



Political & Advocacy

2024 Media Kit



THE DENVER POST
denverpost.com



+ + 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

Monthly Pageviews: 9.1M & Monthly Users: 4.7M*

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 - 11.1%
- 25-34 - 18.9%
- 35-44 - 22.3%
- 45-54- 18.2%
- 55-64- 16.2%
- 65+- 13.3%

On the print side we reach 98,153 households** on Sunday + an additional 81,327 through our digital replica e-edition. Monday - Friday households average 33,840 in print and 113,580 on digital replica.



Source: *December '23 Google Analytics; **March 2024 AAM Audit



Print Solutions



The Denver Post ROP Rates

INCLUDE PRINT IN YOUR MARKETING STRATEGY

Journalism drives more value for our advertisers and aligns your message with a credible news source. According to a NNA.org research study, local newspapers are the most trusted source [of all mediums tested] when it comes to learning about candidates and issues.

Sunday - Modular Rates - \$110 per column inch

Full Page: \$13,200

Half Page: \$6,600

Quarter Page: \$3,300

Monday-Saturday - Modular Rates - \$80 per column inch

Full Page: \$9,600

Half Page: \$4,800

Quarter Page: \$2,400

Regional Reach **ROP Rates**

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 - Modular Rates - \$125 per column inch

Full Page: \$15,000

Half Page: \$7,500

Quarter Page: \$3,750

Monday-Saturday - Modular Rates - \$95 per column inch

Full Page: \$11,400

Half Page: \$5,700

Quarter Page: \$2,850

Daily Camera
TIMES-CALL
REPORTER-HERALD
THE DENVER POST
denverpost.com



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 = \$17,505
- Mon-Sat Full Page ROP + HPTO on desktop, mobile & tablet = \$14,265

ROP FREQUENCY DISCOUNT

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

- Full page combo investment = \$18,000
- Half page combo investment = \$19,000
- Quarter page combo investment = \$4,500



Page One Advertising

IMPACT NOTES

Who said print can't be interactive? Impact notes are machine applied to the front page of *The Denver Post*. Impact Notes have a longer shelf life as consumers tend to peel them off and save for future reference.

Allow 3-4 weeks for printing & processing.

- 3" x 3" Sunday = \$5,600
- 3" x 3" Midweek = \$2,700

BILLBOARD AND EAR ADS

- 6 x 3" Midweek Billboard = \$1,700 / day (*Wednesday & Sunday is sold 52 weeks*)
- 1.75" x 1.75" Ear Ad - Weekly Rate = \$2,500
- 1.75" x 1.75" Ear Ad - Monthly Rate = \$9,000





Digital Capabilities





Homepage Takeover

Denverpost.com

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

- 185,00 estimated impressions (subject to variations in traffic / daily events)
- 100% SOV of impressions on the homepage (desktop, mobile & tablet)

Desktop, Mobile & Tablet: \$6,250

Mobile & Tablet: \$3,500

Desktop: \$2,750

- Desktop: 728x90, 970x90, 970x250, 300x250, 300x600, 300x50
- Mobile: 320x50, 300x50, 320x100, 728x90, 1280x250, 300x250

The screenshot displays the Denver Post homepage with a prominent takeover for Senator John Hickenlooper. The takeover banner features the text "THANK YOU" in large white letters on a blue background, with a heart icon over the 'O'. Below it, it says "SENATOR JOHN HICKENLOOPER" and "For championing the Health Care PRICE Transparency Act 2.0". A small "PATIENT RIGHTS ADVOCATE.ORG" logo is also present. The main content area includes a "TRENDING" section with articles like "Colorado's quiet killer" and "8 new laws in 2024". Below that, there's a "SUBSCRIBER ONLY" article about Colorado alcohol deaths and a "LATEST HEADLINES" section with articles about a funeral home and a homicide investigation. A "SPONSORED CONTENT" section promotes a Spectrum event. At the bottom, there's another "THANK YOU" banner for Senator Hickenlooper, similar to the one at the top, and a "SUBSCRIBER ONLY" article about maternal deaths. The Denver Post logo is at the top, and navigation links for News, Sports, Business, etc., are visible.



Reach Desired Audiences

Digital 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.

DISPLAY TARGETING

Geographic

- County
- City
- Zip code
- Congressional District

Demographic

- Ethnicity
- Age
- Education level
- Children in the household

Lifestyle

- Consumer activity
- Voting activity
- Political affiliation
- Hobbies and interests

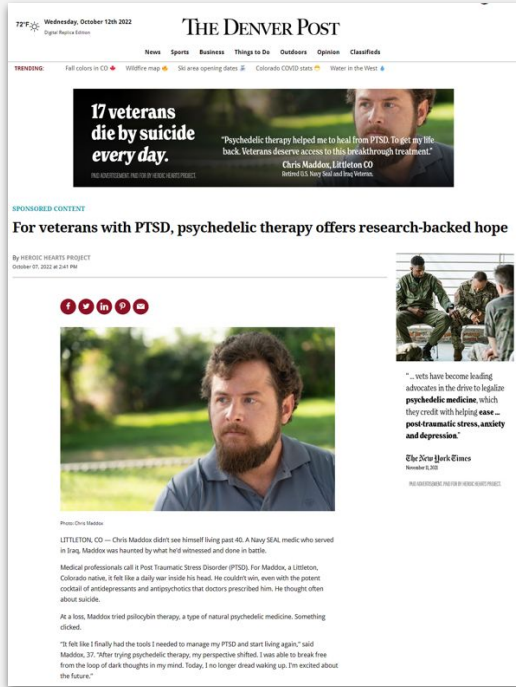
Impression Based Rates

CPM: \$12; In banner video +\$5CPM

Additional targeting fees apply



Sponsored Content Premium Opportunity



Tell Your Story:

- Long form article which can be provided by your team or curated with the assistance of *The Denver Post* Content Studio
- Sponsored Content is displayed on denverpost.com and promoted through headline impressions
- Package Price includes article production (if applicable) and 300,000 headline impressions

Required Assets:

- Headline(s) [80 characters max, up to 6]
- Accompanying Creative + Landing Page
- Preview image(s)
- Logo

Headline Impression



Package Price: \$7,500



DP Newsletters

Mile High Roundup

Mile High Roundup

A hand-crafted roundup of the all of the best content from *The Denver Post*.

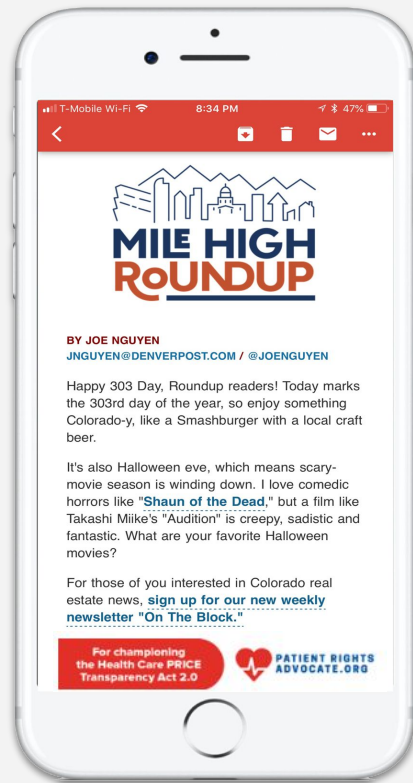
- Delivers: 7 days a week
- Subscribers: 408,000
- Avg Open Rate: 54%

Sponsorship Includes:

- All cubes: 300x250, 320x50, 728x90, 970x250, 970x550
- 100% SOV of the ads

Daily Rate:

- \$6,200





DP Newsletters

The Spot

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!

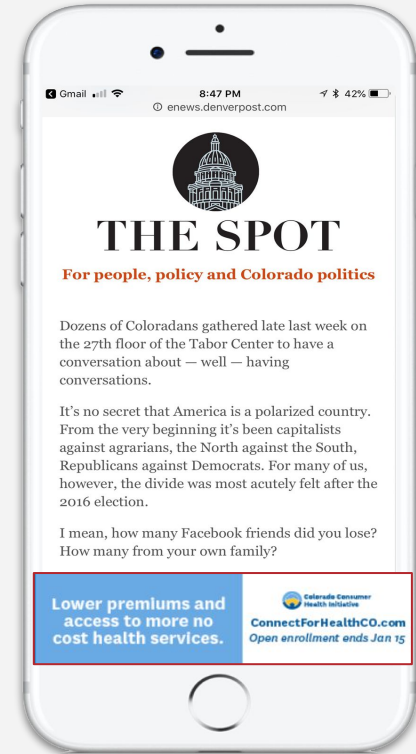
- Delivers: Thursdays
- Subscribers: 14,300
- Avg Open Rate: 52%

Sponsorship Includes:

- All cubes: 300x250, 320x50, 728x90, 970x250, 970x550
- 100% SOV of the ads

Daily Rate:

- \$600





DP Newsletters

In the Know

In the Know

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

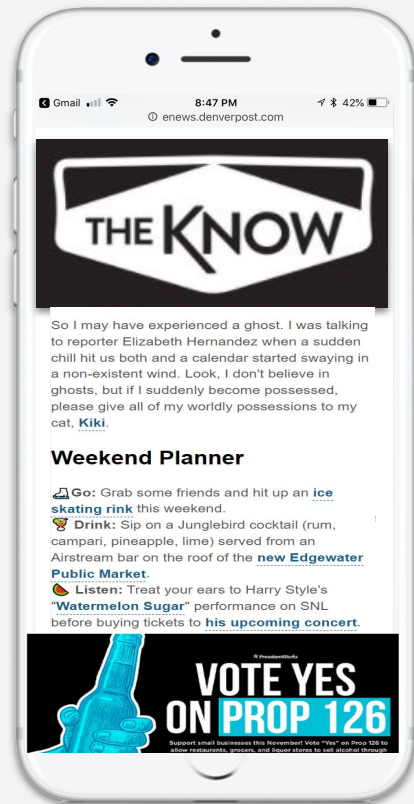
- Delivers: Thursdays
- Subscribers: 14,800
- Avg Open Rate: 78%

Sponsorship Includes:

- All cubes: 300x250, 320x50, 728x90, 970x250, 970x550
- 100% SOV of the ads

Daily Rate:

- \$600





Appendix





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



Forms of Payment

ACH or Credit Card

Bank name and address:

Wells Fargo Bank
420 Montgomery Street
San Francisco, CA 94104
Bank Phone 800-AT-WELLS

Account information:

Account title: MediaNews Group, Inc.
Account nickname: 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 860-241-3050 to speak with a representative.*

Advertising Guidelines

Definition, Disclaimers & Creative Approval

Advocacy advertising is a paid, sponsored communication that presents a point of view or information on a controversial public issue, idea, or cause. Advocacy advertising is often used to influence public opinion on social, economic, or political issues.

The following applies to both print & digital campaigns

- All political advertising must display the words “Paid Advertisement” at the top or 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.