

PLACITAS
BERNALILLO
SANDOVAL
COUNTY
NEW MEXICO

S A N D O V A L
SIGNPOST
AN INDEPENDENT LOCAL NEWSPAPER SINCE 1988

Rate Schedule 2017

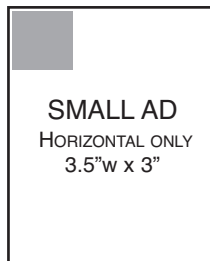
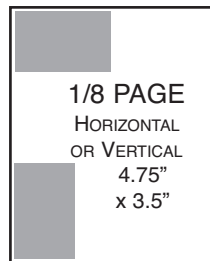
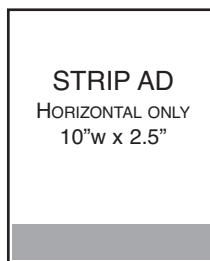
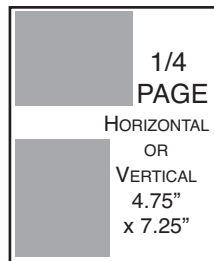
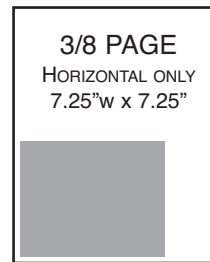
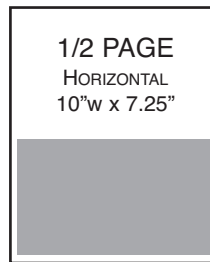
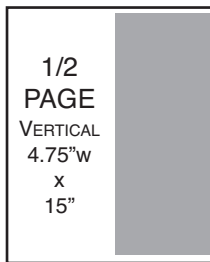
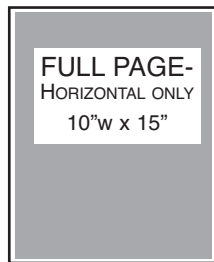
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MAIL: P. O. Box 889, Placitas, NM 87043

E-MAIL: email@sandovalsignpost.com

WEBSITE: www.sandovalsignpost.com

DROP BOX: Inside The Merc, 221 Hwy. 165, Placitas



| DISPLAY ADS: | BLACK & WHITE 10% OFF for 3 months paid-in-advance | | FULL COLOR 10% OFF for 3 months paid-in-advance | |
|--------------|---|----------------------------|--|----------------------------|
| | 1x black & white | 3x | 1x full color | 3x |
| FULL PAGE | \$505 | \$454 ⁵⁰ /month | \$715 | \$643 ⁵⁰ /month |
| 1/2 PAGE | \$295 | \$265 ⁵⁰ /month | \$450 | \$405 ⁰⁰ /month |
| 3/8 PAGE | \$227 | \$204 ³⁰ /month | \$355 | \$319 ⁵⁰ /month |
| 1/4 PAGE | \$180 | \$162 ⁰⁰ /month | \$285 | \$256 ⁵⁰ /month |
| STRIP AD | \$160 | \$144 ⁰⁰ /month | \$240 | \$216 ⁰⁰ /month |
| 1/8 PAGE | \$110 | \$ 99 ⁰⁰ /month | Color is not available in the 1/8 page or Small Ad sizes | |
| SMALL AD | \$ 75 | \$ 67 ⁵⁰ /month | | |

CLASSIFIED ADS: Rates will be reduced by 10% for 3X run, paid-in-advance.

- \$49—3.25" w. x 2"—Decorative type, decorative frame, formatting, can include image
- \$38—3.25" w. x 1.5"—Decorative type, single-line frame, formatting, no image
- \$22—3.25" w. x .75"—10 pt. Centered type, single-line frame, no image
- \$17—40 words or fewer, 9 pt. Palatino type, bold-capped headline, no image

• **CIRCULATION:** 5,500 free copies of the *Signpost* are distributed monthly: 2,600 of these are direct-mail to every home in Placitas. The remaining 2,900 copies are available for free pickup at selected restaurants, stores, libraries, and government agencies in Sandoval County. Subscriptions are also mailed monthly.

• **DISTRIBUTION/ARTWORK DEADLINE:** The *Signpost* is published monthly and distributed by the first day of each month. Space reservation and ad artwork is required by the twentieth day of the preceding month.

• **AD PRODUCTION:** All print-ready advertising artwork must be submitted as black-and-white, greyscale, RGB, or CMYK and conform to one of the sizes listed above. Halftones should be set at 300 dpi; line art should be set between 300 and 600 dpi. No bleeds; no trim. Ads may be emailed as PDF (press quality), JPG, or TIF files. Photos should be scanned at 300 dpi and at print size. Simple graphic design services may be retained through our office for \$50/hour. This rate does not apply for illustration or logo creation.

• **TERMS OF PAYMENT:** New and out-of-state accounts must provide 100% payment in advance of publication. Established accounts payments are due by the fifteenth day of the issue month. Please call our office at 505-867-3810 for payment questions.

• **SUBSCRIPTIONS:** Mailed subscriptions of the *Signpost* outside of Placitas are \$35 per year for twelve issues. Call our office with mailing information or email it to: email@sandovalsignpost.com. Reading the *Signpost* online is free.

• **FOR FURTHER INFORMATION** or to place an ad, please call our office at 505-867-3810, Monday through Friday, 9:00 a.m. to 5:00 p.m. or send a note to: email@sandovalsignpost.com.

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