City of Santa Fe

PUBLICLY FINANCED CANDIDATE EXPENDITURE REPORT

Name of Candidate	Ronald S. Trujillo	Position Sought	Mayor
Mailing Address	3117 Siringo Rondo South Santa Fe, NM, 87507	District No.	City Wide
Email Address	ron@ronaldtrujillo4mayor2025.com	Phone No.	(505) 795-2598
REPORTING PERIOD	9/5/25	**TO**	10/5/25

AGGREGATE OF PUBLIC CAMPAIGN FUND MONIES	
INITIAL (9-3.10 (A) SFCC 1987)	$60,000.00
MATCHING (9-3.13 (B) SFCC 1987)	
TOTAL	$60,000.00

AGGREGATE OF EXPENDITURES TO DATE (Made From Public Campaign Fund Monies)	
EXPENDITURES	$18,171.65
CASH ON HAND	$41,828.35
TOTAL	$60,000.00

City of Santa Fe

PUBLICLY FINANCED CANDIDATE REPORT OF EXPENDITURES FROM PUBLI(

(continued)

Date Expended	Name and Address of Person or Organization Purpose of Expenditure	Method of Payment	Amount
09/22/25	Lensic Performaning Arts , 211 W. San Francisco, SF,NM 10 tickets for the Pechakucha Mayal Story Telling Forum	card	$200.00
09/29/25	charge from Meta Platforms Inc, 1 Meta Way, Menlo Park, CA Facebook advertising	card	$7.57
10/02/25	Sebastian Pearson Kramer 1809 Arroyo Chamiso Rd, SF,NM Invoices for August and September, 2025 Video Production, and Editing, Engagement Tracking & Posting, Scheduling		
	and posting, Content Creation in connection of Ronald S Trujillo 4 Mayor 2025 Web site paid check 1007	Check	$800.00
10/02/25	Krystianna M. Trujillo 3117 Rancho Siring Rondo South Graphic Design, Campiagn Branding Response Management, Material Design managing social media design and post		
	creation graphics, managed campaign emails, and inquiries designed all campaign materials, stickers, yard signs T-Shirts Paid check 1008 invoices for August and September	Check	$800.00
10/01/25	Ad in the Santa Fe New Mexican 150 Washington Ave, SF,NM Run Date 10/05/25 Jr, Ad	card	$3,096.33

(ATTACH ADDITIONAL PAGES AS REQUIRED) **Page Total** **$4,903.90**

City of Santa Fe

PUBLICLY FINANCED CANDIDATE REPORT OF EXPENDITURES FROM PUBLI(

Name of Candidate: Ronald S. Trujillo

Position Sought: Mayor District No. City Wide

Reporting Period 9/5/25 **TO** 10/5/25

Aggregate of Expenditures this Reporting Period: **$7,482.64**

Aggregate of Expenditures to Date (including this report): **$18,171.65**

Date Expended	Name and Address of Person or Organization Purpose of Expenditure	Method of Payment	Amount
09/07/25	Market Street 600 N. Guadalupe St, SFNM, purchased fruit bowls, vegitable trays , crystal lite, granola bars, frito lay mix for volunteers of Desfile de la Gente parade	card	$88.25
09/08/25	Check # 1005 to Maes Road Development Lease Rent of 2641 - C, Cerrillos Rd, SF,NM, for Campaign Headquarters	check	$600.00
09/02/25	charge from Meta Platforms, Inc. 1 Meta Way, Menlo Park,CA Advertising Charge for AD on Facebook	Card	$2.16
09/04/25	charge from Meta Platforms, Inc. 1 Meta Way, Menlo Park,CA Advertising Charge for AD on Facebook	card	$3.25
09/05/25	charge from Meta Platforms, Inc. 1 Meta Way, Menlo Park,CA Advertising Charge for AD on Facebook	card	$4.33
09/07/25	charge from Meta Platforms, Inc. 1 Meta Way, Menlo Park,CA Advertising Charge for AD on Facebook	card	$5.41
09/17/25	charge from Meta Platforms, Inc. 1 Meta Way, Menlo Park,CA Advertising Charge for AD on Facebook	card	$6.40
09/24/25	Round The Roundhouse Ad, 150 Washington Ave, SF,NM September Ad in Round The Roundhouse	Card	$319.15
09/24/25	Ctrl+P Publishing , 119 Dartmouth St. SE, Albqu,NM Advertising Charge for AD in the Santa Fe Reporter Election Guide plus weekly digital ads	card	$850.23
09/25/25	Ctrl+P Publishing , 119 Dartmouth St. SE, Albqu,NM additional Ads in The Santa Fe Reporter	Card	$699.56

(ATTACH ADDITIONAL PAGES AS REQUIRED) **Page Total** **$2,578.74**

Meta

Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025
United States

Account: 1303104094143239
Business: Ronald Trujillo 4 Mayor 2025
3117 Siringo Rondo South
Santa Fe, NM 87507
United States

Billing Report: 8/22/2025 - 9/19/2025

Meta Ads payment
Payment Method: Visa · 9393

Date	Transaction ID	Amount	Payment Status
9/17/2025	24378180118532380-24378180135199045	$6.40 USD	Paid
9/7/2025	24298883233128734-24307350072282051	$5.41 USD	Paid
9/5/2025	24221591337524588-24292998147050577	$4.33 USD	Paid
9/4/2025	24151495234534206-24208676055482783	$3.25 USD	Paid
9/2/2025	24198560989827629-24196166906733698	$2.16 USD	Paid
		Total Amount Billed	$21.55 USD
		Total Funds Added	$0.00 USD

'Round The Roundhouse <messenger@messaging.squareup.com> 9/24/2025 3:27 PM

Receipt from 'Round The Roundhouse #Ni01

To eleanormontoya941@comcast.net

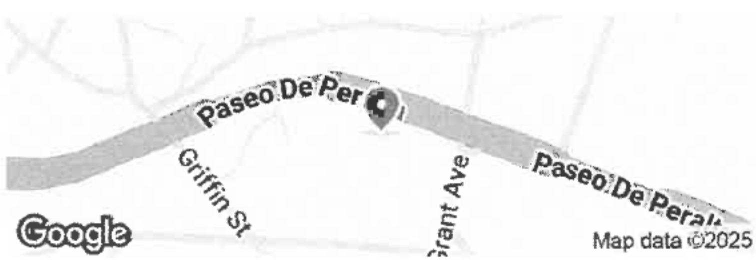
Now when you shop at sellers who use Square, your receipts will be delivered automatically.
Not your receipt?

'Round The Roundhouse

Let 'Round The Roundhouse know how your experience was

$319.15

Custom Amount	**$319.15**
Total	**$319.15**



Invoice

'Round the Roundhouse
150 Washington Ave, Ste 201
Santa Fe, NM 87501

Date	Invoice No.
09/05/25	92524

Bill To:
Ron trujillo campaign

Item	Description	Quantity	Rate	Amount
September ad	1/4 page, 3 month contract rate		295.00	295.00T
	September 8, 2025 publication date			
	NM gross receipt tax		8.1875%	24.15

Paid on 9/24
using Debit Card.

Total	$319.15

Make all checks payable to 'Round the Roundhouse
Payment is due upon receipt.

If you have any questions concerning this invoice, please contact us
at rtroundhouse@gmail.com or 505.988.1135.

Thank you for your business!

Invoice

'Round the Roundhouse
150 Washington Ave, Ste 201
Santa Fe, NM 87501

Date	Invoice No.
09/05/25	92524

Bill To:
Ron trujillo campaign

Item	Description	Quantity	Rate	Amount
September ad	1/4 page, 3 month contract rate September 8, 2025 publication date		295.00	295.00T
	NM gross receipt tax		8.1875%	24.15

[redacted]

Total	$319.15

Make all checks payable to 'Round the Roundhouse
Payment is due upon receipt.

If you have any questions concerning this invoice, please contact us at rtroundhouse@gmail.com or 505.988.1135.

Thank you for your business!

INVOICE

2025ci-7454

Ctrl+P Publishing Inc.

nm .news REPORTER The Paper. Corrales Comment Sandoval Signpost the indy

IMPORTANT: We have a new mailing address for payments by check. Please update your payment system with the new address below or contact us to set up a credit card or ACH payment method for future campaigns.

INVOICE
Invoice Number: 2025ci-7454
Date: 9/24/2025

Remit payment to: "Ctrl+P Publishing"
(Important: not the local name of your publication)
Address:
119 Dartmouth St SE, Albuquerque NM 87106

Bill to:
Ronald Trujillo Campaign
Buyer: Eleanor Montoya
Billing: Eleanor Montoya eleanormontoya1221@gmail.com

Ad Agency:
Contact:

Questions? Contact your advertising campaign lead:
Tierna Unruh Enos tierna@newmexico.news

Publication	PO / Campaign	Year	Issue	Issue Date	Ad Size	Card Rate	Prod Charge	Taxes	Net	Amount

Santa Fe Reporter	Election Guide	2025	10/08/2025	10/8/2025	1/4 page vertical	$500.00	$0.00	$38.13	$500.00	$538.13
									Total	$538.13

Product	PO / Campaign	Issue	Start Date	End Date	Position	Card Rate	Production Charge	Discounts	Taxes	Net	Amount
Website | sfreporter.com | [Weekly ROS]		09/29/2025	9/29/2025	9/29/2025	Digital | Rectangle (300 x 250 px)	$470.00	$0.00	$412.00	$4.42	$58.00	$62.42
Website | sfreporter.com | [Weekly ROS]		10/06/2025	10/6/2025	10/6/2025	Digital | Rectangle (300 x 250 px)	$470.00	$0.00	$412.00	$4.42	$58.00	$62.42
Website | sfreporter.com | [Weekly ROS]		10/13/2025	10/13/2025	10/13/2025	Digital | Rectangle (300 x 250 px)	$470.00	$0.00	$412.00	$4.42	$58.00	$62.42
Website | sfreporter.com | [Weekly ROS]		10/20/2025	10/20/2025	10/20/2025	Digital | Rectangle (300 x 250 px)	$470.00	$0.00	$412.00	$4.42	$58.00	$62.42
Website | sfreporter.com | [Weekly ROS]		10/27/2025	10/27/2025	10/27/2025	Digital | Rectangle (300 x 250 px)	$470.00	$0.00	$412.00	$4.42	$58.00	$62.42
										Total	$312.10

New Mexico Gross Receipts Tax (GRT) (ABQ) @ 7.625% on $790.00	**$60.23**
Total Tax	**$60.23**

Sub Total:	**$850.23**

Call us with your payment details

Call your sales representative or **505-300-4087** with your card or ACH (check routing +account no.) to pay by phone instantly.

This invoice is based on advertising terms and conditions you previously signed, including:

- **Your contract reserves your space and prohibits us from selling that space to others.** If you are unable to provide your content or unable to continue your agreement, refunds are not eligible if we are unable to resell your reserved space.
- **Pre-payment is required on all advertising to release your campaign for publishing**, unless you have an alternative government or agency payment plan on file.
- **All advertising must be received "read to print" by the deadline on your agreement**, or no less than 7 calendar days prior to publication. Advertising not submitted by the deadline may not be published.
- New Mexico tax laws require us to collect Gross Receipts Tax on all advertising, including for nonprofit bookings.

Read full terms and conditions here.

Copy of payment receipt from CTRLP Inc.

1 message

ntuit <do_not_reply@intuit.com> Thu, Sep 25, 2025 at 10:46 AM
To: eleanormontoya1221@gmail.com, tierna@newmexico.news

Dear Ronald Trujillo

Below is the sales receipt provided to you by CTRLP Inc.

CTRLP Inc. Receipt

3402 MONTE VISTA BLVD NE ALBUQUERQUE NM 871061327

Transaction Type	Sale	**Amount**	$699.56
Cardholder Name **Card Type**	Ronald Trujillo Visa	**Credit Card Number**	9393
Date & Time **Transaction ID**	09/25/2025 - 09:46 PDT MX0021747515	**Authorization Code**	036896

Thank you for your payment!

Thank you for your order,
CTRLP Inc.

pat@abq.news

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payment processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1098819, www.intuit.com/legal/licenses/payment-licenses/). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.

Please do not reply to this message as we are unable to respond to questions at this e-mail address.

SFR advertising invoice

1 message

Tierna Unruh-Enos <tierna@newmexico.news> Thu, Sep 25, 2025 at 11:20 AM
To: eleanormontoya1221@gmail.com

Thanks!

--
Tierna Unruh-Enos
CTRL+P Publishing
505-322-3680
newmexico.news

Invoice_Job17643_01.pdf
197 KB

SANTA FE NEW MEXICAN

150 Washington Ave., Ste 105
Mail Payments To:
PO Box 2048
Santa Fe, NM 87504
Phone: 505-983-3303
FAX: 505-984-1785

Ad Proof/ Order Confirmation/ Receipt Invoice

RON TRUJILLO
3117 Siringo Rondo S
Santa Fe NM, 87507-5057

505-795-2464

Tagline: Ron Trujillo-Polit-ROP 5x15-10.5.25

Account Number: STRT11

Ad ID: 105101

Sales Rep: Maria Garcia

Ordered By:

Order Taken By: Maria Garcia

Ad Cost: $2,862.00

Tax Amount: $234.33

Payment $3,096.33 Credit Card - Visa:9393

Total Amount: $3096.33

Tagline: Ron Trujillo-Polit-ROP 5x15-10.5.25

Amount Due: $0.00

PO Number:

Payment: $3,096.33 Credit Card - Visa:9393

Major Class:

Product: ROP Display

Classification: ROP

Placement: Far Forward

Ad Size: 9.67" x 15.000"

Ad Type Display ad

Modular Size:

# of Words 0

Color: Process

Run Dates:

10/05/25

Meta

Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025
United States

Account: 1303104094143239
Business: Ronald Trujillo 4 Mayor 2025
3117 Siringo Rondo South
Santa Fe, NM 87507
United States

Billing Report: 9/22/2025 - 10/1/2025

Meta Ads payment
Payment Method: Visa ···· 9393

Date	Transaction ID	Amount	Payment Status
9/30/2025	24575788478771536-24437777032572683	$5.74 USD	Paid
9/26/2025	24545387235144994-24407705832246472	$7.57 USD	Paid
9/22/2025	24429838573366532-24369379826079071	$6.49 USD	Paid
		Total Amount Billed	$19.80 USD
		Total Funds Added	$0.00 USD

[redacted]CE

Sebastian Pearson Kramer
1809 Arroyo Chamiso Road, Santa Fe,
NM 87507

08.01.2025

Invoice due

08.31.2025

To

Ronald S. Trujillo 4 Mayor 2025
2641 Cerrillos Road, Santa Fe,
NM 87507

Description	Quantity	Rate	Amount
Content Creation	1	$50	$50
Scheduling & Posting	1	$50	$50
Engagement Tracking & Posting	1	$100	$100
Video Production & Editing	1	$200	$200
		Total:	$400

Sebastian Pearson Kramer
sebastianpkramer@gmail.com
+1(505)-470-9176

SPK MEDIA MANAGEMENT

INVOICE

#2025-0831

From

Sebastian Pearson Kramer
1809 Arroyo Chamiso Road, Santa Fe,
NM 87507

Date

08.01.2025

Invoice due

08.31.2025

To

Ronald S. Trujillo 4 Mayor 2025
2641 Cerrillos Road, Santa Fe,
NM 87507

Description	Quantity	Rate	Amount
Content Creation	1	$50	$50
Scheduling & Posting	1	$50	$50
Engagement Tracking & Posting	1	$100	$100
Video Production & Editing	1	$200	$200
		Total:	$400

Sebastian Pearson Kramer
sebastianpkramer@gmail.com
+1(505)-470-9176

INVOICE

#2025-0930

From

Sebastian Pearson Kramer
1809 Arroyo Chamiso Road, Santa Fe,
NM 87507

To

Ronald S. Trujillo 4 Mayor 2025
2641 Cerrillos Road, Santa Fe,
NM 87507

Date

09.01.2025

Invoice due

09.30.2025

Description	Quantity	Rate	Amount
Content Creation	1	$25	$25
Scheduling & Posting	1	$25	$25
Engagement Tracking & Posting	1	$50	$50
Video Production & Editing	1	$300	$300
		Total:	$400

Sebastian Pearson Kramer
sebastianpkramer@gmail.com
+1(505)-470-9176

Krystianna M. Trujillo

3117 Siringo Rondo South,
Santa Fe, New Mexico 87507

INVOICE

Invoice Number: #2025-0831
Date: August 01, 2025
Due Date: August 31, 2025

BILL TO:

Ronald S. Trujillo 4 Mayor 2025
2641 Cerrillos Road,
Santa Fe, New Mexico 87507
+1(505)795-2598

Payment Method
Check
Krystianna Trujillo
1(505)-795-3292

NO	ITEM DESRIPTION	PRICE	QTY	TOTAL
1	Graphic Design Social media design & post creation (graphics)	$100	1	$100
2	Campaign Branding Campaign branding & digital asset creation	$100	1	$100
3	Response Management Managed campaign emails and responses to supporters and inquiries	$50	1	$50
4	Website Management Updates, content uploads, and general maintenance	$50	1	$50
5	Material Design Designed all campaign materials (e.g., stickers, yard signs, T-shirts, pamphlets, and other print/digital assets)	$100	1	$100

Total	$400
Sub Total	$400

Krystianna M. Trujillo

3117 Siringo Rondo South,
Santa Fe, New Mexico 87507

INVOICE

Invoice Number: #2025-0930
Date: September 01, 2025
Due Date: September 30, 2025

BILL TO:

Ronald S. Trujillo 4 Mayor 2025
2641 Cerrillos Road,
Santa Fe, New Mexico 87507
+1(505)795-2598

Payment Method
Check
Krystianna Trujillo
1(505)-795-3292

NO	ITEM DESRIPTION	PRICE	QTY	TOTAL
1	Graphic Design Social media design & post creation (graphics)	$100	1	$100
2	Campaign Branding Campaign branding & digital asset creation	$100	1	$100
3	Response Management Managed campaign emails and responses to supporters and inquiries	$50	1	$50
4	Website Management Updates, content uploads, and general maintenance	$50	1	$50
5	Material Design Designed all campaign materials (e.g., stickers, yard signs, T-shirts, pamphlets, and other print/digital assets)	$100	1	$100

Total	$400
Sub Total	$400

Market STREET

SALE

MID:	542929800455016
TID:	821735
09/07/2025	08:25:43
Entry Method:	Contactless
Seq #: 089944	
Approval Code:	748348
US DEBIT	
CARD #:	XXXXXXXXXXXX9393
AID:	A0000000980840
TVR:	0000000000
IAD:	06011203A00000
TSI: 0000	ARC: 748348
TC:	CA80F42C7553928C
RRN:	089944
Total:	USD$ 88.25

APPROVED BY ISSUER

GROCERY		
CRYSTAL LIGHT	3.99	F
FRITO-LAY MIX 28	15.99	F
You Saved: 5.30		
NV GRAN BAR	3.59	F
You Saved: 0.20		
WATER ENHANCER	3.99	F
WATER ENHANCER	3.99	F
PRODUCE		
CLEMENTINES 2LB	3.99	F
You Saved: 1.00		
LARGE WATERMELON	7.99	F
LRG CANTALOUPE B	7.99	F
MIIXED GRAPE BOW	6.99	F
You Saved: 1.00		
Price Override Was $6.99		
MIIXED GRAPE BOW	[illegible]	F
You Saved: 2.99		
Price Override Was $6.99		
MIIXED GRAPE BOW	8.49	F
ORGANIC BANANAS	2.00	F
6 @ 0.03 FOR 1.00		
GENERAL MERCHANDISE		
PEPTO BISMOL INS	12.99	T
OUTSIDE SALES		
PAPER BAG CHARGE	0.20	
2 @ 0.10		

SUB TOTAL	$87.19
SALES TAX	$1.06
TOTAL	$88.25
DEBIT	$88.25
[ ] **** **** **** 9393	
Auth# 748348	
CHANGE	$0.00

Total number of items sold = 20

You Saved $10.49!

How was your shopping experience?
We value your feedback!
Scan the QR code below for a 2 minute survey.

City of Santa Fe
PUBLIC CAMPAIGN FINANCE STATEMENT CERTIFICATION

This report has been prepared with all reasonable diligence and is true and complete in accordance with §9-3 SFCC 1987; however, a Qualifying Contribution and Seed Money Report of a candidate for Mayor is not required to be signed or acknowledged by the candidate.

Candidate's Signature ____________________ Date 10-06-2025

Treasurer's/Deputy Treasurer's Signature Eleanor C Ambytes Date 10-6-2025

Treasurer's/Deputy Treasurer's Address 941 Calle Carmelita
Santa Fe, NM, 87505

Subscribed to and sworn before me this ~~25~~ 6th day of October, 2025.
aw

____
Notary Public

My Commission Expires:
3/25/29

XAVIER I VIGIL
Notary Public
State of New Mexico
Comm. # 1132968
My Comm. Exp. Mar 25, 2029

....

Received in the Office of the City Clerk at 10:03 AM/PM on the 6th day of October, 2025

(SEAL)

____
for Andrea Salazar
City Clerk/Director of Community Engagement

- The term "contribution" does not include a volunteer's personal services provided without compensation or the travel or personal expenses of such a campaign worker. (§9-2.3(J)(2) SFCC 1987)
- The City Clerk is authorized to reject any incomplete campaign finance statements. (§9-2.10 (E) SFCC 1987)
- The City Clerk shall assess a fine of one hundred dollars ($100) for unexcused late filings of campaign finance statements. (§9-2.10(G) SFCC 1987)