



ADVERTISE ON LAWRENCEKSTIMES.COM

Join us as we change the course of history // this is a renaissance of local journalism // the community needs this new option for local news now more than ever // we are telling the stories that have gone untold in years past // we are looking at reporting in a new and different light // innovating, revitalizing, & renewing community trust in local news // we are reporting for good // & you can be part of it



ADVERTISING

THANKS FOR YOUR INTEREST! FAQs:

WHAT OPTIONS DO I HAVE?

Firstly, **thank you so much** for your interest in advertising with The Lawrence Times. We are pleased to offer myriad options to customize where your ad can show in a rotation with other ads.

Some ad positions get more views than others, and some are better for different devices than others. That's reflected in our pricing: better placements, higher prices.

We can control how frequently each ad within a position shows on our site. If you want to give your ad a boost over the competition, you can do that for a small upcharge (give it a boost x1, x2 or x3, for a little extra fee. Boost one specific ad position or an entire ad package — it's very powerful!).

SOME OPTIONS:

* **Run ads almost everywhere.** If you want your ad to show up on our homepage **and** in any of our posts**, you can do that (and we'd recommend it). We'll help you choose or customize an effective package.

** Some specific items may be sponsored by individual advertisers, and we're glad to talk with you about specific content sponsorships, too, if you are interested. We do not include advertisements in any of our community members' opinion pieces.

* **Target specific categories of coverage.**

For example, if you want parents who have young kids enrolled in Lawrence schools to see your ads, you might consider targeting our Education category.

* You can also place a banner ad in the listings on our **category pages or landing pages** (these are historically underrated — they aren't hit quite as frequently as our homepage, but they're where readers go to catch up on any news they missed). You can also sponsor one or more days of our morning email newsletters, and you can put your ad on our specially curated weekly highlights emails.

* We'll help you pick the right ad placements for the readers you want to reach, but there's no wrong answer. Our audience is growing every day, and our readers share some common characteristics: They're dedicated to the Lawrence community, they're excited about what we're doing, and **they'll be glad to see that you support us.**

HOW CAN I PLACE MY AD TODAY?

Call us at **785-422-6363** or email us at **ads@lawrencekstimes.com**.



ADVERTISING

THANKS FOR YOUR INTEREST! FAQs:

SUPER QUICK SPECS:

BANNER ADS: High visibility on homepage & posts

THIS IS WHAT THE RATIO LOOKS LIKE!

For best appearance, ads should be created at 1,350 x 188 px

SIDEBAR ADS:

THIS IS WHAT
THE RATIOS
LOOK LIKE!

Top sidebar =
Up to 400 x 400 px

Bottom sidebar =
Up to 400 x 750 px

High visibility on all
pages on desktop;
at the bottom of
stories on mobile

For best
appearance, ads
should be created
at least 400 px
wide. Height is
variable.

PRIMO:

450 x 100 px

A small, powerful
spot that shows up
at the top of every
page on our site.

NEXT UP: ALL
available placements
& more details. >>>

CONFUSED? Tell us what you want to spend. We'll walk you through the options, and we will find a solution that fits your budget. (Remember, we're a very small local business — we get it, and we want to help.)

Traffic usually comes to our site one of two ways: Straight to the homepage, or by clicking on an article and jumping straight into a story. That's why you want your ads in both places.

HOMEPAGE:

The screenshot shows the homepage of the Lawrence Times website. At the top, there's a navigation bar with links like 'HOME', 'LAWRENCE NEWS', 'STATE NEWS', 'LAWRENCE LIFE', 'COMMUNITY VOICES', 'RESOURCES', and 'SUPPORT THE TIMES'. Below the navigation bar, there's a large 'PRIMO' ad position. To the right of the 'PRIMO' ad, there's a 'TOP POSTS & PAGES' section. Below the 'PRIMO' ad, there's a 'SIDE HUSTLE' ad position. To the right of the 'SIDE HUSTLE' ad, there's a 'STAY IN TOUCH WITH THE TIMES' section. Below the 'SIDE HUSTLE' ad, there's a 'FRONT & CENTER' ad position. To the right of the 'FRONT & CENTER' ad, there's a 'SIDE QUEST' ad position. Below the 'FRONT & CENTER' ad, there's a 'SOLID FOUNDATION' ad position. To the right of the 'SOLID FOUNDATION' ad, there's a 'MOST RECENT POSTS' section. Below the 'MOST RECENT POSTS' section, there's a 'LAWRENCE LIFE' section. At the bottom, there's a 'COMMUNITY VOICES OPINION' section. The homepage also features a 'Free State wins second consecutive state speech championship; Lawrence High takes 6th' headline.

KEY:

= EVERY PAGE

= ONLY ON HOME OR POST PAGES

* You pick the positions where your ads will rotate with others on our site.

* The more positions where your ad appears, the greater the odds that our visitors will see it.

* Some ad positions have benefits over others, depending on whether the user is on a mobile device or reading on a computer.

* The best positions for all devices are **Primo, Extra, Above the Fold, and Front & Center.**

POST PAGE:

The screenshot shows a post page on the Lawrence Times website. At the top, there's a navigation bar with links like 'HOME', 'LAWRENCE NEWS', 'STATE NEWS', 'LAWRENCE LIFE', 'COMMUNITY VOICES', 'RESOURCES', and 'SUPPORT THE TIMES'. Below the navigation bar, there's a large 'PRIMO' ad position. To the right of the 'PRIMO' ad, there's a 'SIDE HUSTLE' ad position. Below the 'PRIMO' ad, there's a 'STAY IN TOUCH WITH THE TIMES' section. Below the 'SIDE HUSTLE' ad, there's a 'FRONT & CENTER' ad position. To the right of the 'FRONT & CENTER' ad, there's a 'SIDE QUEST' ad position. Below the 'FRONT & CENTER' ad, there's a 'SOLID FOUNDATION' ad position. To the right of the 'SOLID FOUNDATION' ad, there's a 'MOST RECENT POSTS' section. Below the 'MOST RECENT POSTS' section, there's a 'LAWRENCE LIFE' section. At the bottom, there's a 'COMMUNITY VOICES OPINION' section. The post page also features a 'Lawrence High student activist lobbies for laws to protect Indigenous people' headline.

ADS PRICED AT FLAT RATES:

*** PRIMO: ***

Top spot on EVERY page.
Inquire for monthly rates.

BANNER ADS:

TOP PRIORITIES:
ABOVE THE FOLD
+ EXTRA, EXTRA.

Your ad is in the two best banner spots, likely to be seen however people reach our site or whatever device they're on. Get both for one monthly price.

ADD AN EDGE OVER THE COMPETITION:

Those top 2 ad spots, naturally, have the most competition.

Add on Front & Center, Solid Foundation and Capital J to increase your ad's visibility.

Each position extra monthly rate, **or** available for a budget rate instead of top priority ads.

SIDEBAR ADS:

SIDE HUSTLE
+ SIDE QUEST

Great placement on desktop;
not as great on mobile.

Get both for monthly rate.

FYI: MOBILE AD APPEARANCE

MOBILE HOMEPAGE:

Advertisement: Contact us: Share your news
May 2, 2021 Lawrence, KS - 71°F
THE LAWRENCE TIMES
ADVERTISEMENT
PRIMO
MENU
EDUCATION 17 HOURS AGO
Free State wins second consecutive state speech championship; Lawrence High takes 6th
COMMUNITY VOICES (OPINION)
#BeMoreLikeClare: Upcoming auction to fund grants for Douglas County organizations (Column)
LAWRENCE LIFE
Andromeda's kittens: At 4 weeks, growing, learning, and climbing
LOCAL NEWS
Local group encourages Douglas County to recognize teacher, school staff contributions
FRONT & CENTER
MORE LAWRENCE NEWS
Energy to shutter Lawrence coal plant, speed transition to renewable energy
KU football hires Buffalo coach Lance Leipold as program's 6th coach

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MOBILE POST:

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SPEC CARD

EXTRAS & ADD-ONS

EMAIL NEWSLETTERS

DAILY NEWSLETTERS, MONDAYS – SATURDAYS:

Monthly price for the top of one daily email each week;

Monthly price for the middle of one daily email each week

WEEKLY HIGHLIGHTS EMAIL, SUNDAYS

Monthly price for “Sunday Special,” the top of each weekly highlights email;

Monthly price for “Sunday Funday,” the middle of each weekly highlights email

GET A BOOST:

* You can also put on some extra weight: Add a percentage on top of your ad prices to boost your priority x 1, x 2 or x 3. That will make your ad show at a greater frequency in the placements you select.

LANDING PAGES

UNDERRATED:

Regular readers often go check category pages and landing pages to get caught up on anything they’ve missed. There’s less competition for these ad spots, so your ad could get more eyeballs here. Rates/page/mo.

View this email in your browser

THE LAWRENCE TIMES

Good morning, Lawrence and beyond!

Here are the latest posts from The Lawrence Times. Thanks for reading, and have an awesome day!

PORCH DELIVERY

‘Big Willie’ Dotson, coach of Primetime Ballerz youth basketball team, has died
By Mackenzie Clark on Mar 25, 2021 07:16 pm

Willie Dotson III — known to many as “Coach” or “Big Willie” — touched hundreds of lives before he died suddenly on Saturday.

[Continue reading at The Lawrence Times](#)

Lawrence Life: Miso the cat rescued from a tree
By Mackenzie Clark on Mar 25, 2021 05:35 pm

Miso the cat bit off a bit more than she could chew Sunday, climbing to a height her owner estimated at about 30 feet up a tree in the Pinckney neighborhood.

[Continue reading at The Lawrence Times](#)

As immigrant’s health deteriorates in Seward County Jail, his wife pleads for mercy
By Nate Morsches on Mar 25, 2021 12:45 pm

“WHY DO WE HAVE THIS SECOND PANDEMIC ON OUR HANDS? AND WHY IS ALMOST NO ONE TALKING ABOUT IT?” — NATE MORSCHES

Note: The Lawrence Times runs opinion columns and letters to the Times written by community members with varying perspectives on local issues.

[Continue reading at The Lawrence Times](#)

All Kansans 16 and up will be eligible for COVID-19 vaccine starting March 29, Kelly says
By Corrie Mitchell on Mar 26, 2021 12:17 pm

Less than a week after Kansas moved into its current Phase 3/4 stage of COVID-19 vaccine distribution, Gov. Laura Kelly on Friday announced that the Sunflower State will move into the final distribution phase on Monday, making everyone in Kansas 16 or older eligible for the vaccine.

[Continue reading at The Lawrence Times](#)

THE LAWRENCE TIMES

Hello, readers! Please enjoy these

Weekly highlights from the Times

SUNDAY SPECIAL

ICYMI: Top stories this week

Another newsy week in Lawrence, Kansas! Here are some of our top stories:

Chance find in Lawrence City Hall answers a 138-year-old question: Where are the 3 Black men lynched in 1882 buried?

“A small pink flag currently marks a spot in the northeast corner of Oak Hill Cemetery, the spot in Lawrence’s first cemetery known as Potter’s Field. The pink flag looks innocuous, as if it were noting the location of a sprig of grass in one of the few areas of the cemetery not already filled with gravestones. In reality, the flag signifies — at least within a few feet — an answer 138 years in the making: the final location of Peter Shropshire, one of three Black men lynched in Lawrence in the summer of 1882.”

[Read more...](#)

Haskell faculty takes vote of no confidence in university president

The faculty of Haskell Indian Nations University has taken a unanimous vote of no confidence in the school’s top leader.

[Read more...](#)

KU signs basketball coach Bill Self to lifetime contract extension

Basketball coach Bill Self, whose contract was scheduled to expire at the end of the 2021-22 season, signed a lifetime contract extension Friday to coach the Jayhawks. KU Chancellor Douglas Derald and interim KU basketball coach announced.

[Read more...](#)

SUNDAY FUNDAY

Need-to-know news:

Those in need can now file for protection orders online in any Kansas county. The website is [happi.org](#).

[Read more...](#)

Weird news:

Did you hear that boom? An explosion blew through right-hand windows at over Lawrence.

[Read more...](#)

[Visit our site for more](#)

THE LAWRENCE TIMES

HOME | LAWRENCE NEWS | STATE NEWS | LAWRENCE LIFE | COMMUNITY VOICES | RESOURCES | SUPPORT THE TIMES

Crime & Courts

Latest

Horace Washington Jr. to be represented by Innocence Project, attorney tells judge
By Lawrence Times Staff

TOP TAGS
Berkshire, Massachusetts • Abert, Kansas

MORE CRIME & COURTS

UNDERRATED

Legal Observer Training
Be a watched eye at protests: Legal observer training coming up
By Lawrence Times Staff

Updated at 8:43 p.m. Monday, April 19: The Kansas chapter of the National Lawyers Guild is holding a training session.

Family want attempted murder charges for Topeka men who shot teens over Trump signs
By Lawrence Times Staff

TOPEKA — Family and supporters of the teenagers involved in a Topeka shooting are calling for...
By Lawrence Times Staff

Lawrence police: Bomb scare was loud carbon monoxide detector
By Lawrence Times Staff



THE
**LAWRENCE
TIMES**

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THANKS FOR YOUR INTEREST! FAQs:

FINE PRINT:

- * **Advertising will never impact the Times' editorial decisions.** News is news, and stories that need to be told — positive and negative — simply need to be told.
- * The per-month cost of our ads means your ad will run a full 30 days from whenever it goes online. We can schedule ads, or simply get them online as soon as you're ready.
- * The Times accepts payment through our online invoice system, which accepts Visa, Mastercard, Discover and American Express, or bank transfer. Payment for the first month of an ad run (or for the duration of the run, if shorter than one month) is due before the ad goes online.
- * If paying by check, please add \$15 for processing, and please note that payment by check can cause significant delays. For first-time advertisers, checks must clear the bank before ad runs begin.
- * For subsequent months of ad runs, payment must be received by the invoice deadline or the Times will remove ads from the site until paid. Ad runs will not be extended after late payments are made.
- * The Times requests that advertisers agree to a minimum one-month run, but we can make exceptions if circumstances dictate running ads for shorter time frames.
- * Ad prices and packages do not include design.
- * The Lawrence Times reserves the right to refuse ads and/or advertisers for any reason, or to end an ad's run early.
- * If you choose to stop advertising with the Times before your ad run is set to expire, we will not be able to issue refunds, but we can stop your ad(s) from displaying on our site and/or appearing in our email newsletters at any time at your request. If the Times chooses to end an ad's run early, you will be refunded at a prorated per-day rate.
- * As a small and new startup publication, the Times cannot promise a certain number of "clicks" or impressions of your ad each week. However, **your ads with the Times show our readers that your business supports the community journalism the Times is producing.** You're also helping us grow, which means our readership can continue to grow. You're helping us break the cycle of deterioration of local news, as a whole and for the people of Lawrence and Douglas County. **This is far bigger than "clicks."**

LET'S MAKE A DEAL. CALL OR EMAIL TODAY:
785-422-6363 // ads@lawrencekstimes.com