

2019 MEDIA KIT

The Cordova Times

Prince William Sound's oldest newspaper. Established 1914. Tribally owned.



Reach a highly-educated, highly-engaged audience of loyal print and online readers.

ALASKA PRESS CLUB AWARDS:

- 1st place best humor column
- 1st place best culture reporting
- 2nd place best design and layout
- 3rd place best science reporting

WHO ARE OUR READERS?

- Loyal long-term subscribers
- High discretionary income
- Over 400 Alaska Native corporations and Alaska Tribal governments
- Subscribers throughout Alaska
- Print and digital readers
- Individuals, local, state and federal agencies, city and state governments, and businesses



PRINT READERSHIP



2,500+ 1,000 copies weekly with a 2.5 reader saturation rate

10,000+ monthly readership

150

Print copies are shared with Alaska Native Medical Center patients and families

ABOUT OUR READERS:

61.5%

Have read The Cordova Times for more than a decade

40%

Have read The Cordova Times for more than 20 years

70%

Of our readers are homeowners

49%

Have children that live at home

91.2%

Have higher education

400+

copies mailed weekly to

- Alaska Native Corporations
- Alaska Tribal Governments

82%

Make major purchases such as furniture, cars, etc. in Anchorage

\$10-20 million

How much Cordovans spend in Anchorage yearly

IN 2018, OUR READERS PLAN TO BUY:

- 13.6% Homes
- 24.7% Cars
- 8.6% Boats
- 30.9% Furniture
- 54.3% Home improvement supplies
- 24.7% Office supplies
- 8.6% Four wheelers or snowmobiles
- 24.7% Recreational gear
- 11.1% Jewelry
- 18.5% Vacation packages
- 77.8% Plane tickets
- 49.4% Hotel stays
- 19.8% Spa Services
- 24.7% Gift cards

DIGITAL READERSHIP

Page views



39,000

Sessions



24,000

Unique users



17,100



51% Male
49% Female

NOTE: Statistics from 2017 readership survey and May 2018 Google Analytics.

↓ PRINT

↓ WEBSITE



Package A: Full Page print + Half Page online

\$3,095/month OR **\$2,750/month**

MIN. 6 MO. COMMITMENT*

MIN. 12 MO. COMMITMENT*

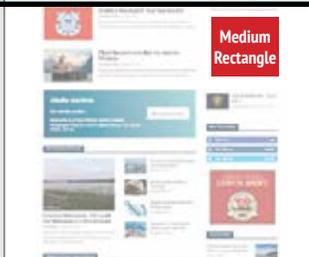


Package B: Half Page print + Half Page online

\$1,695/month OR **\$1,500/month**

MIN. 6 MO. COMMITMENT*

MIN. 12 MO. COMMITMENT*



Package C: 1/4 Page print + Medium Rectangle online

\$925/month OR **\$695/month**

MIN. 6 MO. COMMITMENT*

MIN. 12 MO. COMMITMENT*

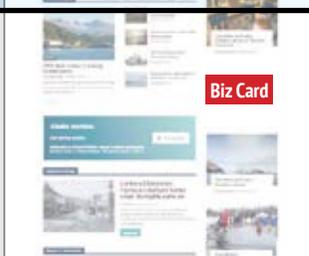


Package D: 1/6 Page print + Medium Rectangle online

\$595/month OR **\$495/month**

MIN. 6 MO. COMMITMENT*

MIN. 12 MO. COMMITMENT*



Package E: 1/8 Page print + Business Card online

\$425/month OR **\$395/month**

MIN. 6 MO. COMMITMENT*

MIN. 12 MO. COMMITMENT*



Package F: Business Card print + Business Card online

\$325/month OR **\$295/month**

MIN. 6 MO. COMMITMENT*

MIN. 12 MO. COMMITMENT*



Package G: Small Square print + Business Card online

\$150/month OR **\$150/month**

MIN. 6 MO. COMMITMENT*

MIN. 12 MO. COMMITMENT*

*Contract required. Rates include color. Guaranteed Placement = 25%

OPEN RATES *You name it, we can run it.*

The Cordova Times



Prince William Sound's Oldest Newspaper. ESTABLISHED 1914. TRIBALLY OWNED.

Half Page Ad 300x600

Full Banner 468x60

Medium Rectangle 300x250

Leaderboard 700x90

Extra Large Banner 700x300

Biz Card 300x125

Biz Card

1/6 Page

1/4 Page

Small Square

1/8 Page

1/2 Page

Open Rate: \$20/column inch
Color: 15%
Guaranteed Placement: 25%
Publication: Fridays
Deadline: One week prior to publication

ONLINE	SIZE	PER WEEK
Extra Large Banner	700x300	\$300
Half Page Ad	300x600	\$200
Medium Rectangle	300x250	\$100
Leaderboard	700x90	\$100
Full Banner	468x60	\$50
Business Card (Logo only)	300x125	\$50

PRINT	WIDTH	HEIGHT	PER WEEK
Full Page	10.25"	15.5"	\$1,200
Half Page	10.25"	7.5"	\$600
1/4 Page	5.0625"	7.5"	\$300
1/6 Page	5.0625"	5"	\$200
1/8 Page	5.0625"	3.5"	\$150
Business Card	5.0625"	2.5"	\$100
Small Square	2.4688"	2.5"	\$40

Premium Placement: 25%
Additional Placements: 25%
Schedule: Weekly ad placements run Friday-Thursday
Ad deadline: One week prior to publication

The fine print

Publication: Fridays

Space reservation deadline: Friday the week prior to publication

Print color: 15%

Local sales tax: 6%

Guaranteed placement: Position requests will be considered on a space available basis. Please add an additional 25% for guaranteed placement where available.

Non-profit discount: 10% discount on open rate advertising for nonprofit agencies recognized by federal, state and local governments. Proof of non-profit status is required. Not to be combined with frequency discount programs.

Late fees: 20% late fee assessed for space reservation canceled after deadline.

Camera Ready Online ad specs
 Camera Ready online ads must be designed to exact size specs and submitted as high quality GIF, JPG or rich media produced from

a professional design program. Minimal text works best in online advertising.

Camera Ready Print ad specs
 Camera Ready ads must be designed to exact size specs and submitted as high quality PDFs produced from a professional design program. Images should be at least 200 dpi.

COLUMNS	WIDTH
1	2.4688 inches
2	5.0625 inches
3	7.6563 inches
4	10.25 inches

CLASSIFIED RATES

Basic Classified line ad: Simple rates to save you time and money.
 \$10 for up to 25 words (includes tax)
 \$25 for up to 50 words (includes tax)
 Bold Header, plain text, black and white, no proofing needed.

Premium Classified ad: \$20 per column inch (plus 6% local sales tax)
 Bold Header, black and white, outlined, proof included. No word count limit.

PRE-PRINTED INSERTS:

\$400 up to 2 ounces
 \$500 up to 3 ounces
 \$600 up to 4 ounces

More than 4 ounces? Request for a quote.

Maximum folded size: 8.5" x 11".

Inserts must be pre-printed and delivered to:
 Anchorage Printing
 3110 Spenard Rd.
 Anchorage, AK 99503