

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

# 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



## 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:

**91.2%**

Have higher education

**70%**

Of our readers are homeowners

**49%**

Have children that live at home

**61.5%**

Have read The Cordova Times for more than a decade

**40%**

Have read The Cordova Times for more than 20 years

**400+**

copies mailed weekly to

- Alaska Native Corporations
- Alaska Tribal Governments

### 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

**82%**

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

**\$10-20 million**

How much Cordovans spend in Anchorage yearly

## DIGITAL READERSHIP

### Page views



**60,000**

### Sessions



**36,000**

### Unique users



**21,000**



51% Male

49% Female

NOTE: Statistics from 2017 readership survey and April 2020 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\*

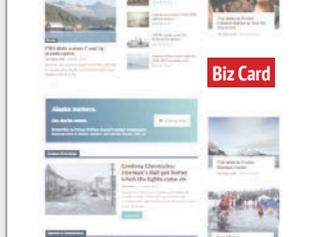


**Package D:** 1/6 Page print + Medium Rectangle online

**\$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%



**Half Page Ad 300x600**

**Full Banner 468x60**

**Medium Rectangle 300x250**

**Leaderboard 700x90**

**Extra Large Banner 700x300**

**Biz Card 300x125**

**Small Square 2.4688" x 2.5"**

**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"   | \$50     |

**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:

\$500 up to 2 ounces  
 \$650 up to 3 ounces  
 \$800 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