



# CARDINAL NEWS

SERVING SOUTHWEST AND SOUTHSIDE VIRGINIA

[cardinalnews.org](http://cardinalnews.org)



**Engaged, civic-minded readers**



**Above average open rates**



**Subscribers who care about  
the economy, education,  
health and their communities**

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#### **The Daily:**

Everything we publish, weekdays

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#### **The Weekly:**

A round-up of our most popular stories, Saturdays

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#### **Cardinal Weather:**

In-depth regional weather news, Wednesdays

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#### **The Weekend:**

Local events, Thursdays

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#### **West of the Capital:**

The week in politics, Fridays

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#### **Cardinal 250:**

Revisiting stories from our nation's founding, monthly



**Institute for  
Nonprofit News** →

Startup of the Year  
(2023)



Financial Health Award;  
Finalist Business of  
the Year, Outstanding  
Coverage, Public Service  
and Product of the Year.



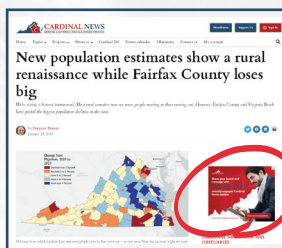
Virginia Press  
Association



33 awards in 2024, including  
Sweepstakes, two Best in Show,  
and Young Journalist of the Year



# SPONSORSHIPS

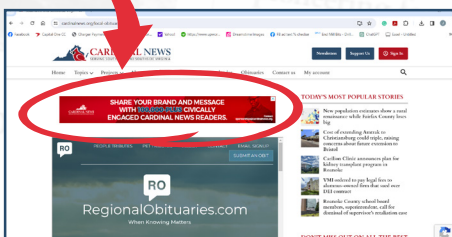
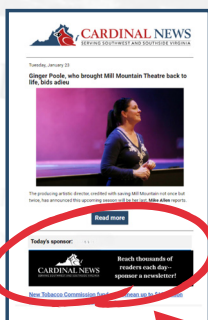


**Website Right Rail**  
 \$1,500/month (exclusive)  
 \$500/month (1/3 share)  
 Size: 300x250 pixels

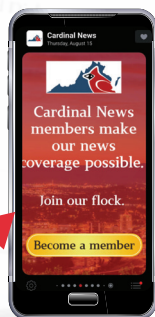


**Puzzles**  
 \$500  
 Size: 300x250 pixels

**Website Banner** (3.3 million views in 2023)  
 \$2,500/month (exclusive)  
 \$850/month (1/3 share)  
 Sizes: 728x90 pixels  
 320x50 pixels



**Newsletter**  
 \$250 each  
 Size: 650x130 pixels



**App**  
 \$500 each  
 Size: 500x820 pixels



**Public Notices**  
 Any length  
 \$150 per day  
 or 10 for \$1,000

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