

# Political & Advocacy Advertising

2026 Media Kit



# Who We Are

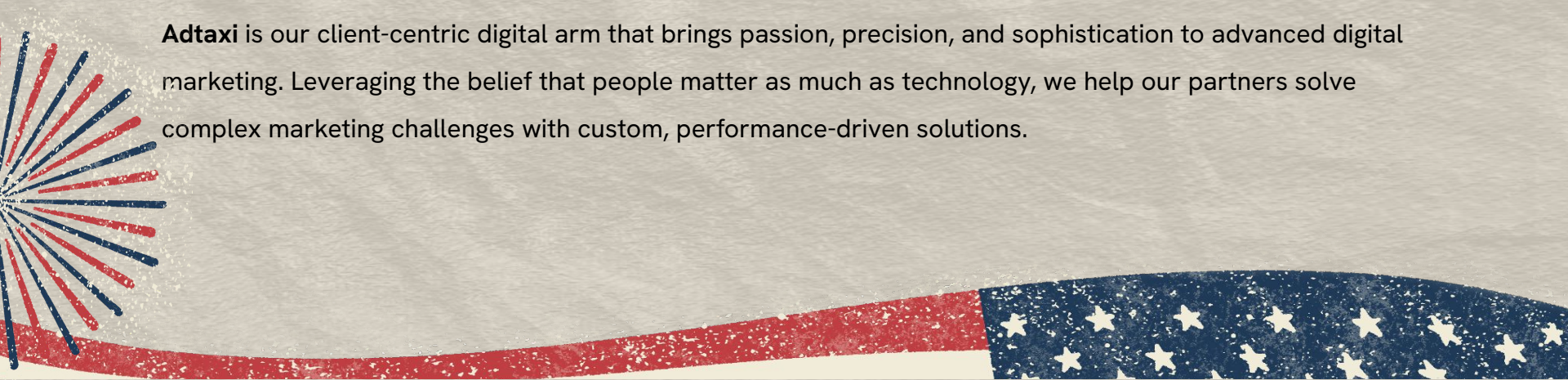


**THE DENVER POST**  
[denverpost.com](https://denverpost.com)

With a full suite of multi-platform editorial and advertising products, *The Denver Post* and [denverpost.com](https://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.**

**Adtaxi** is our client-centric digital arm that brings passion, precision, and sophistication to advanced digital marketing. Leveraging the belief that people matter as much as technology, we help our partners solve complex marketing challenges with custom, performance-driven solutions.



# 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 76,340 households\*\* on Sunday + an additional 79,367 through our digital replica e-edition. Monday - Friday households average 24,344 in print and 107,459 on digital replica.

# ROP Rates

## Partner with us to build credibility for your brand

Aligning your brand with credible journalism creates a 'halo effect' of trust. Per NNA research, local newspapers remain the most trusted medium for information on candidates and community issues—making us the premier environment for your message.

### **Sunday - Modular Rates - \$110 PCI**

Full Page: \$13,200

Half Page: \$6,600

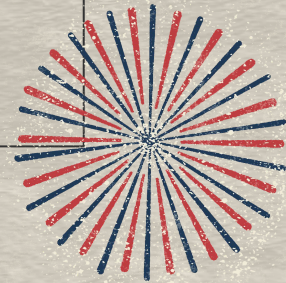
Quarter Page: \$3,300

### **Monday-Saturday - Modular Rates - \$80 PCI**

Full Page: \$9,600

Half Page: \$4,800

Quarter Page: \$2,400



# Regional ROP Rates

## One Order, One Payment, 4 Local Newspapers

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*.

THE DENVER POST  
Daily Camera  
TIMES-CALL  
REPORTER-HERALD

### **Sunday - Modular Rates - \$125 PCI**

Full Page: \$15,000

Half Page: \$7,500

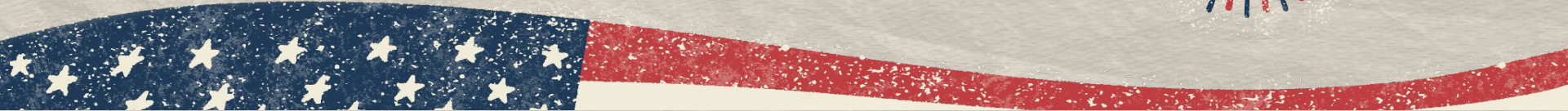
Quarter Page: \$3,750

### **Monday-Saturday - Modular Rates - \$95 PCI**

Full Page: \$11,400

Half Page: \$5,700

Quarter Page: \$2,850



# 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



# Homepage Takeovers

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

- 150,000 estimated impressions (subject to variations in traffic / daily events)
- 100% SOV of impressions on the homepage (desktop, mobile & tablet)

Desktop, Mobile & Tablet: \$6,250

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

**THE DENVER POST**  
denverpost.com



# 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

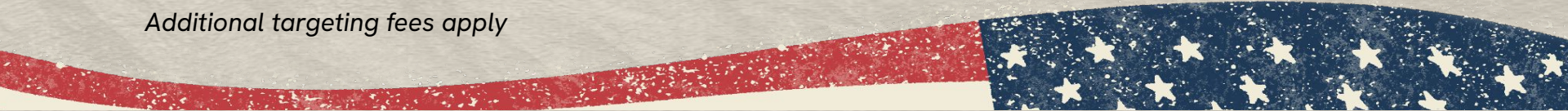
### Lifestyle

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

## Impression Based Rates

Banner CPM: \$12; Banner with video CPM \$25

*Additional targeting fees apply*



# Sponsored Content

## 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

Package Price: \$7,500

## Article Page

The screenshot shows a sponsored content article on The Denver Post website. At the top, the date is Wednesday, October 12th, 2022. The article title is "For veterans with PTSD, psychedelic therapy offers research-backed hope" by the Heroic Hearts Project. The article features a large photo of Chris Maddox, a veteran, with a quote: "Psychedic therapy helped me to heal from PTSD. Today, my life, back. Veterans deserve access to this breakthrough treatment." Below the main photo is a smaller photo of Chris Maddox in military uniform, with a quote: "...vets have become leading advocates in the drive to legalize psychedelic medicine, which they credit with helping ease... post-traumatic stress, anxiety and depression." The article text discusses how PTSD affects veterans and how psychedelic therapy has helped Chris Maddox. Social media sharing icons for Facebook, Twitter, LinkedIn, and Email are visible above the main photo.

## Headline Impression

The screenshot shows a headline impression for the sponsored content article. It features a small photo of Chris Maddox and the headline: "For veterans with PTSD, psychedelic therapy offers research-backed hope" by the Heroic Hearts Project. The Heroic Hearts Project logo is also visible.

# The Spot Newsletter

## 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!

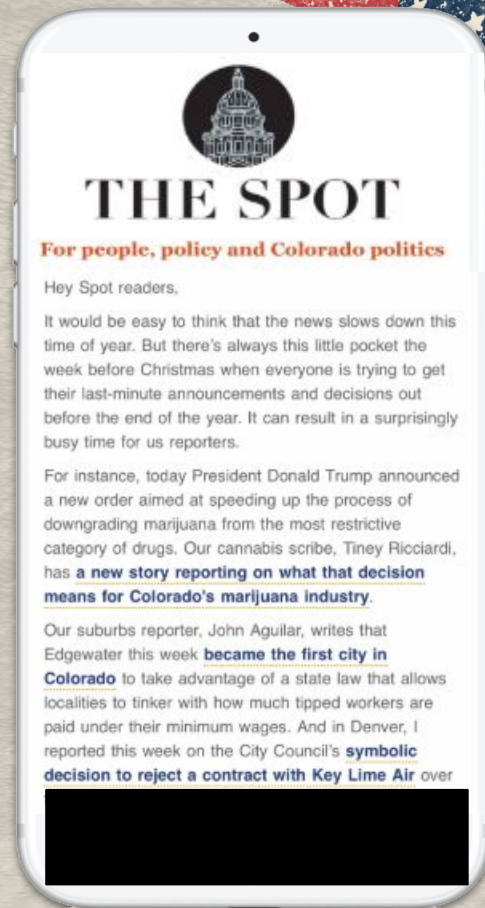
- Delivers: Thursdays
- Subscribers: 13,600
- Avg Open Rate: 69%

## Sponsorship Includes:

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

## Daily Rate:

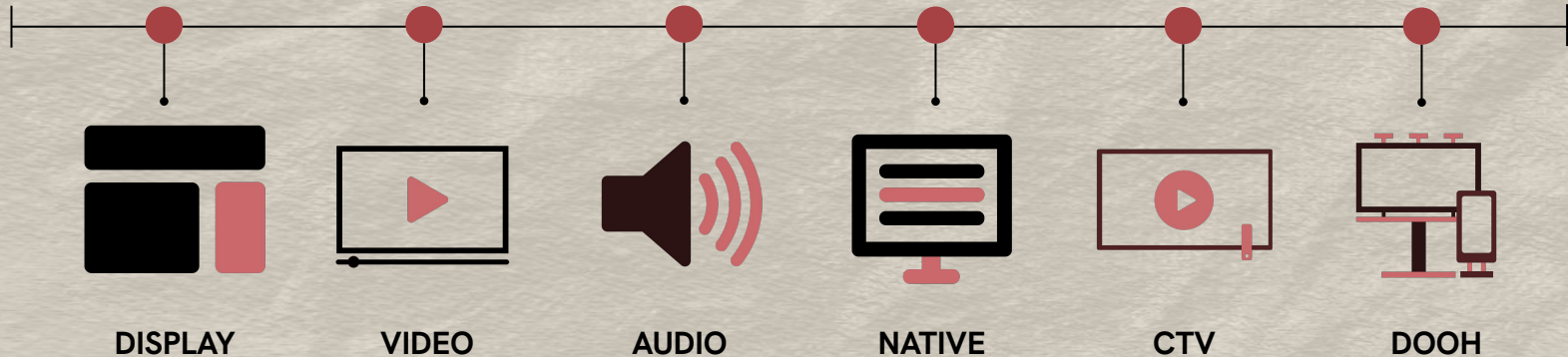
- \$600



# Programmatic Solutions

adtaxi

Strategy + Audience Targeting + Deduplicated Attribution



Custom Quotes: Starting at \$5,000

# Specs & Deadlines

ROP Dimensions: FULL PAGE- 9.888" x 19.75"

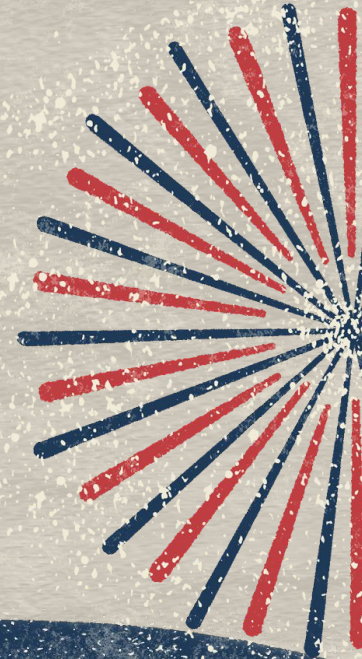
- 1 column = 1.556"
- 2 columns = 3.222"
- 3 columns = 4.889"
- 4 columns = 6.556"
- 5 columns = 8.222"
- 6 columns = 9.888"

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 - 3 business days prior to running; check avails



# Forms of Payment

## ACH

### Bank name and address:

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

### Account information:

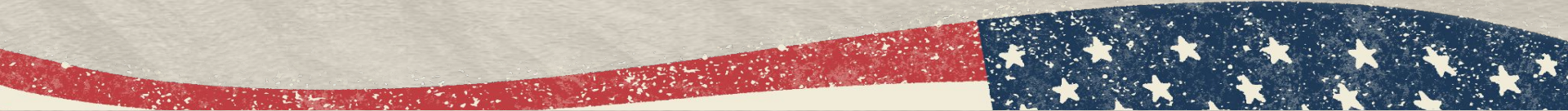
- Account title: MediaNews Group, Inc.
- Account nickname: DP Adv Depository
- Account number: 867383234
- ACH & wires routing number: 102000076

## 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.*

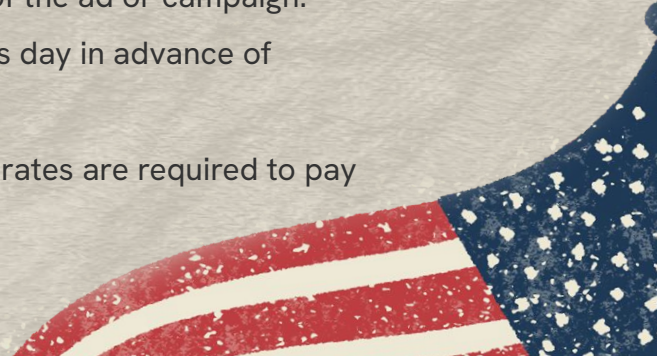


# Advertising Guidelines

*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.





**Thanks for your  
consideration**