
The Cordova Times
Alaska’s Best Weekly Newspaper

2020 MEDIA KIT

Reach our highly-engaged audience of loyal print and online readers.

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

2019 ALASKA PRESS CLUB AWARDS:

• 1st Place Best Weekly Newspaper
• 1st Place Best Feature Photo
• 1st Place Best Portrait
• 1st Place Best Long Feature
• 2nd Place Leslie Ann Murray Award - Best Editorial
• 2nd Place Best Short Feature
• 2nd Place Best Page Layout and Design
• 3rd Place Best Feature Photo
• 3rd Place Best Humor Column
• 3rd Place Best Cultural Reporting
• 3rd Place Best Magazine Design - Visitor Guide

advertising@thecordovatimes.com • 907-424-2236 • THECORDOVATIMES.COM
**Open Rates**

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

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**Online Ad Sizes and Costs**

<table>
<thead>
<tr>
<th>Size</th>
<th>Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Large Banner</td>
<td>$300</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>$200</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$100</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$100</td>
</tr>
<tr>
<td>Full Banner</td>
<td>$50</td>
</tr>
<tr>
<td>Business Card (Logo only)</td>
<td>$50</td>
</tr>
</tbody>
</table>

**Premium Placement:** 25%

**Additional Placements:** 25%

**Schedule:** Weekly ad placements run Friday-Thursday

**Ad Deadline:** One week prior to publication

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**Print Ad Sizes and Costs**

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
<th>Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10.25&quot;</td>
<td>15.5&quot;</td>
<td>$1,200</td>
</tr>
<tr>
<td>Half Page</td>
<td>10.25&quot;</td>
<td>7.5&quot;</td>
<td>$600</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>5.0625&quot;</td>
<td>7.5&quot;</td>
<td>$300</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>5.0625&quot;</td>
<td>5&quot;</td>
<td>$200</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>5.0625&quot;</td>
<td>3.5&quot;</td>
<td>$150</td>
</tr>
<tr>
<td>Business Card</td>
<td>5.0625&quot;</td>
<td>2.5&quot;</td>
<td>$100</td>
</tr>
<tr>
<td>Small Square</td>
<td>2.4688&quot;</td>
<td>2.5&quot;</td>
<td>$50</td>
</tr>
</tbody>
</table>

**Classification 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.

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**Classified Inserts**

- **Pre-Printed Inserts:**
  - $500 up to 2 ounces
  - $650 up to 3 ounces
  - $800 up to 4 ounces

- **More than 4 ounces? Request for a quote.**

**Inserts must be pre-printed and delivered to:**

Anchorage Printing
3110 Spensard Rd.
Anchorage, AK 99503

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**The fine print**

**Publication:** Fridays

**Space Reservation Deadline:** Friday the week prior to publication

**Print Color:** 15%

**Local Sales Tax:** 6%

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

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Non-profit discount: 10% discount on open rate advertising for non-profit 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 ads must be designed to exact size specs and submitted as high quality PDFs 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.

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

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**Column Widths**

<table>
<thead>
<tr>
<th>Columns</th>
<th>Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2.4688 inches</td>
</tr>
<tr>
<td>2</td>
<td>5.0625 inches</td>
</tr>
<tr>
<td>3</td>
<td>7.6563 inches</td>
</tr>
<tr>
<td>4</td>
<td>10.25 inches</td>
</tr>
</tbody>
</table>