



**THE CHEYENNE  
HERALD**  
Cheyenne's Best-Read Publication

**2009 Rates**

Column/inch rates available on Website

Rates for Black & White and Color		
Ad Placement	Full Color **	Black / White
Front Page, Lower Half	\$325.00	N/A
Back Page, Full Page	\$425.00	\$325.00
Back Page, Half Page	\$250.00	\$175.00
Full Page, Other	\$350.00	\$275.00
Half Page, Other	\$225.00	\$175.00
Quarter Page	\$150.00	\$100.00
2 Col x 3" or 1 Col. x 6"	\$ 87.50	\$ 50.00
2 Col x 2" or 1 Col. x 4"	\$ 50.00	\$ 36.00

**The Cheyenne Herald**

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**WWW.CHEYENNEHERALD.COM**



Call, (307) 637-2879

**\*\* Full color is available during political campaign windows in election years**

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**2009 Publication Dates**

- January 13, 27
- February 17
- March 3, 17, 31
- April 14, 28
- May 12, 27
- June 16, 30
- July 21
- August 4, 18
- September 1, 15, 29
- October 13, 27
- November 17
- December 1, 15, 29

*Tuesday publication began on March 4, 2008*

*Ad copy is due a week before publication. Terms are payment in full by publication date.*

**Column Specs**

- Single column width..... 2 3/16"
- Two column width..... 4 5/8"
- Three column width..... 7 1/16"
- Full page width..... 9 1/2"
- Space between columns..... 1/4"
- Overall page height (w/header)..... 12 3/4"
- Image area - page height..... 12 1/4"
- Full page column inches..... 49

