

Reach Chatham-Kent every morning.

The local newsletter Chatham-Kent opens: independent, useful, and read by 1,700+ subscribers.

1,700+

subscribers

65%

average open rate

23%

average click rate

41,000+

emails delivered

83

issues published

About CKNow

CKNow is an independent local newsletter for Chatham-Kent, Ontario. Every morning we round up the local news, events, and things to know across the municipality, from Wallaceburg to Wheatley, in a few minutes' read.

It's practical and local: the day's headlines, what's on this weekend, where gas is cheapest, and what's happening in each community. The Friday Briefing goes to every subscriber; CKNow Daily goes to our most engaged readers.

Where your ad runs

Friday Briefing

Weekly, every Friday

1,700+

subscribers

65%

open rate, recent issues

CKNow Daily

6 mornings a week

1,000+

subscribers

68%

open rate, recent issues

cknow.ca

Local guides and tools

- 2026 election hub and ward lookup
- Events calendar, updated hourly
- Gas prices, weather, garbage day
- A page for every CK community

Brands that have sponsored CKNow

**F A C T O R _****MADE IN
COOKWARE®**

Our standards

- Every ad is clearly labelled as sponsored.
- Sponsors never influence our news coverage, and ads don't run on our election pages.
- We're happy to help write or polish your ad at no extra cost.

Advertising options

Friday Briefing

From \$30 / issue

Weekly, every Friday · full subscriber list

Major Ad · Lead sponsor spotlight

Single send · per issue **\$65**

Monthly partner · 4 consecutive issues · save \$40 **\$220**

1200×630 image or graphic, a bold headline, 75–100 words of copy, and a call-to-action button.

Secondary Ad · Text-only bullet sponsor

Single send · per issue **\$30**

Monthly partner · 4 consecutive issues · save \$20 **\$100**

One bold lead sentence, 2–3 sentences of description, and one custom link.

CKNow Daily

From \$10 / day

6 mornings a week, Saturday to Thursday · core daily readers

Major Ad · Daily spotlight

Single send · per day · 2-day minimum **\$20**

Full week · 6 consecutive days · save \$25 **\$95**

Monthly core partner · 24 sends · about \$14 each **\$340**

Image or logo, a headline, 50–75 words of copy, and a trackable link.

Secondary Ad · Text-only mention

Single send · per day · 3-day minimum **\$10**

Full week · 6 consecutive days · save \$15 **\$45**

Monthly partner · 24 sends · about \$6 each **\$150**

35–50 words of copy with a linked callout.

Website Banner

From \$50 / 2 weeks

cknow.ca homepage and events page

Banner · Desktop and mobile

2 weeks **\$50**

Full month · 30 days **\$85**

Newsletter add-on · per month, with any newsletter sponsorship **\$45**

Desktop leaderboard (728×90) plus a mobile banner (300×250 or 320×50).

Packages

The Local Brand Takeover

\$325 / month

\$360 booked separately

- 4 Major Ads in the Friday Briefing
- A full week of Major Ads in CKNow Daily
- A month of the website banner on cknow.ca

The Event / Launch Sprint

\$129

- A Friday Briefing Major Ad to kick things off
- 3 CKNow Daily Major Ads leading into your dates
- A week of the website banner on cknow.ca

The Starter Text Package

\$125 / month

\$145 booked separately

- 4 Friday Briefing Secondary Ads
- A full week of CKNow Daily Secondary Ads

Book your spot

Tell us the option or package and your dates. We'll confirm availability and send an invoice.

contact@cknow.ca · cknow.ca/advertise