

SANTA FE REPORTER 2009 RETAIL ADVERTISING RATES

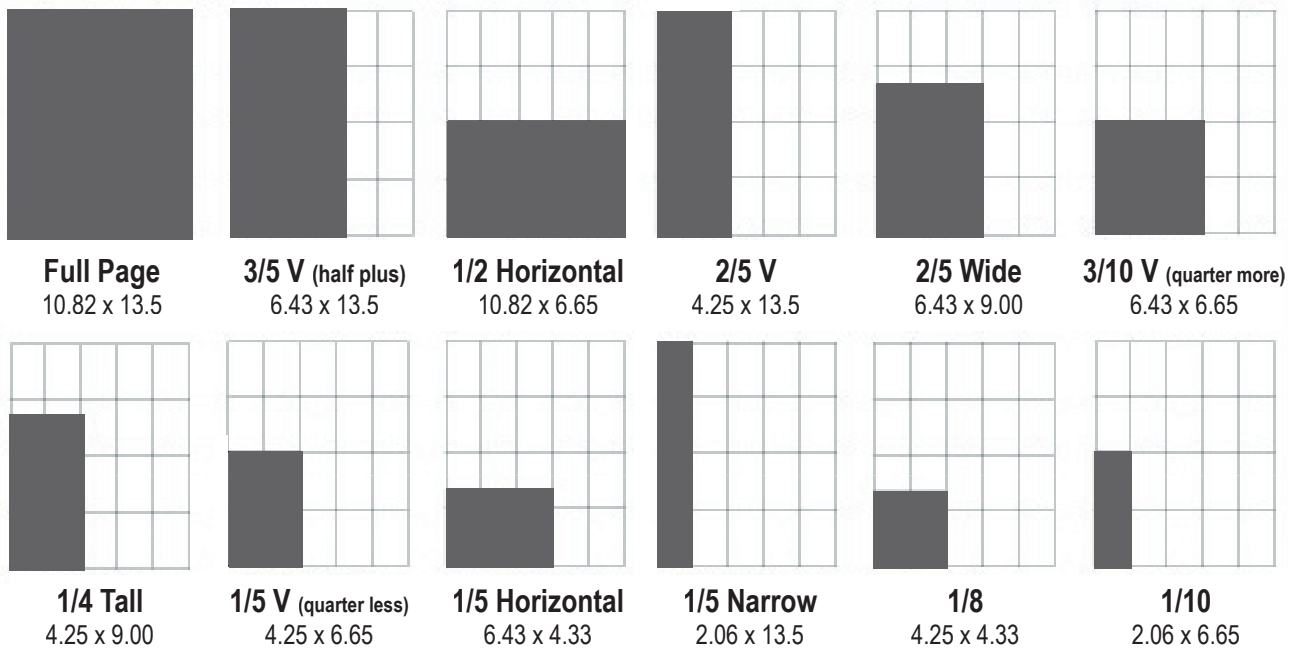
AD SIZE	Open Rate	6x	13x	18x	26x	39x	52x	Color
Full Page	2280	1950	1840	1720	1455	1360	1245	435
3/5V	1455	1315	1170	1095	930	870	799	299
1/2H	1215	1040	970	915	780	720	665	230
2/5V	1035	860	800	760	645	595	560	185
2/5W	1035	860	800	760	645	595	560	185
3/10V	810	650	610	570	490	450	410	145
1/4Tall	675	590	550	515	445	410	380	135
1/5V	515	439	410	389	330	305	280	130
1/5H	515	439	410	389	330	305	280	130
1/5N	515	439	410	389	330	305	280	130
1/8	339	295	275	260	225	210	190	85
1/10	275	235	220	210	175	165	150	75

Rates are per ad, per insertion.

Spot Color and full color rates are the same. Color charge is additional per ad, per insertion. NM GR Tax is additional. *6x Contract Term is 26 weeks. All other Contract Terms are 52 weeks. **Non-Profits with a 501(c)(3) may use the 26x rate.

MODULAR AD SIZES

This is a graphical representation of how various ad sizes look on our tabloid-size page, with your ad alongside award-winning editorial and design. Dimensions below are in inches (width x height).



SFR (SAU) Column Widths in inches: 1 Column = 2.06" 2 Columns = 4.25" 3 Columns = 6.43" 4 Columns = 8.24" 5 Columns = 10.82"

Please Note: All ads must be bordered to their exact dimensions, including full pages.

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DEADLINES:

SPACE RESERVATIONS & AD MATERIALS

(Including copy and photos)
Thursday at 3 pm prior to date of publication.

PRESS-READY DIGITAL ARTWORK:

FRIDAY at 3 pm prior to date of publication.

NO SPACE CANCELLATIONS AFTER 5 pm, FRIDAY PRIOR TO DATE OF PUBLICATION

AGENCY / NATIONAL, POLITICAL AND NON-PROFIT RATES

An Agency discount of 15% is available on the open rate to advertising agencies pre-qualified by the Reporter who also submit press-ready digital files.

Supplement rates and pre-printed insert rates are NET.

Political advertising must be paid in advance.

Non-profits with a 501(c)(3) pre-qualified by the Reporter may use the 26x contract rate. No other discounts apply.

CONTRACT TERMS

All contract rates are NET.

All rates are subject to change with 30 days notice. This rate card replaces all previous rate cards.

SPOT COLOR AND 4-COLOR

Spot color and full color rates are the same. See reverse side for rates. Color on ROP open rate ads is commisionable. Color on contract rate ads is NET.

B&W or COLOR FILM

We are no longer able to accept B&W or Color film. Please submit all ads in digital format.

AD PRODUCTION / COSTS

There is no charge for ad production including design, layout and business logo scan by our award winning in-house production department (initial design and one-proof revision.)

AD SUBMISSIONS:

All ads must be submitted in digital form.

Please build ads to the exact dimensions stated on the reverse and SUBMIT ON CD, DVD or VIA EMAIL TO:

production@sfireporter.com
or **sfreporter@mac.com**

Acceptable file formats include:

1. Adobe Acrobat PDF files created using press optimized job options and Acrobat 5 compatibility.
 2. Files built in **InDesign CS for Macintosh**. Please include all image files (saved in TIF, EPS, JPG or BMP formats), screen and printer fonts.
 3. Adobe Illustrator, Macromedia Freehand or CorelDraw EPS files in which all fonts are turned into paths (outlines) and all images are included in the EPS file ONLY.
 4. TIF or JPG file: always provide a hard copy (B&W is fine) for placement. Call our production department for more information and tips on how to submit your files for the best reproduction quality.
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FIXED PLACEMENT POSITIONS

All guaranteed premium positions are subject to availability and are priced at a 25% surcharge to the rates listed on this rate card. Every effort will be made to accomodate position requests however, **no page or position is guaranteed unless the surcharge is applied.**

CREDIT / PAYMENT TERMS

All ads placed by a new account must be pre-paid in full. Upon completion and approval of a credit application, a \$500 line of credit will be established. This process takes a minimum of 30 days.

New businesses in operation for less than one year, as well as all restaurants, must pay for all ads in advance.

PAYMENT TERMS: NET 30 DAYS

A service charge of 1.5% is added to all unpaid balances more than 30 days old. We also accept VISA, MASTERCARD and AMERICAN EXPRESS.

PRE-PRINTED INSERTS

1-2 Pages: \$ 65 per thousand

3-5 Pages: \$ 75 per thousand

6-8 Pages: \$ 85 per thousand

9 or more pages: Please call for a special quote. Minimum 10,000 per issue.

Pre-Printed inserts must be delivered one week in advance of publication date, skidded or boxed, and marked for the Santa Fe Reporter.

Ship inserts directly to:
Santa Fe Reporter
c/o New Mexican Printing
1 New Mexican Plaza
Santa Fe, NM 87507
505-428-7630

PUBLISHER

Publisher reserves the right, up to the day of publication, to reject or revise any ad or agreement (as determined by the Publisher's sole discretion). Position requests are given full consideration, but Publisher cannot be held liable for failure to accommodate such requests.

It is agreed that the advertiser / agency will indemnify and hold the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and/or any other claims or suits that may arise out of the publication of such advertisements. Publisher shall not be held liable, in any fashion, for the effectiveness, or lack thereof, of any advertising.



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