

# 2010 Campaign Advertising in the Cheyenne Herald

I'm sitting this one out.

I'm not managing anyone's campaign, local or statewide, and I'm not planning to actively support any candidate in this upcoming election cycle. What I mean is that I won't risk any political capital by asking readers to vote for a particular candidate. I don't think.

Because the Cheyenne Herald has become the front runner in political campaign advertising, it isn't reasonable to take one candidate's money, then editorialize in support of another. I won't do that. I will maintain neutrality. Or try.

I plan to print in 4-color during both the primary and general election cycles. That advertising, as has been the practice in the past, will be sold on a first-come, first-serve basis because only the

front page (the lower half will be offered for campaign advertising - at a premium, of course) and pages 6, 7 and 12 will have full color space available.

And committing in advance for advertising will not only be accepted but encouraged. Whether you want to believe it or not, the full color ads go fast. I've had candidates with no primary opposition, book and pay for advertising for the general election before the primary.

The Cheyenne Herald doesn't have the circulation of the Casper Star-Tribune, Wyoming Tribune-Eagle, Gillette News-Record, Riverton Ranger or Laramie Boomerang. But, we're also not selling insert advertising, either. Readers who grab a Cheyenne Herald do so for the content. Readers here are interested and informed and they vote.

Readers here do not expect nor demand stories be covered with brevity. They relish and appreciate details. Obviously, not all readers agree with all positions taken on these pages. And not all readers "get it" all the time. Obscure references and seldom-used words are inserted for a purpose. If they can provoke thought - maybe discussion over coffee or lunch - readers (voters) are apt to know more about candidates and their positions than they'll get with 30 second broadcast ads.

Print is still the best place to go for information about candidates. Some will have good websites but often those venues are more fluff than substance. When the May filing period ends, we will make a single mailing to candidates to tell them rates, schedule, etc. There will be no persistent solicitation of advertising. Such once.

# Powers Field Dispute

It is so unfortunate that another bungled business dealing by the City has led to a dispute in which the City is bound to lose.

First, because it was wrong to enter into the lease it did with Post 6 a few years back and second, because Gay Woodhouse represent the group now challenging that lease.

Instead of doing things right, and doing things legally, the City has held this attitude of, "if you don't like it, sue us," and private citizens have had to take that action to force proper action.

And it is the City that was responsible to comply with the Wyoming State Constitution and Wyoming State Statutes when they agreed to a lease that was probably written by the lessee instead of the lessor in this case.

The baseball field on Windmill is both too expensive and too impressive to get such limited use and use only by one baseball program. That isn't what should have happened and that isn't what was promised. Some may think only donors should feel betrayed - those donors who gave money because they thought programs beyond the American Legion ball teams would be using the field.

But, all residents of Cheyenne were affected. Much of the money to build a local "field of dreams" came from the public coffers. No other source of funding matched the \$1.5 million taken from city reserves to pay toward the creation of this best baseball diamond in town. Had the City not used that \$1.5 million for that purpose, city employees would not be facing layoffs or furlough days.

So, everyone has a right to feel betrayed by the way this project was handled.

The favorable treatment for one program cannot be justified because another one who wants equal opportunity to play home games at Powers Field is made up of mostly out-of-area college-age players. The original promises did not include an exclusion of those not born in Cheyenne. And it is a thin argument to justify the favored and almost exclusive use of the field by one program. Who knows how many other potential player chose not to participate because they would not have access to the best baseball field in Cheyenne. How many did not have their children participate because friends and family couldn't visit Cheyenne and watch the young players unless they were a part of the Post 6 program.

The Grizzlies objection was not only cost. Scheduling was as much a problem. With one program in control, they could freeze out others by simply offering unattractive Monday-Thursday dates to schedule games, knowing the other program would decline and play elsewhere.



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

## 2010 Rates

Column/inch rates available on Website

### Rates for Color and Black and White

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	\$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

## The Cheyenne Herald

davefeatherly@msn.com

dave@cheyenneherald.com

WWW.CHEYENNEHERALD.COM



Call, (307) 637-2879

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

## 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

