



CHEROKEE **PHOENIX**

OCT 2025 – SEPT 2026
ADVERTISING GUIDE

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Mission

The mission of the Cherokee Phoenix is to use any necessary forms of electronic and print media to report without bias the activities of the government and the news of interest to have informed citizens. It shall be independent from any undue influence and free of any particular political interest.



Advertising Team



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The Cherokee Phoenix made history on February 21, 1828, when its first issue was printed in New Echota, the capital of the Cherokee Nation (now present-day Georgia). As the first Native American newspaper, it was groundbreaking not only for its bilingual publication in English and Cherokee—using the syllabary created by Sequoyah—but also for its role in uniting and informing the Cherokee people during a critical period in their history. Edited by Elias Boudinot, the newspaper was established with the support of Rev. Samuel Worcester, the American Board of Commissioners for Foreign Missions, and Cherokee leaders, including Boudinot, Stand Watie, John Ridge, and Elijah Hicks, who helped raise funds to launch the press.

From its inception, the Cherokee Phoenix was more than just a newspaper—it was a voice for the Cherokee people, reporting on tribal affairs, national policies, and community matters. In 1829, the newspaper's name was expanded to Cherokee Phoenix and Indian Advocate to reflect its broader mission. Throughout the 1830s, Boudinot and Principal Chief John Ross used its pages to strongly oppose the Indian Removal Act and the increasing encroachment of settlers in Georgia. The newspaper also covered key legal battles that shaped Cherokee rights, including the landmark U.S. Supreme Court cases *Cherokee Nation v. Georgia* and *Worcester v. Georgia*.

As tensions over removal escalated, Boudinot changed his stance and advocated for relocation to Indian Territory, leading to a divide between him and Chief Ross. In 1832, Boudinot resigned, and Elijah Hicks, Ross's brother-in-law, took over as editor. By 1834, financial difficulties forced the newspaper to cease operations. The final blow came in 1835 when the Georgia Guard, working alongside Stand Watie and the pro-removal Treaty Party, raided the printing office, destroyed the press, and burned the newspaper's headquarters. Four years later, the forced removal of the Cherokee people—now known as the Trail of Tears—marked one of the darkest chapters in Cherokee history.



The Cherokee Nation reestablished its government in Indian Territory and revived its newspaper in 1844 under the name *Cherokee Advocate*, with Cherokee Nation citizen and Princeton graduate William Potter Ross as editor. The newspaper continued publication until 1906, despite occasional funding challenges and other obstacles. However, Oklahoma statehood led to the suppression of tribal governments, forcing the paper to cease operations once again.

In 1975, following the reconstitution of the Cherokee Nation government, the newspaper was reborn under the *Cherokee Advocate* name and later restored its historic title, *Cherokee Phoenix*, in 2007. That same year, it launched a website and transitioned to a broadsheet format, further modernizing its presence.

Today, the Cherokee Phoenix remains a vital and independent news source, delivering trusted coverage of Cherokee Nation government, current events, community affairs as well as Cherokee people, culture and history. The newspaper publishes twice per month print editions and continues to expand its reach through digital platforms and social media. In 2021, it redesigned its website to enhance user experience and launched a mobile app to make its content more accessible than ever. With an engaged and growing audience of more than 50,000 social media followers, the Cherokee Phoenix is a powerful platform for advertisers looking to connect with Cherokee citizens and allies across the country.

For nearly two centuries, the Cherokee Phoenix has been a symbol of resilience, advocacy, and progress. As it continues to evolve, it remains committed to its mission of informing, educating, and empowering the Cherokee Nation and beyond.



Opportunities

Print Advertising

The Cherokee Phoenix has a growing monthly circulation with distribution within the Cherokee Nation Reservation, nationwide and overseas.

To get started, contact our Advertising Department at 918.207.3825 or 918.453.5743 or email phoenix-advertising@cherokee.org today.

Ad Rates

	Base cost	2-6 insertions	7-12 insertions	13+ insertions
Color				
Full Page	\$2205.00	\$1984.50	\$1786.50	\$1607.44
1/2 Page	\$1102.50	\$992.50	\$893.01	\$803.71
1/4 Page	\$551.25	\$496.12	\$446.51	\$401.86
1/8 Page	\$275.63	\$248.07	\$223.27	\$200.94
Prem. Front	\$921.50	\$829.35	\$737.20	\$675.05
Black & White				
Full Page	\$1260.00	\$1134.00	\$1020.60	\$918.54
1/2 Page	\$630.00	\$567.00	\$510.30	\$459.27
1/4 Page	\$315.00	\$283.50	\$255.15	\$229.63
1/8 Page	\$157.50	\$141.75	\$127.57	\$114.81

Guaranteed Placement *per insertion*

	Color	Black & White
Full Page	\$300	\$175
1/2 Page	\$250	\$150
1/4 Page	\$200	\$125
1/8 Page	\$150	\$100

Design 15% of base cost

Discounts offered include, but are not limited to, the following:

5% Cherokee Nation Citizen Discount*

5% Cherokee Nation Department/Entity Discount*

5% Pre-paid Discount**

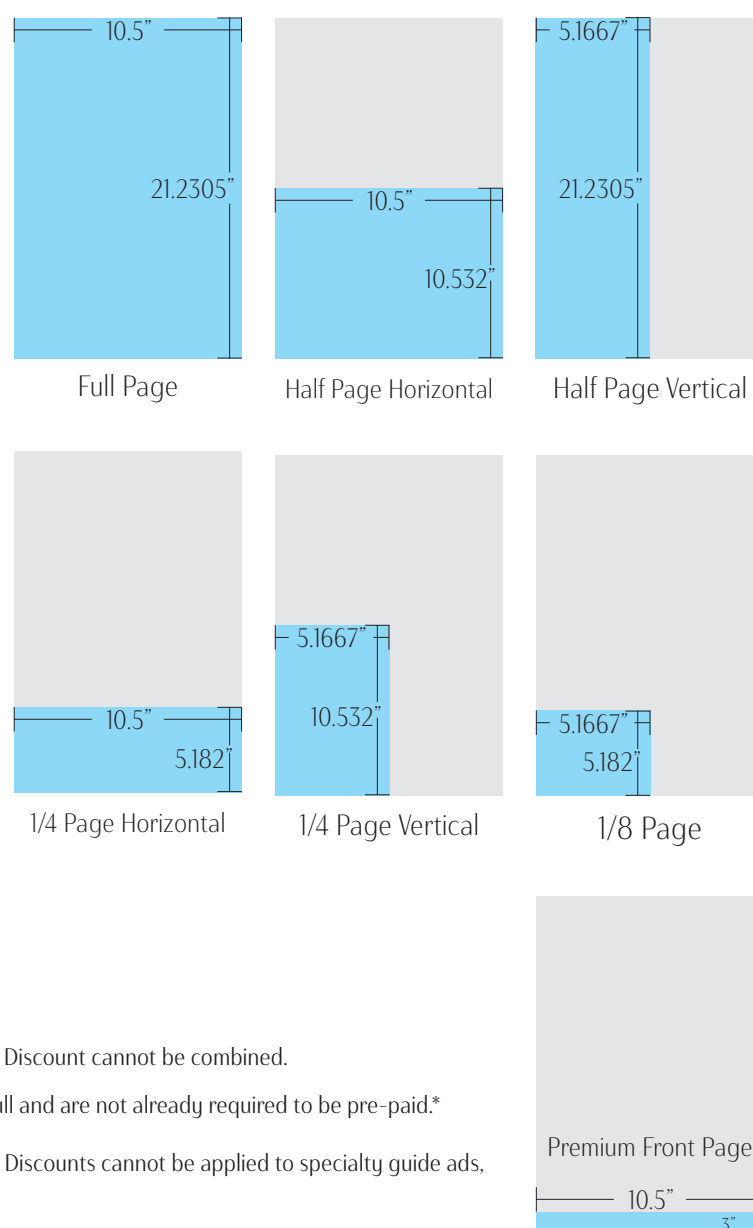
Cherokee Nation Citizen Discount and Cherokee Nation Department/Entity Discount cannot be combined.

Pre-paid discount applies to contracts that total \$501 or more, are paid in full and are not already required to be pre-paid.*

Discounts do not apply to additional fees such as design or placement fees. Discounts cannot be applied to specialty guide ads, political ads or digital ads.

The Cherokee Phoenix will run specials and promotions from time to time that may include additional discounts.

Ad Sizes



*See Payment Terms & Conditions on page 9

Opportunities

Exclusive Digital Advertising

SITE-WIDE!

Our redesigned website, *cherookeephoenix.org*, showcases written stories, photos, audio and video. It is updated daily and the content is shared to our Facebook, Instagram and X.

The Cherokee Phoenix currently has nearly 35,000 subscribers to our digital newsletter. It is distributed via email on Tuesday, Thursday and Sunday.

From our Flagship newspaper to our latest web, and mobile offerings, our products deliver audiences that drive results. With an average of 90,000 website views per month, a campaign on *cherookeephoenix.org* will drive traffic to your brand.

CHEROKEE PHOENIX.ORG, site-wide!

Standard Month \$600

Premium Month \$1000

Your one-month online advertisement will work on a rotation schedule. The cost you pay is for our Exclusive Digital Advertising package that includes an advertisement placement in all available ad slots side-wide, including an advertisement in each newsletter emailed.

During your run, your ads will be in rotation with a limited amount of other ads.

Political advertisers limited to one spot per month.

Design fee

All Sizes \$150

Standard Month

October - June

Premium Month

July - September

Website Dimensions

Premium / Sticky / Web Banners ... 1170x90, 728x90, 320x50

Premium / Standard Web 300x600, 300x250

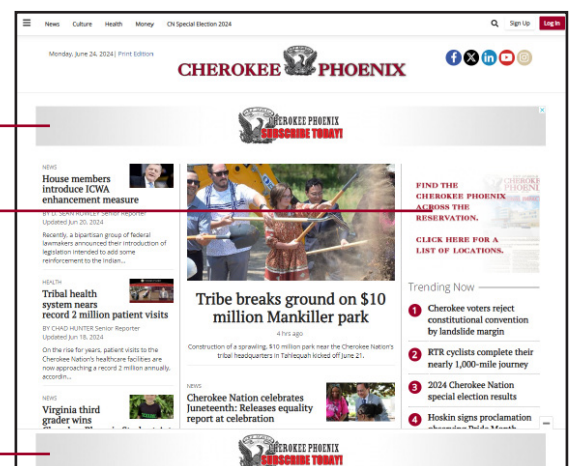
Story / Gallery Web 300x250 (not pictured)

Newsletter Dimensions (not pictured)

Premium Banner 590x77

Premium Newsletter 590x295

Standard 400x200



Opportunities

Special Editions

The Cherokee Phoenix publishes select Specialty Guides during the year. These include, but are not limited to, the All-Cherokee Issue, Holiday Guide and Election Guide.

The All-Cherokee Issue is printed for the Cherokee National Holiday during Labor Day Weekend each year. It is available to readers at our office and at high traffic locations throughout Tahlequah during the Cherokee National Holiday. This specialty print is published in entirely the Cherokee language. Each story includes two QR codes for readers to have the stories read to them in Cherokee and in English.

The Holiday Guide is our best selling guide and sells out quick. In addition to subscriptions and sponsored distribution sites, this guide is also available at high traffic locations throughout Tahlequah during the Cherokee National Holiday. Within this guide, readers will find information about events, a map and happenings related to the Holiday.

The Election Guide is seasonal to Cherokee Nation Elections. It is available to readers by subscription and sponsored distribution sites. It covers topics related to election precincts, how to vote, candidates, etc.

All-Cherokee

Color

Full Page	\$500.00
1/2 Page	\$250.00
1/4 Page	\$125.00
1/8 Page	\$62.50
Prem. Front	\$250.00

Holiday Guide

Color

Full Page	\$3150.00
1/2 Page	\$1575.00
1/4 Page	\$787.50
1/8 Page	\$393.75
Prem. Front	\$1500.00

Black & White

Full Page	\$1575.00
1/2 Page	\$787.50
1/4 Page	\$393.75
1/8 Page	\$196.86

Election Guide

Color

Full Page	\$2520.00
1/2 Page	\$1260.00
1/4 Page	\$630.00
1/8 Page	\$315.00

Black & White

Full Page	\$1575.00
1/2 Page	\$787.50
1/4 Page	\$393.75
1/8 Page	\$196.86

Premium Advertisements



Insert
seasonal, call for pricing
limited to sponsored
distribution racks only



Gatefold wrap
seasonal, call for pricing
available to all circulation



Power Note
seasonal, call for pricing
available to all circulation

Sponsored Distribution

The Cherokee Phoenix offers a sponsored distribution service that allows private businesses and Cherokee Nation entities to distribute the Cherokee Phoenix newspaper as a courtesy to their clients.

Newspapers can be purchased by Distribution Sponsors in bundles of 50 newspapers. The newspaper will be delivered to their choice of an indoor or outdoor rack. Deliveries occur within the first week of production.

Rates

One bundle	\$15
One month	\$30
One year	\$360



Advertising Policies

A signed Advertising Agreement is required to advertise with the Cherokee Phoenix. Please contact our Advertising Department at 918-207-3825 or 918-453-5743 as well as phoenix-advertising@cherokee.org.

General Advertising Policies

All products published by the Cherokee Phoenix have policies governing the content of paid advertising and the Cherokee Phoenix has had them in place since 2002. The current policies represent a good faith effort to protect the integrity of these products, weed out inaccurate or false claims and ensure that readers have a high level of confidence in the truthfulness of statements contained in our digital and printed publications. The most recent update of those policies are as follows:

The Cherokee Phoenix will examine advertisements before publication to determine if they meet the standards of acceptability that the Cherokee Phoenix has developed.

The Cherokee Phoenix reserves the right to decline any advertising that the Cherokee Phoenix deems misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with its standards of fairness, decency and dignity.

The advertiser will be notified if an advertisement contains statements or illustrations that are not deemed acceptable and that the Cherokee Phoenix determines should be changed or eliminated. The Cherokee Phoenix will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined by the Cherokee Phoenix.

The Cherokee Phoenix maintains clear separation between editorial content and its advertisements. Accordingly, ads that include elements usually associated with the Cherokee Phoenix editorial content will not be accepted (for example, but not limited to: Cherokee Phoenix - style headlines, bylines, news-style column arrangements or typography). Additionally, the Cherokee Phoenix reserves the right to label an advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial content and advertising.

Whenever, in judgement of the Cherokee Phoenix, the credit of the advertiser has been impaired, the Cherokee Phoenix shall have the right to require pre-payment in full by cash or credit card.

Advertisers shall be responsible for timely providing to the Publisher (Cherokee Phoenix) all Client Material necessary for publication and distribution of the Ads, including all necessary artwork and/or digital files, the timing, and formats of which may be more specifically set forth in the signed Cherokee Phoenix Advertising Agreement or in the Cherokee Phoenix media kit Advertising Guide. If all necessary materials are not received in time for the scheduled run date, and unless otherwise specifically instructed by the Advertiser, the Cherokee Phoenix may, at its sole discretion, use artwork or other materials from previous Ads placed by the Advertiser, if applicable. The Cherokee Phoenix will not be responsible for Client Material that is not properly formatted or displayed or that cannot be accessed or viewed because it was not received by the Cherokee Phoenix in the proper form, in a timely manner, or in an acceptable technical quality for publication.

Upon submission to the Publisher (Cherokee Phoenix) of the copy/graphic(s) set forth in the signed Cherokee Phoenix Advertising Agreement, the Advertiser is allowed to change the graphic within the first 72 hours of the initial submission at no cost. If the Advertiser wishes to change the agreed upon graphic after the 72-hour change period a fee of 25% of the total agreement price will be added to the final cost of the agreement for each change allowed. All graphics must still meet all size/color requirements entailed in the original signed Cherokee Phoenix Advertising Agreement. The Cherokee Phoenix reserves the right to refuse any copy/graphic changes if it is deemed that the change will interfere with or impede publishing, printing, production or mailing of the newspaper or the integrity of the Cherokee Phoenix website/digital platforms.

All advertising copy that might be mistaken by a reader as news, feature or other non-advertising materials must be clearly marked "advertisement". In the event such copy is not clearly marked, the "advertisement" notation will be added by the Cherokee Phoenix.

The Cherokee Phoenix will make every effort available to accommodate change of run date requests. All change of run date request allowances are subject to a fee of 25% of the total agreement price for each change of run date allowed. The Cherokee Phoenix reserves the right to refuse any change of publishing date requests if it is deemed that the change will interfere with or impede publishing, printing, production or mailing of the newspaper or the integrity of the Cherokee Phoenix website/digital platforms.

The Cherokee Phoenix is not bound by any terms or conditions, printed or otherwise, appearing on advertisers' forms or copy instructions when in conflict with terms and conditions of the Cherokee Phoenix rate cards, Advertising Agreements or policies.

Agencies shall be held responsible for payment of invoices for advertising placed by them, on their behalf or on the behalf of their clients. In lieu of agency liability, written communication must be provided by the advertiser assuming responsibility of payment.

If you have any questions regarding the policies of the Cherokee Phoenix, please call Cherokee Phoenix Advertising at (918) 207-3825 or email phoenix-advertising@cherokee.org

Advertising Policies

Political Advertising Policy

The Cherokee Phoenix does not endorse candidates for political office. We do accept political advertising, as a business transaction, from all candidates for any office. Any advertisement involving a political figure, party, campaign or a ballot issue, regardless of election time, is considered political. The following terms and conditions apply to all political advertisements:

- All political ads shall be received and paid in full by the advertising deadline set in the Cherokee Phoenix Advertising Guide. No exceptions.
- All political advertisements are subject to Base Rates only.
- All outstanding advertising debts previously incurred by or for a candidate shall be paid before a candidate or any person or organization advocating a candidate can place a new advertisement.
- Political advertisements are subject to the same advertising policies and deadlines as any other advertisement placed with the Cherokee Phoenix.
- The Cherokee Phoenix reserves the right to refuse any display advertisement, classified or announcement.
- All political advertisement must include the following identifying information of the purchaser:
 - The name of the individual(s), entity or organization paying for the advertisement.
 - Language indicating that the advertisement was ordered and paid for by that individual, entity or organization.
 - The business or residence address of that entity, organization or individual:
- If the advertiser is not the candidate, the advertisement must include language indicating whether or not the advertisement was purchased with the cooperation or prior consent of, or in consultation with or at the request or suggestion of any candidate, or any person or committee acting on behalf of any candidate:

Payment Terms & Conditions

- Advertising contracts totaling \$500 or less shall be pre-paid only.
- Contracts totaling \$501 or more shall require that at least the last two months of the contract be pre-paid.
- All Base Rate advertisements must be pre-paid regardless of total.
- All Holiday Guide and Premium advertising must be pre-paid regardless of length and total of contract.
- All political advertisements must be pre-paid.
- Advertisers shall pay for the advertising purchased according to the terms indicated on the Cherokee Phoenix Advertising Agreement.
- In the event of a billing dispute, the Advertiser must promptly pay all amounts not subject to dispute.
- If the Advertiser fails to timely pay as provided for in the Cherokee Phoenix Advertising agreement and invoices/billing statements, the Cherokee Phoenix may reject advertising copy and/or immediately cancel the contract.
- Accounts that are 60 days past due will be suspended and all future advertising, even prepaid, will be refused until account is paid in full.
- Accounts that are 120 days or more past due will be referred to the Cherokee Nation Attorney General's office for further collection.

Advertising Policies

Deadlines

Deadlines are mandatory and shall be met in order to ensure advertising placement. Requests for deadline extensions must be made in writing to the Advertising Coordinator in a timely manner. The Cherokee Phoenix reserves the right to deny any request for a deadline extension.

Display/Print Advertising

- ° The deadlines to submit a display/ print advertisement is on page 11 of the Cherokee Phoenix Advertising Guide. The deadline is 5 p.m. on the dates specified.
- ° Advertisers who choose to use the Cherokee Phoenix graphic design service must submit picture, graphics, text and design instructions to the Cherokee Phoenix by 5 p.m. no later than ten (10) days before publication deadline. A proof will be returned to the advertiser within five (5) business days. Written or emailed approval of proof must be returned to the Cherokee Phoenix within five (5) business days upon receipt.

Digital Advertising

- ° The deadline to submit publishing-ready digital graphic advertisements is five (5) days prior to the first day of the month the advertisement is scheduled to run. If a deadline falls on a weekend, the advertisement must be received by 5 p.m. on the preceding Friday.
- ° Advertisers who choose to use the Cherokee Phoenix graphic design service for digital advertisements must submit picture, graphics, text and design instructions to the Cherokee Phoenix at least ten (10) days prior to the desired start date of the advertisement. A proof will be returned to the advertiser within three (3) business days of receipt of design instructions and approval of proof or revision instructions must be returned to the Cherokee Phoenix at least five (5) days before the desired start date of the advertisement.



Advertising/Print Schedule

Print Issue

Ad Deadline

October 1, 2025	September 15, 2025
October 15, 2025	October 1, 2025
November 3, 2025	October 15, 2025
November 17, 2025	November 3, 2025
December 1, 2025	November 17, 2025
December 15, 2025	December 1, 2025
January 2, 2026	December 15, 2025
January 15, 2026	January 2, 2026
February 2, 2026	January 15, 2026
February 16, 2026	February 2, 2026
March 2, 2026	February 16, 2026
March 16, 2026	March 2, 2026
April 1, 2026	March 16, 2026
April 15, 2026	April 1, 2026
May 1, 2026	April 15, 2026
May 15, 2026	May 1, 2026
June 1, 2026	May 15, 2026
June 15, 2026	June 1, 2026
July 1, 2026	June 15, 2026
July 15, 2026	July 1, 2026
August 3, 2026*	July 15, 2026
August 17, 2026	August 3, 2026
September 1, 2026	August 17, 2026
September 15, 2026	September 1, 2026

*Special Edition see page 6



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