

☐ NEW
☒ RENEWAL
☐ REPLACEMENT
ACCOUNT#

THE SANTA FE
NEW MEXICAN
YEARLY ADVERTISING CONTRACT

DOLLAR VOLUME \$

Check All That Apply:

RETAIL ☒
PASATIEMPO ☒
TV BOOK ☐
CLASSIFIED BULK ☐
CLASSIFIED FREQ ☐
NATIONAL ☐
PRE-PRINT ☐
ONLINE ☐

2460

Today's Date July 10, 20 17

ITEM # 18-0334

The New Mexican (hereinafter called the "Company") and City of Santa Fe

located at 200 Lincoln Avenue (hereinafter called the "Advertiser")

WHEREAS the Company is the publisher of THE NEW MEXICAN, and the Advertiser wishes to purchase advertising space in said newspaper, the Company and the Advertiser therefore agree as follows:

1. The Advertiser shall purchase a minimum of \$200,000 in the period from September 1, 2017 through August 31, 2018 at the rate indicated on the Company's rate schedule, which is incorporated herein by reference and made a part of this Agreement, subject to the rate revision provision of paragraph (4) below.
2. The term of this Agreement shall be one year from the date hereof. All contracts shall be renegotiated on or before expiration date of said contract.
3. If sufficient advertising is run during the contract period to earn a lower rate according to the rate schedule, the Advertiser's rate will be reduced by one contract level only and the credit will be given in the form of additional advertising space. If the Advertiser fails to run sufficient advertising or to fulfill the minimum daily frequency requirement, the Advertiser agrees to pay the rate actually earned.
4. The Company may revise its advertising rate schedule at any time upon 30 days written notice to the Advertiser, and the Advertiser may cancel this Agreement at any time new rates are made effective by giving 30 days prior written notice to the Company. At time of cancellation Advertiser will be billed at earned contract level rate.
5. The Company may, in its sole discretion, edit, classify, or reject advertising copy submitted.
6. The Advertiser agrees to make payment within 20 days of the billing date indicated on the Company's statement and, in the event that it fails to make payment within such time, the Company may reject advertising copy and/or immediately cancel this contract. A 1-1/2% finance charge will be assessed on all accounts past due 60 days. Advertiser agrees to indemnify the Company for all expenses incurred in connection with the collection of amounts payable under this contract, including court costs and attorney's fees. If this Agreement is canceled due to the Advertiser's failure to make timely payment, the Company may re-bill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable.
7. This Agreement cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. The Advertiser agrees to check advertisement on the first day of publication and in case of error to notify the Company immediately. The Company will be responsible only for the first insertion and then only for the space occupied by the error. The Company shall not be liable to Advertiser for any loss that results from the incorrect publication of its advertisements. Any billing error must be brought to the attention of The New Mexican within 20 days of original billing date.
8. If Advertiser utilizes an agency, the Advertiser and the agency shall be jointly and severally liable for payment.
9. The Advertiser agrees to hold harmless and indemnify the Company from all damages, costs and expenses of any nature whatsoever, for which the Company may become liable by reason of its publication of Advertiser's advertising.
10. All advertising copy which represents the creative effort of the Company and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the Company, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproductions, in whole or part, of any such advertising copy for use in any other medium without the express written consent of the Company.
11. Applicable federal, state, county and city sales or gross receipts taxes will be added to all billings and are the sole responsibility of the Advertiser.
12. This Agreement may not be assigned or transferred by Advertiser. All advertising rates are for single advertisers only.

The New Mexican

Chris Alexander (26)

ACCOUNT EXECUTIVE/AE#

DISPLAY ADVERTISING MANAGER

ADVERTISING DIRECTOR

4/24/18

City of Santa Fe

ADVERTISING FIRM NAME

200 Lincoln Avenue

BILLING ADDRESS

Santa Fe, NM

87501

CITY, STATE

ZIP CODE

rrodarte@ci.santa-fe.nm.us

E-MAIL ADDRESS

Shirley Rodriguez
Robert Rodarte 505.955.5712

PRINT NAME

PHONE

SIGNATURE

TITLE

Shirley Rodriguez Purchasing Officer

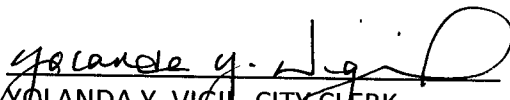
IN WITNESS WHEREOF, the parties have executed this Agreement on the date set forth below.

CITY OF SANTA FE:



ALAN WEBBER, MAYOR

DATE: 4/3/2018


ATTEST:


YOLANDA Y. VIGIL, CITY CLERK
CC mtg. 3/28/18

APPROVED AS TO FORM:

 3/16
KELLEY A. BRENNAN, CITY ATTORNEY

APPROVED:

 4.3.18
ADAM K. JOHNSON, FINANCE DIRECTOR

12087.530710

Business Unit/Line Item:

2017 DAILY ADVERTISING RATES

Please add tax to all rates. NM Sales tax is currently 8.3125%

DAILY/OPEN RATE

Mon-Thurs	Fri/Sat	Sunday
\$31.60	\$33.30	\$33.65

DAILY/CONTRACT NET RATE

Dollar Volume	Mon-Thurs	Fri/Sat	Sunday
\$2500	\$27.35	\$29.05	\$29.75
\$5000	\$26.15	\$27.55	\$28.15
\$7500	\$23.35	\$24.30	\$25.15
\$10,000	\$23.10	\$23.95	\$24.75
\$15,000	\$22.65	\$23.85	\$24.65
\$20,000	\$22.45	\$23.55	\$24.55
\$30,000	\$21.95	\$23.45	\$24.10
\$45,000	\$21.85	\$23.25	\$23.95
\$60,000	\$21.65	\$23.05	\$23.75
\$75,000	\$21.55	\$22.55	\$23.35
\$100,000	\$20.65	\$21.90	\$22.70
\$150,000	\$20.35	\$21.80	\$22.55
\$200,000	\$19.25	\$20.65	\$21.35
\$250,000	\$18.85	\$20.35	\$21.05
\$350,000	\$18.70	\$20.10	\$20.80
\$500,000	\$18.40	\$19.75	\$20.50

ORGANIZATION NET RATES

Per Column Inch	Any Day
Non-Profit	\$22.50 (no discounts)*

* Gross receipts taxes apply. See Pricing/Tax.

Guaranteed position is offered at a 25% premium based on availability. Check with your Multimedia Consultant for details.

DISCOUNT PROGRAMS

Only one discount or commission applicable per insertion. Percentage discounts do not apply to color rates. Discounts do not apply to non-profit rates.

PASATIEMPO Pick up your Pasatiempo ad, run it again within 6 days (before or after) and receive a 25% discount off the Daily rate. No ad copy changes.

PICK UP DISCOUNTS (WITHIN 6 DAYS) Ads picked up (no copy changes) to run again within 6 days receive a 20% discount. Additional discounts not valid with this offer. Minimum ad size ten inches. First run, full price.

COLOR

Note: Pick up discounts do not apply to color (except for full page ads).

Ad Size	Retail Display (Per Column Inch)
1" to 4"	\$25.25 (flat fee)
4.25" to 30"	\$5.45
30.25" to 66"	\$5.20
66.25" to 126"	\$4.85

To Advertise:
505-995-3852 or
advertising@sfnnewmexican.com

**SANTA FE +
NEW MEXICAN**
santafenewmexican.com

Chris Alexander
505.995.3825



CITY OF SANTA FE – RATES & MENU

September 1, 2017 through August 31, 2018

2017

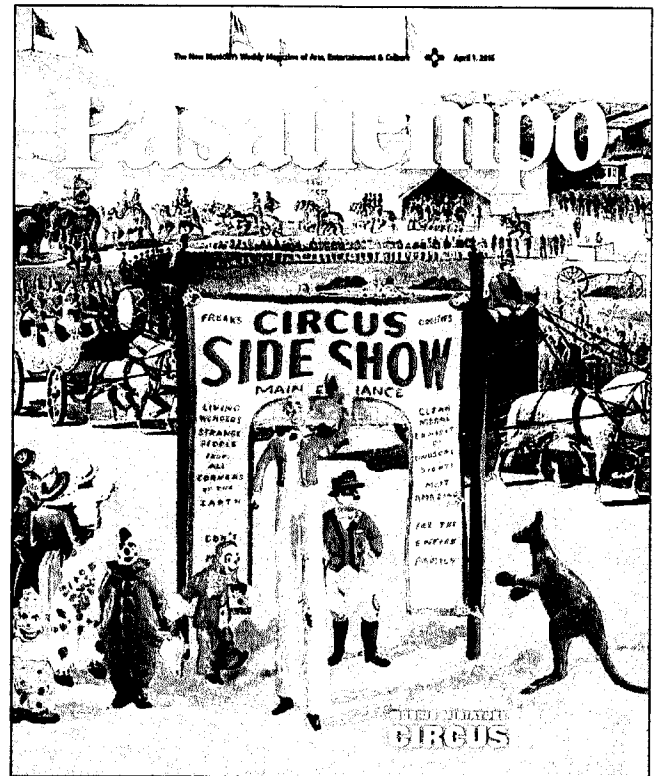
Pasatiempo

Non-Profit*

Advertising Rates

The New Mexican's Weekly Magazine of Arts, Entertainment & Culture

Space Res/Copy Due:
FRIDAY 5 PM FOR THE FOLLOWING
FRIDAY PUBLICATION



* 501(c) 3 documentation required to qualify.
All ads in Pasatiempo are modular sizes only.

Size	Size (inches)	Rate	Add Color
Double Truck	20 x 11.5	\$3210	\$935
Full Page	9.75 x 11.5	\$1495	\$460
Half Page Vertical	4.75 x 11.5	\$775	\$245
Half Page Horizontal	9.75 x 5.625	\$775	\$245
Quarter Page	4.75 x 5.625	\$397	\$140
Eighth Page	4.75 x 2.688	\$205	\$80

Pricing excludes tax.

GUARANTEED POSITION CHARGE
Guaranteed position is offered at 25% premium based on availability. Check with your Multimedia Consultant for details.

SPECIFICATIONS:
Tabloid Size, Stitch and Trim

To Advertise: **505-995-3852**
advertising@sfnewmexican.com

SANTA FE + NEW MEXICAN

JobsSantaFe.com

To advertise call: 505-986-3000 or email: ads@jobssantafe.com

SANTA FE + NEW MEXICAN

JobsSantaFe.com

To advertise call: 505-986-3000 or email: ads@jobssantafe.com

POJOAQUE VALLEY SCHOOL DISTRICT

Strengthening Our Future One Student At A Time

We are currently recruiting for the following positions:

CERTIFIED POSITIONS:
 Assistant Principal - 1st/2nd
 Kindergarten Teacher - 1st/2nd
 Special Education Teacher - 1st/2nd
 Spanish Teacher - 1st/2nd

NON-CERTIFIED POSITIONS:
 Business Accountant - 1st/2nd
 Substitute Teacher - 1st/2nd
 Substitute Teacher - 1st/2nd
 Substitute Teacher - 1st/2nd

To apply for positions complete application at: www.pvs.k12.nm.us

POSITIONS OPEN UNTIL FILLED

NEW MEXICO HIGHLANDS UNIVERSITY

Budget Director

FOR A COMPLETE DESCRIPTION SEE www.nmhu.edu/jobs

New Mexico Highlands University is accepting applications for a Budget Director. The Budget Director provides leadership and coordination of the centralized financial planning and fiscal management functions for the University. Serves as a principal consultant and advisor to the University's President and Vice Presidents for Finance and Administrative Services on a range of fiscal and associated strategic management issues. MINIMUM QUALIFICATIONS: Bachelor's degree; Experience: Five (5) years of experience that is directly related to the duties and responsibilities specified. APPLICATION PROCEDURE: A complete application must include: 1) a letter of interest; 2) resume; 3) university employment application; 4) current address/telephone number of 3 professional references; 5) copies of transcripts. Candidates who are invited for on-campus interviews will be required to submit official transcripts. Resumes will be discarded in conjunction with on-campus interviews.

Submit materials to: jobs@nmhu.edu

New Mexico Highlands University
 Human Resources Department
 Budget Director Search
 Box 8020
 Las Vegas, NM 87801

Final application materials to: jobs@nmhu.edu

For disabled access or services, call (505) 644-3342 or email hr@nmhu.edu

NMHU IS AN EQUAL OPPORTUNITY EMPLOYER

La Familia MEDICAL CENTER

Santa Fe's Professional Business Women Association named La Familia Medical Center the "Employer of the Year" in 2013, due to its family friendly policies and the number of women in positions of leadership.

Behavioral Community Health Worker
 Coordinate services and peer-support to behavioral health patients. Prefer Associate's Degree or two (2) years' experience in a health care or behavioral health setting. Require bilingual Spanish-English.


Behavioral Health Counselor
 Identify and manage patients with behavioral health problems within the primary care setting. Provide short term therapy. Prefer LPCC/LSW and LADAC. Require bilingual Spanish-English.

If you are interested in applying for current position openings, please contact: Maggie Papp, at (505) 982-6423, by e-mail at mpapp@lafamilia.org or mail your resume to: La Familia Medical Center Human Resources | P.O. Box 5395 | Santa Fe, NM 87502.

La Familia Medical Center offers opportunities for employment in the fields of medicine, nursing, dentistry, health education, and other support services. We are an equal opportunity employer.

**We've created a
GREAT WAY
to find employees.**

- 1 Sunday Full Color Print Ad
- 2 7 Days on JobsSantaFe.com
- 3 7 Day Banner Ad on JobsSantaFe.com
- 4 50% off mid-week pickup. (Pick up your display ad during the week and receive 50% off)
- 5 Pick up your display ad text and run as a liner ad Sunday through Saturday and receive 50% off normal rate.

Your ad will be sent out on  Twitter each week

Introductory Rates

EIGHTH PAGE
3 COL. X 4.32"

\$495

QUARTER PAGE
3 COL. X 8.82"

\$795

HALF PAGE
6 COL. X 8.82"

\$1,295

FULL PAGE
6 COL. X 17.82"

\$2,500

SANTA FE + NEW MEXICAN
santafenewmexican.com

Deadline
Thursday
3pm

Contact your jobs specialist at 505-996-3000 or ads@jobssantafe.com

Santa Fe New Mexican

City of Santa Fe

Rates for FY18 – September 1, 2017 through August 31, 2018

ROP Daily Paper

Black and White Ads/\$200,000 Dollar Volume Rate

- Mon-Thurs \$19.25
- Fri/Sat \$20.65
- Sunday – \$21.35

Add the below rate by size to the daily rate if you choose to use Color

1" to 4" \$25.25 (Flat Fee)

4.25" to 30 – \$5.45

30.25" to 66" - \$5.20

66.25" to 126" - \$4.85

Pasatiempo

SIZE	Size (Inches)	Rate	Color
• Double Truck	20 x 11.5	\$3210	\$935
• Full Page	9.75 x 11.5	\$1495	\$460
• Half Page Vertical	4.75 x 11.5	\$775	\$245
• Half Page Horizontal	9.75 x 5.625	\$775	\$245
• Quarter Page	4.75 x 5.625	\$397	\$140
• Eighth Page	4.75 x 2.688	\$205	\$80

Santa Fe New Mexican

Legal Ads

The city gets government rate on legal: \$0.63 per line for first run, \$0.49 per line for follow up runs, same \$10 affidavit fee as everyone else.

Recruitment- Liner Packages

\$232.00 Single Day Package

- 1 day in The Santa Fe New Mexican
- 14 days on sfnmclassifieds.com
- 1 week (if applicable) in The Thrifty Nickel
- 25 words or less in print
- Unlimited text online
- Extra Words: \$3.50 each
- Images: \$30.00 each
- Enhancements: \$10- \$30
- Hard Return \$5 each

\$276.00 7 Day Package

- 7 days in The Santa Fe New Mexican
- 14 days on sfnmclassifieds.com
- 1 week in The Thrifty Nickel
- 25 words or less in print
- Unlimited text online
- Extra Words: \$3.50 each
- Images: \$30.00 each
- Enhancements: \$10- \$30
- Hard Return \$5 each

Santa Fe New Mexican

\$328.00

14 Day Package

14 days in The Santa Fe New Mexican

14 days on sfnmclassifieds.com

2 weeks in The Thrifty Nickel

25 words or less in print

Unlimited text online

Extra Words: \$4.50 each

Images: \$30.00 each

Enhancements: \$10 - \$30

Hard Return \$5

\$404.00

28 Day Package

14 days in The Santa Fe New Mexican

14 days on sfnmclassifieds.com

2 weeks in The Thrifty Nickel

20 words or less in print

Unlimited text online

Extra Words: \$4.50 each

Images: \$30.00 each

Enhancements: \$10 - \$30

Hard Return \$5

Santa Fe New Mexican

Daily and ROP Sizes

Columns	Inches
1	1.833
2	3.791
3	5.75
4	7.707
5	9.667
6	11.625
Full Page	6 column (11.625) x 21
Half Page Vertical	3 column (5.75) x 21
Half Page Horizontal	6 column (11.625) x 10.5
Quarter Page	3 column (5.75) x 10.5
Eighth Page	3 column (5.75) x 5.25

PASATIEMPO sizes

Ad Size	W" x H"
Full Page	9.75 x 11.5
Half Page Vertical	4.75 x 11.5
Half Page Horizontal	9.75 x 5.625
Quarter Page	4.75 x 5.625
Eighth Page	4.75 x 2.688

EQUIVALENT sized Pasa into New Mexican ROP:

Full Page	5 (9.667) x 11.5
Half Vertical Page	3 (5.75) x 11.5
Half Horizontal Page	5 (9.667) x 6
Quarter Page	3 (5.75) x 6
Eighth Page	3 (5.75) x 3

Santa Fe New Mexican
Alexander

Printing/Insert Rate

- \$1,475.00 plus tax
- **8.5 x 11**
 - Gloss Single Sheets (Printed Both sides)
 - Inserted in the Santa Fe New Mexican
 - Includes 500 extra copies

Santa Fe New Mexican
MENU

PASATIEMPO

- Full Page
 - 9.75x11.5
 - \$1,020 plus tax
- HPV
 - 4.75x11.5
 - \$1,020 plus tax
- HPH
 - 9.75 x 5.625
 - \$1,020 plus tax
- Quarter Page
 - 4.75x5.625
 - \$537 plus tax
- Eighth Page
 - 4.75x2.688
 - \$285 plus tax

NEWSPAPER (ROP)

- Full Page
 - 6 column (11.625) x 21
 - \$3,301.20 plus tax
- Half Page Vertical
 - 3 column (5.75) 21
 - \$1,672.65 plus tax
- Half Page Horizontal
 - 6 column (11.625) x 10.5
 - \$1,672.65 plus tax
- Half Page SPECIAL
 - 5 column (9.667) x 12.6
 - \$1,672.65 plus tax
- Quarter Page
 - 3 column (5.75) x 10.5
 - \$836.33 plus tax
- SPECIAL SIZE
 - 3 column (5.75) x 7
 - \$562.17 plus tax
- Eighth Page
 - 3 column (5.75) x 5.25
 - \$421.63 plus tax
- Front Page Banner (Premium Position)
 - 6 column (11.625) x 2
 - \$401.55 plus tax

Santa Fe New Mexican
MENU

WEB – Digital

- WEB Impressions – 100,000
 - 300x250 and 300x600
 - \$900 plus tax
- Takeover – Digital
 - 500x1200 Left and 500x1200 Right
 - 960x30 and 960x300
 - \$500 plus tax
- Enhanced Wallpaper
 - 500x1200 Left and 500x1200 Right
 - \$425 plus tax
- Featured Space
 - 300x250
 - Video Option
 - \$395 plus tax
- Newsletter
 - 720x902
 - 160x600
 - \$195 plus tax

SPECIALTY PRODUCTS

- Four (4) Page Wrap (Front and back)
6 column (11.625) x 21 (each page)
Front/Back and Inside-Spread of two facing pages
Full Color
Wraps Around Front of Paper (Home Deliveries) and Inserted as Jacket for other Inserts.
2,000 overrun
\$6,000 plus tax
- Two (2) Page Wrap (Front and Back)
6 column (11.625) x 21 (Front and Back)
Full Color
Wraps Around Front of Paper (Home Deliveries) and Inserted as Jacket for other Inserts.
\$5,000 plus tax
- Four (4) Page Wrap (Front and back)
6 column (11.625) x 21 (Front and Back)
Front/Back and Inside-Spread of two facing pages
Full Color
Inserted inside New Mexican
\$3,000
- Two (2) Page Wrap (Front and Back)
6 column (11.625) x 21 (front and Back)
Inserted inside New Mexican
\$2,000 plus tax

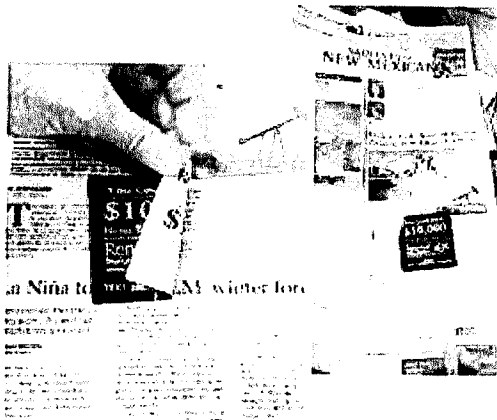
Santa Fe New Mexican
MENU

Additional Product to Consider:

FRONT PAGE POST-ITS

Post-It \$2100+Tax

FRONT PAGE POST ITS



These high impact front page removable "sticky notes" make the perfect attention grabber or coupon!

- They offer your business the exposure and value you've been needing, without a lot of \$\$\$ spent.

- A 3" x 3" Post-it Note offers your business high visibility right on the front page of the Santa Fe New Mexican newspaper.

- Very affordable and seen by 50,000+ readers, this is the perfect venue to advertise your business.

FRONT PAGE POST-ITS

Post-It \$2100+Tax

2017 Magazine Schedule & Rates



Santa Fe Business Guide and Community Profile

The Santa Fe Chamber of Commerce Business Guide and Community Profile is published annually as a resource for local businesses, community members, and people interested in relocating to Santa Fe. It provides valuable insight into Santa Fe's economic climate, culture, and livability, as well as helpful directory listings of member businesses and elected officials.

DISTRIBUTION:

45,000 copies. Two Sunday Insertions in the Santa Fe New Mexican- Reach 50K+ Readers with each insertion!

SPECIFICATIONS:

Book size, Glossy covers, Stitch & trim

TWO Sunday Insertions: Sunday, Feb. 19, 2017 and Sunday, Aug. 27, 2017

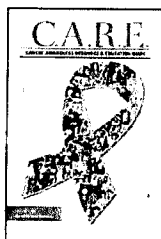
All Materials Due: Friday, February 3

BUSINESS GUIDE FULL COLOR GLOSSY ADS

Inside Front Cover	\$2500
Inside Back Cover	\$2000
Back Cover	\$3000

BUSINESS GUIDE ADS

Size	w x h (inches)	Rate
Full Page	7.375 x 9.875	\$1275
Half Horiz.	7.375 x 4.845	\$750
Half Page Vert.	3.595 x 9.875	\$750
Quarter Page	3.595 x 4.845	\$475
Eighth Page	3.595 x 2.331	\$375
Enhanced Listing		\$25



C.A.R.E. Cancer Awareness Resource & Education Guide

Cancer Foundation for New Mexico, American Cancer Society, Cancer Services of New Mexico, St. Vincent Hospital Foundation, and the Santa Fe New Mexican are teaming up in service to the Santa Fe community. We invite you to participate in this comprehensive resource guide!

Your C.A.R.E. ad will send a strong message to the local community that your business is committed to supporting efforts dedicated to help this prevalent cause.

DISTRIBUTION: 40,000

includes Sunday insertion in the Santa Fe New Mexican, available at area health care centers and facilities.

SPECIFICATIONS: 6"w x 9"h, Glossy covers, Stitch & trim

Publishing: Sunday, Feb. 26

Space reservation and ad copy: Friday, Feb. 10

Glossy cover art: Thursday, Feb. 9

CARE ADS

Size	w x h (inches)	Rate
Double Truck	5 x 7.75 (x2)	\$1400
Full Page	5 x 7.75	\$800
Half Horiz.	5 x 3.75	\$500

2017 Magazine Schedule & Rates



Health & Wellness Directory

Readers love this helpful publication! Featuring a comprehensive directory of area physicians, clinics and practitioners of traditional and alternative medicine, this directory is Santa Fe's #1 most useful resource for choosing local health and wellness services. Reach your audience again and again as they use this directory throughout the year — both at home and in waiting rooms throughout Santa Fe!

DISTRIBUTION:

Saturday insertion in The Santa Fe New Mexican plus 6,000 copies distributed to area health care professionals and wellness facilities.

SPECIFICATIONS: Book size, Glossy covers, Stitch & trim

Publishing: Sunday, March 12

Space reservation and ad copy: Monday, March 5

Glossy cover art: Thursday, March 2

HEALTH & WELLNESS FULL COLOR GLOSSY ADS

Inside Front Cover	\$2165
Inside Back Cover	\$1855
Back Cover	\$2475
Centerfold Double Truck (2 pages)	\$3195
Centerfold Front Page	\$1855
Centerfold Back Page	\$1855

HEALTH & WELLNESS ADS

Size	w x h (inches)	Rate	Add Color
Full Page	7.5 x 9.25	\$630	\$215
Half Horiz.	7.5 x 4.5	\$382	\$115



Kids Summer

Promote your business or activity to Santa Fe families looking for Summer fun and adventure! Featuring the area's best family- and kid-friendly summer activities, camps, performances, food, culture and educational opportunities.

DISTRIBUTION:

Friday distribution to 50K+ New Mexican Readers, 1,000 copies distributed to local schools, libraries and the Genoveva Chavez Community Center.

SPECIFICATIONS:

Tabloid size, Hi-Brite paper, Stitch & trim

Publishing: Friday, April 21

Space reservation and ad copy: Monday, April 3

KIDS SUMMER ADS

Size	w x h (inches)	Rate	Combo
Full Page	9.75 x 11.5	\$1050	\$1900
Half Vert.	4.75 x 11.5	\$675	\$1300
Half Horiz.	9.75 x 5.625	\$675	\$1300
Quarter	4.75 x 5.625	\$375	\$750



Double up and save!

Save big and get twice the exposure with special combo pricing on ads in Kids Summer AND Back to School magazines. See combo pricing or contact your Multimedia Consultant for details.

2017 Magazine Schedule & Rates



Bienvenidos

This gorgeously designed glossy publication showcases the very best of Northern New Mexico summer attractions and activities, setting the stage for summertime adventure with rich and enticing editorial, superb photography, and the season's hottest "must-sees."

Enjoy season-long traffic generation with ongoing distribution to the area's top hotels, visitors centers and attractions. This time-tested favorite publication of both visitors and locals is a must-have addition to your summer marketing plan.

DISTRIBUTION:

Sunday distribution to 50K+ New Mexican readers. Season-long distribution: 30K copies to regional hotels, galleries, museums and visitors centers.

SPECIFICATIONS:

9.5"w x 11.5"h, Full glossy magazine, Perfect binding

Publishing: Sunday, May 21

All files due: Wednesday, April 26

BIENVENIDOS FULL COLOR GLOSSY ADS

Inside Front Cover	\$4225
Inside Back Cover	\$3245
Back Cover	\$4635

BIENVENIDOS ADS

Size	w x h (inches)	Rate
Triple Full	8.5 x 10.5139 (x3)	\$6700
Double Truck	18 x 10.5	\$5050
Full Page	8.5 x 10.5139	\$2320
Half Vert.	4.1806 x 10.5139	\$1450
Half Horiz.	8.5 x 5.1667	\$1450
Quarter	4.1806 x 5.1667	\$885
Eighth	4.1806 x 2.5	\$520



International Folk Art Market
Santa Fe

International Folk Art Market

In recent years, visitors to International Folk Art Market Santa Fe spent an astounding \$10.5 million dollars OUTSIDE of the Market! 75% of visitors attending were from outside Santa Fe! Don't miss this extraordinary opportunity to get your destination business in front of this high impact audience with an ad in the Market's official guide — International Folk Art Market Magazine.

DISTRIBUTION:

Reach 50K+ readers and Market visitors with Sunday insertion in the Santa Fe New Mexican plus 12,000 magazines distributed at International Folk Art Market and to hotels, motels and visitor centers throughout the region.

SPECIFICATIONS:

8.375"w x 10.875"h, Full glossy magazine Perfect binding

Publishing: Sunday, July 9

All files due: Friday, June 16

FOLK ART FULL COLOR GLOSSY ADS

Inside Front Cover	\$3600
Inside Back Cover	\$3150
Back Cover	\$3935

FOLK ART MARKET ADS

Size	w x h (inches)	Rate
Triple Full (3 consecutive pages)	7.375 x 9.875 (x3)	\$5365
2 Page Spread	7.375 x 9.875 (x2)	\$4770
Full Page	7.375 x 9.875	\$2385
Half Vert.	3.595 x 9.875	\$1468
Half Horiz.	7.375 x 4.845	\$1468
Quarter	3.595 x 4.845	\$880
Eighth	3.595 x 2.331	\$495

25% Surcharge for Guaranteed Placement.

2017 Magazine Schedule & Rates



Spanish Market

The official guide to the largest Spanish arts market in North America, and the official market program of the sponsoring organization, the Spanish Colonial Arts Society.



DISTRIBUTION:

Reach 50K+ readers with Sunday insertion in the Santa Fe New Mexican plus 3,000 bonus distribution

SPECIFICATIONS:

Tabloid size, Glossy covers, Hi-Brite paper, Stitch & trim

Publishing: Sunday, July 23

All files due: Wednesday, July 5

SPANISH MARKET FULL COLOR GLOSSY ADS

Inside Front Cover	\$3598
Inside Back Cover	\$3150
Back Cover	\$3936
Page 3 Double Cover	\$3375
Page 4 Double Cover	\$3375
Inside Back Cover A	\$2815
Inside Back Cover B	\$2815
Centerfold One Page	\$3375
Centerfold Double Truck (2 pages)	\$4800
Centerfold Front Page	\$3150
Centerfold Back Page	\$2925

SPANISH MARKET ADS

Size	w x h (inches)	Rate
Triple Full	9.75 x 11.5 (x3)	\$3500
Double Truck	20 x 11.5	\$3945
Full Page	9.75 x 11.5	\$1755
Half Vert.	4.75 x 11.5	\$940
Half Horiz.	9.75 x 5.625	\$940
Quarter	4.75 x 5.625	\$498
Eighth	4.75 x 2.688	\$260



Back to School

Build your family-friendly business with Back to School — the essential parent resource for getting Santa Fe kids ready for a successful school year! We've gathered all the important information into one convenient publication, including a school-year calendar, supply lists, start times and more!

DISTRIBUTION:

Saturday distribution to 50K+ New Mexican Readers

SPECIFICATIONS:

Tabloid size, Hi-Brite paper, Stitch & trim

Publishing: Sunday, July 30

Space reservation and ad copy: Tuesday, July 20

BACK TO SCHOOL ADS

Size	w x h (inches)	Rate
Full Page	9.75 x 11.5	\$1650
Half Vert.	4.75 x 11.5	\$970
Half Horiz.	9.75 x 5.625	\$970
Quarter	4.75 x 5.625	\$520
Eighth	4.75 x 2.688	\$270

2017 Magazine Schedule & Rates



Indian Market

The official Southwestern Association of Indian Arts guide to the largest Indian Arts market in the world. Includes the official Artist Directory & Booth Locator Map, exclusively in this publication.

DISTRIBUTION:

Reach 50K+ readers with Sunday insertion in the Santa Fe New Mexican plus 11,000 bonus distribution

SPECIFICATIONS:

Tabloid size, Glossy covers, Hi-Brite paper, Stitch & trim

Publishing: Sunday, August 13

All files due: Friday, July 14

INDIAN MARKET FULL COLOR GLOSSY ADS

Inside Front Cover	\$3888
Inside Back Cover	\$3400
Back Cover	\$4260
Page 3 Double Cover	\$3650
Page 4 Double Cover	\$3650
Inside Back Cover A	\$3065
Inside Back Cover B	\$3065
Centerfold One Page	\$3650
Centerfold Double Truck (2 pages)	\$6695
Centerfold Front Page	\$3410
Centerfold Back Page	\$3165
Other Glossy Pages	\$2910

INDIAN MARKET ADS

Size	w x h (inches)	Rate	Add Color
Triple Full	9.75 x 11.5 (x3)	\$915 per page	\$475 per page
Double Truck	20 x 11.5	\$5535	\$865
Full Page	9.75 x 11.5	\$2455	\$477
Half Vert.	4.75 x 11.5	\$1520	\$250
Half Horiz.	9.75 x 5.625	\$1520	\$250
Quarter	4.75 x 5.625	\$907	\$187
Eighth	4.75 x 2.688	\$515	\$110



2018 Pet Calendar

DISTRIBUTION:

19,000+ circulation, Inserted in The Santa Fe New Mexican

SPECIFICATIONS:

Book size, Full glossy calendar, Stitch & trim

Publishing: Sunday, October 29

All files due: Tuesday, October 3

2017 Magazine Schedule & Rates



Winterlife

Santa Fe and Northern New Mexico's premier Winter guide. Be part of the magazine that celebrates all the fun and sport the area has to offer: outdoor attractions, dining, shopping, arts, culture & more. Inserted in the Santa Fe New Mexican and distributed at local hotels, attractions & visitor centers throughout the season.

DISTRIBUTION:

Sunday insertion in the Santa Fe New Mexican, 50K+ readers. 10,000 additional season-long regional distribution throughout Northern New Mexico, including: airports, hotels/motels and visitors centers.

SPECIFICATIONS:

9.5"w x 11.5"h, Full glossy magazine, Perfect binding

Publishing: Sunday, November 5

All files due: Friday, October 6

WINTERLIFE FULL COLOR PREMIUM POSITIONS

Inside Front Cover	\$3994
Inside Back Cover	\$3058
Back Cover	\$4322
Centerfold One Page	\$3276
Centerfold Double Truck (2 pages)	\$6500

WINTERLIFE ADS

Size	w x h (inches)	Rate
Double Truck	18 x 10.5	\$4740
Full Page	8.5 x 10.5139	\$2160
Half Vert.	4.1806 x 10.5139	\$1160
Half Horiz.	8.5 x 5.1667	\$1160
Quarter	4.1806 x 5.1667	\$625
Eighth	4.1806 x 2.5	\$328



Feliz Navidad

Christmas in Santa Fe is a destination event – rich in tradition, performance and festivities and adorned in the beautiful glow of thousands of luminarias. Advertise your holiday events, gift items and services in this comprehensive guide to Santa Fe holiday happenings. Enjoyed by visitors and locals. Inserted in the Santa Fe New Mexican with additional distribution to regional hotels, attractions and visitor centers.

DISTRIBUTION:

Sunday distribution to 50K+ New Mexican readers. Bonus distribution: 15,000

SPECIFICATIONS:

10.5"w x 12.5"h Tabloid size, Glossy covers, Hi-Brite paper, Stitch & trim

Publishing: Sunday, November 19

All files due: Friday, October 27

FELIZ NAVIDAD FULL COLOR GLOSSY ADS

Inside Front Cover	\$3700
Inside Back Cover	\$3245
Back Cover	\$4060
Page 3 Double Cover	\$3475
Page 4 Double Cover	\$3475
Inside Back Cover A	\$2885
Inside Back Cover B	\$2885
Centerfold One Page	\$3475
Centerfold Double Truck (2 pages)	\$6385
Centerfold Front Page	\$3245
Centerfold Back Page	\$3065

FELIZ NAVIDAD ADS

Size	w x h (inches)	Rate	Add Color
Double Truck	20 x 11.5	\$4125	\$780
Full Page	9.75 x 11.5	\$1800	\$399
Half Vert.	4.75 x 11.5	\$875	\$215
Half Horiz.	9.75 x 5.625	\$875	\$215
Quarter	4.75 x 5.625	\$515	\$124
Eighth	4.75 x 2.688	\$260	\$70