



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 CAN THE TIMES DO FOR ME?

Thank you so much for your interest in advertising with The Lawrence Times. We appreciate you, and so does our community.

We are pleased to offer myriad options to customize where your ad can show in a rotation with other ads.

And we can help you decide which spot and shape might be best for you. If you have really dynamic artwork to show off, for instance, you might want to go with a sidebar ad that gives you more space.

We can control how frequently your ads show on our site. If you want 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 — it's very powerful!).

SOME OPTIONS:

- * You can make your Banner or Primo ad the only one that appears on our **category pages or landing pages** (such as Lawrence News, Education, Events, Obituaries and more).

- * 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?

Email us at ads@lawrencekstimes.com or call us at 785-422-6363.



ADVERTISING

THANKS FOR YOUR INTEREST! FAQs:

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: »

Express yourself. High visibility on all pages of the desktop version of our site; also visible and eye-catching at the bottom of stories on our mobile site.

Top sidebar =

400 px wide by
up to 400 px tall.

Bottom
sidebar =

400 px wide by
up to 800 px tall.

PRIMO:

360 x 80 px

A small and
super powerful spot.

Shows up at the top of
every page, on mobile
and on desktop.

**NEXT UP: WHERE
ADS SHOW UP
ON OUR SITE. >>>**

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.)

SPEC CARD

LAWRENCEKSTIMES.COM: DESKTOP

Here are examples of many of the places where ads rotate on our site, and where readers will see them most frequently:

HOMEPAGE:

POST PAGE:

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

*** Primo and Banners** are the best choices for your ads to be visible on **all devices.**

*** Sidebars** give you more room to be unique and creative. They're most visible on the desktop and tablet versions of our site.

[illegible]

MOBILE AD APPEARANCE

MOBILE HOMEPAGE:

About | Archive | Contact us | Share your story

Step 4, 2021 | Lawrence, KS - 76°F

THE LAWRENCE TIMES

ADVERTISEMENT

PRIMO

Menu

Free State wins second consecutive state speech championship; Lawrence High takes 6th

Kansas legislator arrested after wild rant, altercation at Webbville school

BANNER

Student emergency fund will honor retiring director of Theatre at KU

Andromeda's kittens: At 4 weeks, growing, learning, and climbing

Kansas legislator arrested after wild rant, altercation at Webbville school

BANNER

Local group encourages Douglas County to recognize teacher, school staff contributions

BANNER

MORE LAWRENCE NEWS

Energy to shutter Lawrence coal plant, speed transition to renewable energy

KU football fires Buffalo coach Lance Lepold as program's 40th coach

From chaos to creativity: Lawrence High artists capture pandemic emotions in photos

Ask CODY

Ask Cody: Can you introduce your dog, Mordit? (Column)

It's Cody!

More State News

Culver joins Schmidt in pitching opposition to critical race theory in Kansas schools

New KU research: Kansas counties with small mandates avoided 500 COVID-19 deaths

COMMUNITY VOICES OPINION

#BullMorditCaine: Upcoming auction to fund grants for Douglas County organizations (Column)

Reclaiming History

From the Stacks: Reclaiming memory and history in 'Last Night at the Telegraph Club'

BANNER

LAWRENCE LIFE

Andromeda's kittens: At 4 weeks, growing, learning, and climbing

A view of Lawrence: Spring flowers come and go

COMMUNITY VOICES

Want to submit a letter to the Times? Great! Click here to find out how.

Shannon Purdie: Colleges should not cut DEI staff if they want to retain faculty of color (Column)

Ask CODY

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More State News

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MOBILE POST:

About | Archive | Contact us | Share your story

Step 4, 2021 | Lawrence, KS - 76°F

THE LAWRENCE TIMES

ADVERTISEMENT

PRIMO

Menu

ARTS & EVENTS

Student emergency fund will honor retiring director of theatre at KU

THE CAPTIVE KNIGHT

Katherine Pryor (KU Department of Theatre & Dance)

In 40 years with the University of Kansas, Katherine Pryor, director of theatre, has touched countless students' lives, according to the department.

Pryor will be retiring in 2022. KU's Department of Theatre & Dance and the nonprofit Friends of the Theatre want to ensure her legacy and values live on through an endowed student emergency fund that will prioritize helping students from historically oppressed populations, according to a news release on the department's website.

"As Director of Theatre, Katherine has witnessed numerous students in desperate need who, without support, would not have succeeded at KU," the release says. The fund aims to ensure that students will have a quick and confidential way to receive assistance when traditional channels aren't an option.

"In the spirit of Katherine's passion for diversity, equity, and inclusion, preference will be given to students from underrepresented, marginalized, and historically oppressed communities," the release says.

BANNER

As of Saturday afternoon, the fundraiser was 87% of the way to its goal of \$30,000, according to the [Lawrence KU website](#). The fundraiser has a deadline of noon Monday, May 3.

Recommended donation amounts range from \$15, for meals, to \$1,000, for medical emergencies. Donations are tax-deductible, according to Lawrence KU.

ICYM: The department's last production of the 2020-2021 year, "Changelovers," will hold its final performance at 2:30 p.m. Sunday, May 2. [Read more here.](#)

Share/save this post

TOP SIDEBAR

Most Recent Posts

Free State wins second consecutive state speech championship; Lawrence High takes 6th

Student emergency fund will honor retiring director of theatre at KU

Andromeda's kittens: At 4 weeks, growing, learning, and climbing

GET A BOOST!

* Put on some extra weight. Add a percentage on top of your ad price to boost your ad's priority.

That will make your ad show at a greater frequency than the others that rotate in the same spots.

NEXT UP: FUN EXTRAS. >>>



EXTRAS & ADD-ONS

EMAIL NEWSLETTERS, MONDAYS – SATURDAYS:

Monthly price for the middle of one daily email each week

Monthly price for “Sunday Special,” the

top of each weekly highlights email;

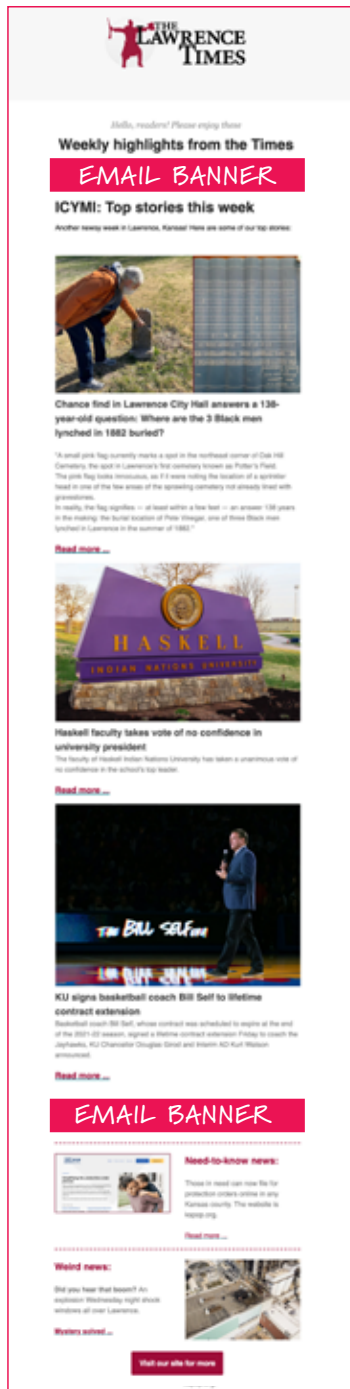
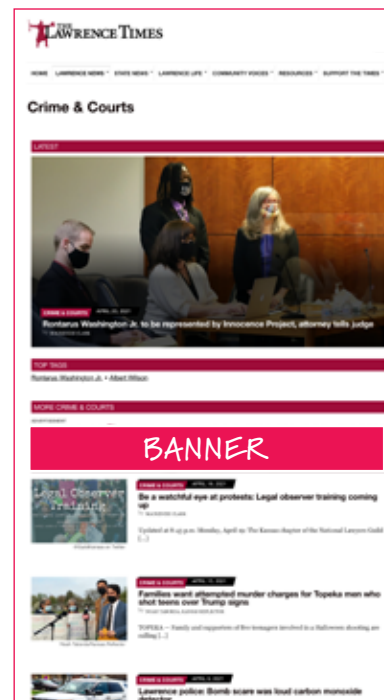
Monthly price for “Sunday Funday,” the

middle of each weekly highlights email

- * Email banner ads can be the same banner ads that run on our website (1,350 x 188 px), or they can be a little bit thicker — 900 x 200 px. (That's roughly double the Primo dimensions.)

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.





ADVERTISING

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. EMAIL OR CALL TODAY:
ads@lawrencekstimes.com // 785-422-6363