



# ADVERTISING

## 2020 RATE CARD

### FIRST, FAST & FOREVER FREE

## DISPLAY ADS

**Full-color, animated display ads** rotating in a variety of positions and sizes throughout the CC site and app.

- Limited number of advertisers
- Page exclusivity preventing competitors from appearing on the same page
- Ability to run multiple ads/messages
- Ad design & reporting included

**\$300 / MONTH**  
**OR \$3,600 / YEAR**

## PROMOTED POST

**Promoted posts** appear in the news feed just like a standard Cap City article.

- Includes visual identification as promoted content
- Also shared to CC Facebook
- Ideal for sharing jobs, events, announcements, special offers, new services, testimonials or achievements

**\$200 / POST OR**  
**5 POSTS FOR \$800**

## COMMUNITY PARTNERSHIP

**ONLY 10 AVAILABLE!**

Community Partner logos are displayed sitewide on mobile and desktop sites

Community Partners receive **logo placement on every page** of desktop, mobile web and app versions of Cap City News. Package also includes **full category exclusivity** within display ad inventory for entire year. Includes unlimited job postings on the Cap City Jobs board, launching in Q1 2020.

**\$1,000 / MONTH OR**  
**\$12,000 / YEAR**

Cap City is a web and mobile-based news platform providing readers in Cheyenne, Wyoming with news content that is first, fast and always free. We are passionate about our community, and that passion shows in our coverage of local topics including breaking news, crime, local government, events, area businesses and more. In today's fractured media environment, there is no better platform than Cap City News when you want to communicate with Cheyenne's most highly engaged, mobile audience.

For more information contact **Todd Titus**, Director of Sales, Cap City News • **todd@upslope.media** • 307.797.0654 cell



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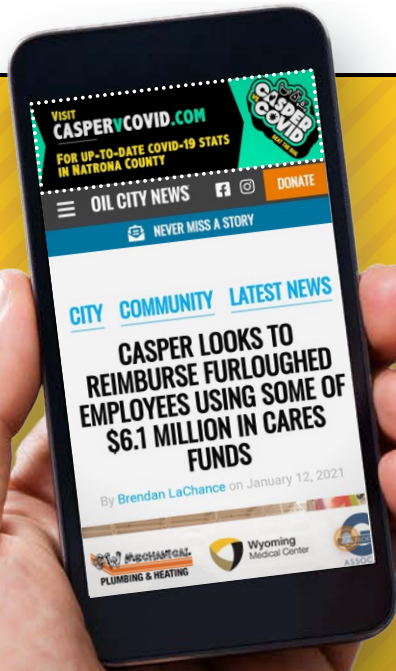
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## REVEAL AD

Just **\$500** per month!



The largest ad on Cap City News, this brand new ad unit delivers a **TON** of impressions and a **TON** of clicks to your website or Facebook page. Visible at the top of every page - both desktop and mobile - it's ideal for any business or organization that wants to make a **BIG** splash promoting upcoming events, special offers, announcements, job openings, political campaigns, fundraisers, or just boost overall brand awareness, etc. Our first two paid advertisers in October achieved some fantastic results with **over 385,000 impressions** and **over 1600 clicks** each!

**Maximum of 6 advertisers in any given month and minimum commitment of only one month.**