7"	8 Column Format
2 Col.....3.6"	1 Col.....1.3"
3 Col.....5.5"	2 Col.....2.7"
4 Col.....7.4"	3 Col.....4.1"
5 Col.....9.3"	4 Col.....5.5"
6 Col.....11.25"	8 Col.....11.25"

The Cowley
CourierTraveler

BRINGING IT ALL TOGETHER

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SPECIAL SECTIONS

COWLEY QUARTERLY

The Cowley Quarterly is a FULL COLOR, seasonal magazine highlighting business, life and culture in the Cowley County area.

6,000 copies are distributed to CourierTraveler subscribers and available free at dozens of local businesses. The publication is also viewable online at ctnewsonline.com.

1/8 page 5"x2.5".....	\$112
1/4 page 5" x 5.25".....	\$195
1/2 page 10" x 5.24" or 5" x 11".....	\$330
Full page 10" x 11".....	\$643

BUSINESS SPOTLIGHT:

Full page story with photos - submitted by your business or our news staff.....**\$772**

Premium Positions:

Back page	\$862
Inside front page	\$712
Inside back page	\$677
Inside front 1/2 page	\$380
Inside back 1/2 page	\$352

A variety of additional special publications and marketing opportunities are available. Special sections are included online at ctnewsonline.com for one year following publication.

SPECIALTY ADVERTISING

FACEBOOK POST (with other advertising in CourierTraveler)	\$22.00 per post
FACEBOOK POST (stand alone) .	\$33.00 per post
RECORDS PAGE 12 word minimum	\$1.10 per word
FAITH PAGE Sponsors	\$38.00 per month
CHURCH DIRECTORY	\$3.50 per week
Up to 6 lines - \$1.25 for each additional line	
BENEVOLENT RATE	\$9.20 per inch

NATIONAL AD RATE - \$14.00 PCI

15% allowed to advertising agencies. Camera ready copy must be provided with written insertion order.

PREPRINT ADVERTISING

4 -8 Tab Pages	\$69.00 CPM
12+ Tab Pages or 8+ Broadsheet ...	\$76.50 CPM
Adhesive/sticky notes	\$92.00 CPM

Total press run approximately 4,000

Inserts accepted Tuesdays, Thursdays and Saturdays

Zoning of preprints is acceptable - minimum of 1,000 inserts.

Inserts should be delivered to the newspaper at least 4 working days prior to distribution date.

ONLINE ADVERTISING

www.ctnewsonline.com

- Online advertising is effective and affordable with thousands of readers visiting the site daily.
 - Short term advertising available to help promote your business, event, campaign or special promotion.
- Leaderboard** and 300x250 **Tile ads**.....**\$95 for 1 week**
Leaderboard and 300x250 **Tile ads**....**\$295 for 4 weeks**
- Annual advertising discounts available

GENERAL POLICIES

The Publisher encourages advertisers to contact the management of the newspaper to discuss any problems that might arise.

- The Publisher reserves the right to revise or reject any advertisement which may be deemed objectionable, whether in subject matter, graphics, phraseology or setup.
- The word "advertisement", to indicate paid advertisement, will be printed on any advertisement that simulates news copy.
- Copy measuring over 19" in depth will be billed for a full 21.5 column inches.
- The newspaper shall not be responsible for any errors if proof has been approved. In the case of classified advertising, if an error is made credit is allowed for one insertion.
- The newspaper will assume responsibility for publishing proofed ads as approved by the advertiser.
- The liability of the newspaper for failure to publish an advertisement in the issue specified shall be limited to publishing an advertisement in a subsequent issue.
- Short Double Trucks must be at least 8 columns x 13" deep.



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