

# MEDIA KIT



**LawrenceKSTimes.com**

## **Who we are:**

Lawrence-based journalists publishing paywall-free, independent news focused on Lawrence, Kansas.

## **What we offer:**

Reach your customer base. Support local news access for your neighbors.

**Advertise with the Times.**

**Get the best of both worlds.**



**LawrenceKSTimes**

# WHERE LOCAL MEETS LOCAL.

Ads with The Lawrence Times help your business *and* the community.

## BY THE NUMBERS

**FROM AUGUST 2024 –  
AUGUST 2026:**

Average total readers over  
a 30-day span: 164,919

Average daily page views:  
16,874

Daily email subscribers:  
\*Almost 3,500

Weekly email subscribers:  
\* Almost 3,000, plus  
thousands reached on  
social media

Obituary email  
subscribers: \* More than  
900 (launched May 2026)

\* Ask us for the latest numbers.

It's a beautiful thing when folks can work together and make things better. That's what this town is all about — and it's one reason why **The Lawrence Times** offers news that's open to everyone, with no paywall.

Open access means we can help you reach your local customer base with no barriers. Plus, working with us shows that you care about local news and information.

No idea where to start? **We'll help you.** Last-minute requests? **No problem.** Think you can't afford ads? **We'll find a way.**

Don't forget to ask about our Lawrence Local and Nonprofit rates!

Thank you, and we wish you success!

♥ Mackenzie Clark, reporter/founder

## WE'RE EXCITED TO GET STARTED!

Email us at [Ads@LawrenceKSTimes.com](mailto:Ads@LawrenceKSTimes.com)  
to get our current rates and get your ads online.

## WE PLEDGE TO MAKE THIS QUICK AND EASY.

Take it from a few frequent advertisers' emails:

"Thank you so  
much for your  
fast turnaround  
and easy  
services!  
**We love LT!"**

"I should have known **you all** do quick work  
and will get this into the rotation quickly."

"**You always** make  
this so easy!"

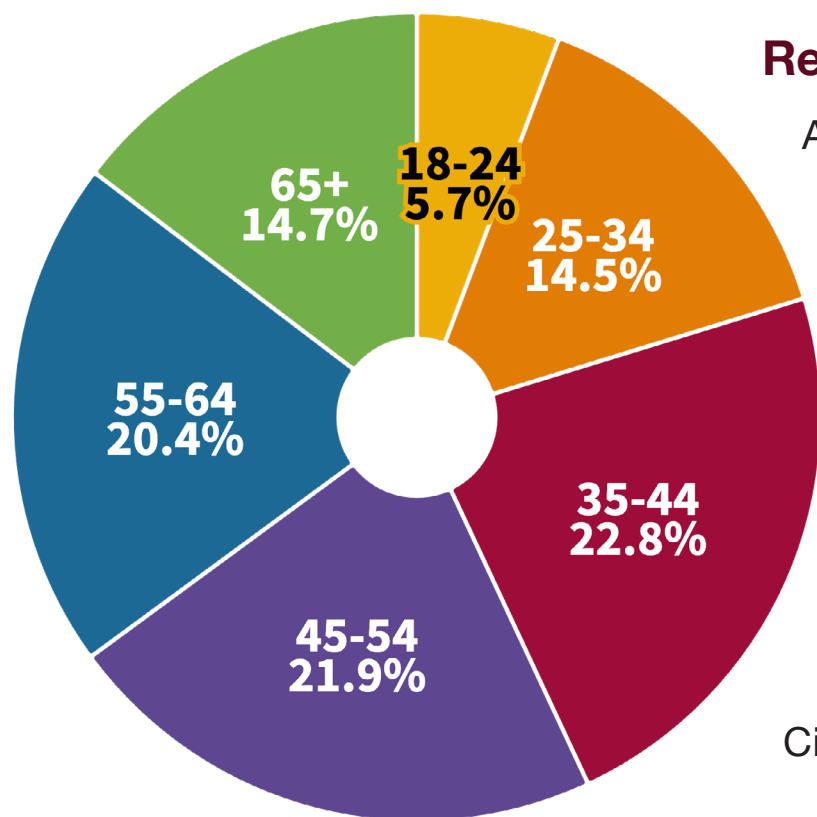
"Thanks so much for  
being so fast about this."

# WHO'S READING THE TIMES?

Just about everybody, our analytics show.

## Readers by age group:

Almost 80% of our readers are ages 35 and up, but we're also reaching younger folks who aren't picking up newspapers on a regular basis.

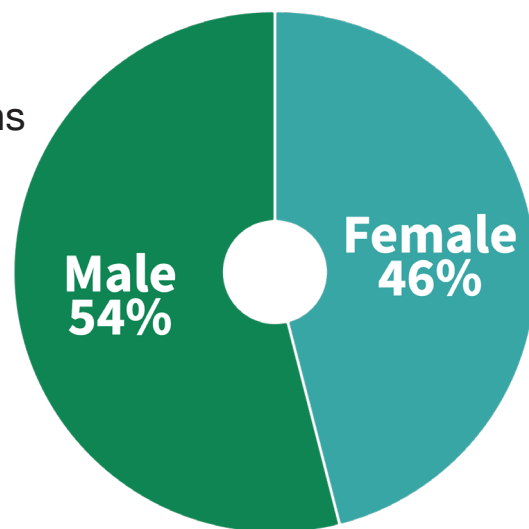


## Readers by location:

The vast majority of our readers are Lawrence and Douglas County locals, but some of these folks are scattered around Kansas City, Topeka and beyond.

## Top 12 reader interest groups:

- |                                                           |                              |
|-----------------------------------------------------------|------------------------------|
| 1 • Avid readers of local, entertainment & political news | 8 • Basketball fans          |
| 2 • Fans of American football                             | 9 • Green living enthusiasts |
| 3 • Travel buffs                                          | 10 • Music lovers            |
| 4 • Foodies                                               | 11 • Pet lovers              |
| 5 • Avid investors                                        | 12 • Book lovers             |
| 6 • Shopping enthusiasts                                  |                              |
| 7 • Outdoor enthusiasts                                   |                              |



Note: These percentages are based on the best available data we've gathered through Google Analytics, but they are not representative of *all* Lawrence Times readers.

# AD SPECS

See these ads in action at  
[LawrenceKSTimes.com](http://LawrenceKSTimes.com).

**BANNER ADS:** High visibility on our homepage and in posts.

Should be created at 1,350 x 188 px

## SIDEBARS:

Express  
yourself.

Sidebars offer  
more flexibility  
for eye-catching  
art and key  
information.

**Top sidebar =**

400 px wide  
x  
up to 400 px tall

**Bottom sidebar =**

400 px wide  
x  
up to 800 px tall

## PRIMO:

360 x 80 px

A small, **super powerful** spot  
at the top of every page, on  
mobile and on desktop.

This spot consistently sees  
the best clickthru rates.

Ads should be created at  
**450 x 100 px**  
for best appearance.

## EMAIL NEWSLETTER BANNERS:

900 x 200 px

Reach our readers directly,  
right in their inboxes.

We send daily, weekly and  
obituary email newsletters.

# EXTRA, EXTRA!

**GET A BOOST:** Put a little extra weight on your ad.

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.

**STICK THE LANDING:** Reserve our top-viewed pages.

Besides our homepage, our landing pages — such as Lawrence News, Obituaries and Events — are consistently the most-viewed pages on our website. Ask us how to book them.

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Email us at [Ads@LawrenceKSTimes.com](mailto:Ads@LawrenceKSTimes.com) to get our current rates and get your ads online.

## P.S.: NO NEED TO REINVENT THE WHEEL.

Already have art? We can accommodate the other guys' ad sizes on our site.

Our ad sizes are bigger and more versatile, so they show up better on the various devices folks use to visit our website. As long as your artwork starts out big enough for our site, it'll look great — and you can then just shrink it a little bit to fit other websites. **Save time. Save local news.**

### Here's a handy dandy ad size cheat sheet:

| Description   | Our size<br>(w x h in px)           | Their size<br>(w x h in px)           | Make your art this size<br>(it'll shrink for their specs) |
|---------------|-------------------------------------|---------------------------------------|-----------------------------------------------------------|
| Small sidebar | 400 x up to 400<br>(Top sidebar)    | 300 x 250<br>(Medium rectangle)       | 400 x 333.33                                              |
| Small sidebar | 400 x up to 400<br>(Top sidebar)    | 336 x 280<br>(Mobile large rectangle) | 400 x 333.33                                              |
| Tall sidebar  | 400 x up to 800<br>(Bottom sidebar) | 300 x 600<br>(Half-Page)              | 400 x 800                                                 |
| Large banner  | 1350 x 188<br>(Banner)              | 728 x 90<br>(Leaderboard)             | 1350 x 166.896                                            |
| Small banner  | 450 x 100<br>(Primo)                | 320 x 50<br>(Mobile banner)           | 450 x 70.313                                              |
| Email banner  | 900 x 200<br>(Email banner)         | 600 x 100<br>(?)                      | 900 x 150                                                 |