Denver Post Media
Who We Are

With a full suite of multi-platform editorial and advertising products, The Denver Post and denverpost.com are the market leaders in print and digital to reach Colorado voters.

As an award-winning news source, our mission is to inform and educate voters about candidates, issues and the impact on our communities. Our value proposition is to offer political and advocacy advertisers unparalleled access to our diverse audience adjacent to our trusted and reliable content.

Whether you are looking to reach the elusive millennial on mobile or the baby boomer in print, Denver Post Media delivers premium, exclusive content to registered voters in the state of Colorado.
Denver Post Media

Audience

January 2022 Monthly Pageviews: 12.7M & Monthly Users: 5.7M*

Denverpost.com reaches a local, educated reader. We reach every age segment of eligible voters! According to comScore we reach 17.5% of the local market.

- 18-24 - 10.7%
- 25-34 - 23.7%
- 35-44 - 19.2%
- 45-54 - 17.6%
- 55-64 - 15.4%
- 65+ - 13.4%

On the print side we reach 146,399 households** on Sunday + an additional 57,413 through our digital replica e-edition.

Source: *Jan ‘22 Google Analytics; **Sept ‘21 AAM Audit
# Reach Desired Voters

## Targeting Capabilities

### ADVERTISING SOLUTIONS

Whether your campaign needs to reach the masses or target a particular audience segment, we can meet your individual marketing objectives.

<table>
<thead>
<tr>
<th>Geographic</th>
<th>Demographic</th>
<th>Lifestyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
<td>Ethnicity</td>
<td>Consumer activity</td>
</tr>
<tr>
<td>City</td>
<td>Age</td>
<td>Voting activity</td>
</tr>
<tr>
<td>Zip code</td>
<td>Education level</td>
<td>Political affiliation</td>
</tr>
<tr>
<td>Congressional District</td>
<td>Children in the household</td>
<td>Hobbies and interests</td>
</tr>
</tbody>
</table>

### Products Available

Print | Digital Display | Branded Content | Email Marketing | Social | Direct Mail | Geofencing
Journalism drives more value for our advertisers and aligns your message with a credible news source.

Sunday Political & Advocacy Rates [$125 PCI]
- Full Page: $15,000
- Half Page: $7,500
- Quarter Page: $3,750

Monday-Saturday Political & Advocacy Rates [$100 PCI]
- Full Page: $12,000
- Half Page: $6,000
- Quarter Page: $3,000
ONE ORDER, ONE PAYMENT, 4 PUBLICATIONS

Simplify the ordering process and reach a broader market. Four market buy includes The Denver Post, Boulder Daily Camera, Longmont Times Call and Loveland Reporter Herald.

**Sunday Political & Advocacy Rates [$150 PCI]**

- Full Page: $18,000
- Half Page: $9,000
- Quarter Page: $4,500

**Monday–Saturday Political & Advocacy Rates [$110 PCI]**

- Full Page: $15,000
- Half Page: $7,500
- Quarter Page: $3,750
Denverpost.com
Digital Rates

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**Homepage Take Over - 1 Day**

- Desktop, Mobile & Tablet: $6,250
- Mobile & Tablet: $3,500
- Desktop: $2,750

**Impression Based Display**

- CPM: $12
- Additional targeting fees apply

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**Email Newsletters**

- Mile High Roundup, Mon–Fri: $3,000
- The Spot (Political), Thurs: $200
- In The Know, Thurs: $400

**Social DP Boosted Post**

- One Day: $1,690
The Denver Post
Advertising Packages

Total Audience Reach
Reach *The Denver Post* readers in print and online and earn 10% off both solutions

- Sunday Full Page ROP + HPTO on desktop, mobile & Tablet = $19,125
- Mon-Sat Full Page ROP + HPTO on desktop, mobile & Tablet = $16,425

ROP Frequency Discount
Buy Sunday at full rate & earn 50% off a midweek pickup ad

- Full page combo investment = $21,000
- Half page combo investment = $10,500
- Quarter page combo investment = $6,750
Specs & Deadlines
Print & Digital

ROP Dimensions: FULL PAGE - 9.888” x 19.75”
- 1 column = 1.556”
- 2 columns = 3.222”
- 3 columns = 4.889”
- 4 columns = 6.556”
- 5 columns = 8.222”
- 6 columns = 9.888”

Digital Assets on DP.com:
- Desktop: 728x90, 970x90, 970x250, 300x250, 300x600, 300x50
- Mobile: 320x50, 300x50, 320x100, 728x90, 1280x250, 300x250

Deadlines:
- Print: Space reservation - 3 business days prior to publication
- Creative - 2 business days prior to running
- Digital - avails subject to inventory availability
Advertisign Guidelines
Disclaimers & Creative Approval

The following applies to both print & digital campaigns

- All political advertising must display the words “Paid Advertisement” at the bottom of the ad in twelve (12) point type.
- All ads must carry a fair political practice disclaimer at the bottom of the ad to include the name of the individual or organization responsible for the placement of the ad or campaign.
- Final creative must be submitted for review and approval one business day in advance of published deadline or campaign start date.
- All candidates and organizations that qualify for political or advocacy rates are required to pay in advance for all advertising.
Forms of Payment
ACH or Credit Card

Bank name and address:
Wells Fargo Bank
420 Montgomery Street
San Francisco, CA 94104

Account information:
Account title: Media News Group, Inc.
DP Adv Depository
Account number: 867383234
ACH & wires routing number: 102000076

Credit Card Payments:
Information needed: Account # and name, name on card, expiration, security code, amount. For PCI compliance never email the full credit card number. Call 866.395.0153 to speak with a representative.
Colorado
Key Dates, Seats & Ballot Initiatives

Colorado Primary: Tuesday, June 28, 2022
National General Election: Tuesday, November 8, 2022

Seats:
- Governor Race - currently held by Jared Polis (D)
- State Senate - currently held by Michael Bennet (D)
- Open House seat - CO8
- 7 State Representative seats

Ballot Initiatives (as of February 1)
- State Income Tax Rate Reduction Initiative (#31)
  - Reduce the state income tax rate from 4.55% to 4.40%
Colorado
Municipal Elections by County

- **Denver, Colorado** - Regional transportation district board member (both regular & special), county court judge, and district court judge
- **Adams County, Colorado** - Assessor, clerk and recorder, coroner, sheriff, treasurer, surveyor, county commission, county court judge, and district court judge
- **Arapahoe County, Colorado** - Assessor, clerk and recorder, coroner, sheriff, treasurer, county commission, county court judge, and district court judge
- **El Paso County, Colorado** - Assessor, clerk and recorder, coroner, sheriff, treasurer, surveyor, county commission, county court judge, and district court judge
Homepage Takeover
Own the Homepage

Premium publishers are 3x more effective at driving brand lift according to ComScore. Align your brand with The Denver Post’s award winning content.

Exclusive Sponsorship

- 185,00 estimated impressions (subject to variations in traffic / daily events)
- 100% SOV of impressions on the homepage (desktop, mobile & tablet)
Boosted Social Post
Connect with an Engaged Audience

Brands see higher engagement when promoted from a media page to their loyal audience. The Denver Post has a following of more than 400,000 fans. However, with sponsored posts, we can extend even further beyond that audience and ensure that your message is received by the perfect set of individuals.

The Denver Post will boost the client promotion to our social audience on Facebook or Instagram.

Targeting Capabilities:
- Geography, Age, Demo, Interest or Behavior Targeting Available

Estimated Clicks: 2–4%
Estimated Reach: 50k

https://www.facebook.com/policies/ads/restricted_content/political
DP Newsletters
Connect with an Engaged Audience

Mile High Roundup
A hand-crafted roundup of the all of the best content from The Denver Post.
- Delivers: Monday - Friday
- Subscribers: 189,000
- Avg Open Rate: 36.5%

Sponsorship Includes:
- Presented by logo
- 100% SOV of the ads
- 1-2 sentences promoting the client

GET THE ROUNDUP: SUBSCRIBE HERE!
The SPOT

A weekly, in-depth politics newsletter that goes behind the scenes of the biggest news stories in Colorado, delivered straight to your inbox!

- Delivers: Thursdays
- Subscribers: 13,000
- Avg Open Rate: 40.7%

PREVIEW THE SPOT: CLICK HERE!
DP Newsletters
Connect with an Engaged Audience

In the Know

A weekly look at the best entertainment, dining, music, art and more in Denver and Colorado.

- Delivers: Thursdays
- Subscribers: 16,500
- Avg Open Rate: 47.3%

WANT TO GET IN THE KNOW?
WE GOT YOU COVERED RIGHT HERE!
Total Audience Campaign
ROP + Display Impressions

Reach consumers across all Denver Post platforms when you bundle display impressions with ROP.
Digital Case Study
RESOURCE: Bill 21–1182

The Goal:
- Maximize ad exposure to Capital Hill and political readers in Denver ahead of the City Council vote of Bill 21–1182.

The Campaign Strategy:
- The Denver Post leveraged a 3-pronged strategy:
  - 3-Day Takeover of our Political Content
  - 2-Weeks of Targeted Display Ads on The Denver Post
  - 1-Day Sponsorship of our Mile High Round-up Newsletter
    - Reaching 214k+ Opt-In Unique Readers in Colorado

The Results:
- The campaign served over 1,100,540 impressions to the target audience.
  - Generating over 350 clicks of highly qualified traffic days ahead of the city council vote.
- The Mayor of Denver, Michael B. Hancock, vetoed the bill and the RESOURCE advocacy campaign was a success.
“I want to thank you for all your GREAT work over the last few weeks. We are so, so appreciative for all of your help. Our client was thrilled with the results -- and in case you missed it, the mayor ended up vetoing the bill!”

- Libby Hall
  Executive Vice President of Public Affairs
  Unearth Campaigns
Print Testimonial
Legislative Council

“Working with Maria and The Denver Post for our annual Legislative Council Amendments, is always easy and flawless.

The project being one of a time sensitive and consuming matter, The Denver Post understands how to meet those requirements and always has everything ready and processed on time. The Denver Post reaches an extremely large audience in the state of Colorado.”

- Randia Toledo
Client Service Manager
Colorado Press Association
## Colorado’s Voting History

### Recent Presidential Elections

<table>
<thead>
<tr>
<th>Year</th>
<th>Republican</th>
<th>Democrat</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>55.4%</td>
<td>41.9%</td>
</tr>
<tr>
<td>2016</td>
<td>48.2%</td>
<td>43.3%</td>
</tr>
<tr>
<td>2012</td>
<td>51.5%</td>
<td>46.1%</td>
</tr>
<tr>
<td>2008</td>
<td>53.7%</td>
<td>44.7%</td>
</tr>
<tr>
<td>2004</td>
<td>47.0%</td>
<td>51.7%</td>
</tr>
<tr>
<td>2000</td>
<td>42.4%</td>
<td>50.8%</td>
</tr>
</tbody>
</table>

### Presidential Voting History

- **1976** - R
- **1980** - R
- **1984** - R
- **1988** - R
- **1992** - D
- **1996** - R
- **2000** - R
- **2004** - R
- **2008** - D
- **2012** - D
- **2016** - D
- **2020** - D

*State voted with the overall winning candidate*
Colorado
Electoral Votes

Colorado gained statehood in August 1876. After voting primarily Republican from 1920–2004, the state has voted with the Democrats in the last four presidential elections, including Joe Biden's 13.5% margin in 2020. That marked the first double-digit Democratic margin here since Lyndon Johnson won by 23% over Barry Goldwater in 1964.

In recent decades, Colorado’s population has been growing more quickly than that of the country. This has led to a corresponding increase in electoral votes, from six as recently as 1968 to 10 as of 2024.
Thank You

Denver Post Media

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THE DENVER POST

denverpost.com
Thank You

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