

THE CHEYENNE HERALD

2010 Campaign Advertising

THE CHEYENNE HERALD

Cheyenne's Best-Read Publication

2010 Publication Dates

Revised February 25, 2010

- January 19
- February 2, 16
- March 2, 16, 30
- April 13, 27
- May 11, 25
- June 8, 29
- July 13*, 27*
- August 10*, 31
- September 14
- October 5*, 19*
- November 2, 16, 30
- December 14, 28

*Tuesday on-street day, * Four pages in full color (1, 6, 7, 12)*

*Ad copy is due a week before publication.
Terms are payment in full at time of order.*

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



CHEYENNE HERALD

Southeast Wyoming's Best Read Publication

Covering Cheyenne / Laramie County
with our print publication ...
the world via the internet

307.637.2879

Candidates in the 2010 Primary Election:

At the left are details about schedule and specs for advertising in the Cheyenne Herald during the upcoming election cycles. At this time (May 31, 2010), it is my plan to publish at least the issues with an asterisk (*) in four color - on pages 1, 6, 7 and 12. Candidates can opt for 4C advertising on those pages or on other pages that will be printed black ink only (rates below).

The bottom half of the front page is available only once to each candidate in the primary election cycle. Other than that limitation, ads on the full color pages will be sold on a first-come, first-served basis. In past election cycles, it has been common that those 3 1/2 pages with color do sell out. No hype. Just fact. Non-campaign advertising with full color is also placed on those pages and they are likely to claim some of the space.

In the past, I've published all issues after the filing window until just before the primary election in four color. My commitment this cycle is for 4C in the July 13, July 27 and August 10 issues but that could change - depending on demand and my mood. I will decide before the June 8 issue and so advise in that issue if I'm adding the other pre-primary (June 29) issue in color. Note: It won't be.

Thanks to candidates for considering the Cheyenne Herald for some of their campaign advertising.

Dave Featherly

2010 Cheyenne Herald Rates

Rates for Color and Black & White

Ad Placement	Full Color	B/W
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	\$237.50	\$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



Advertising in 2010 Primary Election Window
Cheyenne Herald "on street" dates: June 29, July 13, July 27, and August 10. If offered in full color, four color ads are available on pages 1, 6, 7, 12.

**Voters read the Cheyenne Herald for information
Shoppers buy the Wyoming Tribune-Eagle for the flyers**