

2010 PRE-PRINTS ADVERTISING RATES

The Santa Fe New Mexican

Effective January 1, 2010



PRE-PRINTS

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202 E. Marcy St. • P.O. Box 2048
Santa Fe, New Mexico 87504-2048
www.SantaFeNewMexican.com

Main Number (505) 983-3303
Display Advertising (505) 995-3841
FAX Number (505) 984-1785
Credit/Billing (505) 995-3868

PERSONNEL

Robin M. Martin, *Publisher*
Virginia Sohn, *Associate Publisher*
Joseph Vigil, *Advertising Director*
Nicole Kloeppe, *Majors/National Account Executive*

ASSOCIATIONS

ABC – Audit Bureau of Circulations
NMPA – New Mexico Press Association
INMA – International Newspaper Marketing Association
CDVS – Coupon Distribution Verification Service

CIRCULATION

The Santa Fe New Mexican is audited by ABC (Audit Bureau of Circulation). Circulation reports are available upon request. City zone household penetration is over 50%, based upon current circulation. As of December 2008, ABC Publisher's statement of paid and audited circulation by day of week:

| | |
|-----------|--------|
| Sunday | 24,814 |
| Monday | 24,450 |
| Tuesday | 24,569 |
| Wednesday | 25,272 |
| Thursday | 25,081 |
| Friday | 28,736 |
| Saturday | 24,265 |

PRE-PRINTED INSERTS GENERAL PROVISIONS

Pre-printed distributions are available by city, regional or full circulation, and through Review/TMC (Total Market Coverage) to non-subscribers. Pre-prints should measure not more than 12.5 inches wide by 11 inches deep, or be quarter-folded to meet inserting specifications. Single sheets should be printed on 60 lb. paper or heavier. Total charges are based on current circulation requirements. Call to confirm those requirements. Dock hours for pre-print delivery are Monday-Friday 8 am-4 pm. Deliver to One New Mexican Plaza, Santa Fe, New Mexico. One hundred percent (100%) of pre-print dollar charges for either part or full coverage in The New Mexican and TMC will be credited to dollar volume contract fulfillment. All rates apply to single advertisers or more than one advertiser if they have the same ownership.

DEADLINE

Seven days prior: A late fee of \$100 will be charged. All rates listed are cost per thousand copies distributed.

WE-PRINTS

We-prints are available in a variety of sizes in both black and white and color. Prices vary depending on size, quantity, color, paper quality and number of insertions.

Minimum quantity 25,000.

Overruns available upon request; minimum quantity 25,000.

Popular sizes with full-color on both sides/all pages:

Single Sheet - 8.5" x 10.5," \$75* per thousand

Big Sheet - 10" x 12.5," \$82* per thousand

Kraft Wrap - 2-page Standard/4-page tab on Kraft paper \$88* per thousand printed and inserted

8-Page Tabloid on newsprint \$122* per thousand printed and inserted

*Pricing is subject to change based on current market cost of paper. Production fees may apply and costs are available upon request.

GLOSSY PIDS: Print, Insert & Deliver Single Sheets

8.5" x 11" or 11" x 17" folded in half on 60 pound glossy paper, process color printing on both sides.

Minimum quantity of 25,000.

Pricing begins at \$79* per thousand for 8.5" x 11" and \$89* per thousand for 11" x 17."

Custom printing also available for larger sizes and quantities. Pricing and deadlines available upon request.

*Pricing is subject to change based on current market cost of paper.

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PRE-PRINT RATE SCHEDULE & TMC (Review)

Pre-print Conversion: Standard page = 126 column-inches, Tab = 63 column-inches, Flexi = 31 column-inches

| Frequency Contracts | Up to 4-Std 8-Tab | 6-8 Std 12-16 Tab | 10-12 Std 20-24 Tab | 14-16 Std 28-32 Tab | 18-24 Std 36-48 Tab | 26-32 Std 52-64 Tab | 34-40 Std 68-80 Tab | 42-48 Std 84-96 Tab | |
|---------------------|-------------------|-------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---|
| Open Rate | \$70 | \$76 | \$82 | \$89 | \$92 | \$95 | \$98 | \$101 | A |
| 6x per year | \$66 | \$69 | \$71 | \$74 | \$77 | \$80 | \$83 | \$86 | A |
| 12x per year | \$64 | \$66 | \$69 | \$72 | \$75 | \$78 | \$81 | \$84 | B |
| 20x per year | \$62 | \$64 | \$67 | \$69 | \$72 | \$75 | \$78 | \$81 | B |
| 28x per year | \$60 | \$62 | \$65 | \$67 | \$70 | \$73 | \$76 | \$79 | B |
| 36x per year | \$58 | \$59 | \$62 | \$64 | \$67 | \$70 | \$73 | \$76 | C |
| 44x per year | \$50 | \$52 | \$54 | \$56 | \$59 | \$62 | \$65 | \$68 | C |
| 52x per year | \$48 | \$50 | \$53 | \$55 | \$58 | \$61 | \$64 | \$67 | C |
| 60x per year | \$45 | \$47 | \$49 | \$51 | \$54 | \$57 | \$60 | \$63 | C |
| 75x per year | \$43 | \$45 | \$47 | \$49 | \$52 | \$55 | \$58 | \$61 | D |
| 100x per year | \$41 | \$43 | \$45 | \$47 | \$50 | \$53 | \$56 | \$59 | D |
| 125x per year | \$38 | \$40 | \$42 | \$44 | \$47 | \$50 | \$53 | \$56 | D |
| 150x per year | \$36 | \$38 | \$40 | \$42 | \$45 | \$48 | \$51 | \$54 | D |
| 175x per year | \$34 | \$36 | \$38 | \$40 | \$43 | \$46 | \$49 | \$52 | D |

All pre-print dollars are credited towards dollar volume contracts.

Folded-card inserts at \$49 per 1000 (\$39 for 12-time commitment).

For pre-prints larger than 48 Std/96 Tab, please call for price quote. Pre-prints less than full circulation will be charged a \$2 cpm premium. Zoned pre-prints for a quantity of less than 16,000 will be charged a zoning premium of \$10 per thousand. Custom printing available for single sheet inserts. Price and quantity information available upon request.

Card stock single sheet per 1,000:

Open Rate – Daily \$44 Sunday \$46

12x Commitment – Daily \$34 Sunday \$36

SANTA FE DIRECT/REVIEW - Direct mail delivery up to 25,000 Santa Fe-area households is available from Santa Fe Direct, owned and operated by The New Mexican. Through a combination of newspaper and direct mail delivery, Santa Fe Direct provides total market coverage to all newspaper subscribers and non-subscribers in select zip codes.

POST-IT NOTES

Highly visible 3"x3" ad placed on the front page of The New Mexican.

Available any day of the week. Also available for placement on the front of our TV Book, Sunday Real Estate section, Thursday Drive magazine, La Voz de Nuevo México, Sunday magazine, NM Jobs, and Review (weekly direct mail).

Minimum quantity: 25,000

Cost per thousand: \$86 cpm

Full-color Post-it Notes also available. Pricing upon request.

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CREDIT POLICY

PAYMENT TERMS – Advertising payment is due in advance. Credit-approved billed advertising is due in full, net 30 days from date of invoice. A 1.5% finance charge will be assessed on all accounts 30 days past due. Advertiser is subject to a satisfactory credit check, or prepayment will be required. The Newspaper accepts cash, check, Visa, MasterCard, Discover, and American Express. A fee of \$15 will be charged on all returned checks. Advertiser shall pay for the advertising purchased according to the terms on the Newspaper's invoice/billing statement. If Advertiser fails to pay in accordance with these terms, the Publisher may reject advertising copy. If Advertiser's contract is canceled due to Advertiser's failure to make timely payments, the Newspaper may re-bill the Advertiser at the open or earned contract rate, whichever is applicable.

AGENCIES – An agency commission of 15% will be paid on open rate for ROP (run of press) advertising only. No other discounts apply. Ads must be press-ready. Agencies must be local and recognized by The New Mexican. All contract rates, ROP, Pasatiempo, Sunday magazine, TV Book, magazines, pre-prints, post-its, etc., are net.

SHORT RATE/REBATE – A short rate will be charged if the Advertiser fails to run sufficient advertising to fulfill advertising contract commitment. The Advertiser agrees to pay the short rate, the difference between the rate billed and the rate actually earned. In any case, the short rate amount shall not exceed the costs of continuing the agreement in force until its expiration date. Advertiser will be prohibited from signing contract levels previously unfulfilled. Rebates earned for exceeding contract level will be applied to a maximum of one contract level. Rebates will be issued in the form of a credit towards future advertising and must be used within 12 months.

CREDITS – Claim for a credit must be received by the credit manager within sixty (60) days from the date of billing statement or be deemed waived. Credit is granted only for the first day of an error and only for the space occupied by the error. Contract audits are accepted within 90 days of contract expiration.

JOINT AND SEVERAL LIABILITY – If Advertiser utilizes an Agency, Advertiser and Agency shall be jointly and severally liable for complying with all rate card terms and conditions, including payment of all advertising.

INDEMNIFICATION - The Newspaper shall not be liable for any loss or expense that results from the publication (whether published correctly or not) or omission of an advertisement. The Advertiser agrees to indemnify, defend and hold harmless the Newspaper from all claims (valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which the Publisher may become liable by reason of Newspaper's publication of Advertiser's advertising. The Advertiser represents and warrants that any copy submitted is truthful and in compliance with all applicable laws and regulations.

PRICING/TAX – Local display advertising rates are non-commissionable. Retail display advertising rates apply to most firms, individuals, and associations selling goods/services in the state of NM. Retail rates do not apply to other rate classifications that the Publisher has or will establish (e.g., National, Classified or Category rates). The Publisher determines rate classifications. Tax is not included on the rates stated within the rate card. Any federal, state or local taxes imposed on the printing of advertising material or on the sale of advertising space in this Newspaper shall be assumed and paid by the Advertiser. Advertising is a service and is taxable to all Advertisers, including non-profit organizations. A Type 5 Resale certificate is required of advertising Agencies to be exempt from New Mexico state gross receipts tax.

PUBLISHER RATE CARD/CONTRACT – The Publisher may revise advertising rate schedules at any time upon 30 days' written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to the Publisher. Advertising rate cards appear online at newmexicanratecards.com. A printed copy of a rate card is available upon request. The Publisher reserves the right to cancel any contract upon 30 days written notice to the Advertiser. Contracts will not be backdated beyond 30 days. Contracts are valid for one year, and do not automatically renew. Advertising contracts may not be assigned or transferred by Advertiser or its advertising agency.

SEQUENTIAL LIABILITY – Any statements concerning liability, which appear on correspondence from Advertiser or its Agency, are rendered void and are irrevocable without the written consent of the Publisher. It is further agreed that the Publisher does not accept those provisions in advertising orders or space reservations claiming sequential liability.

INCORRECT RATES IN ORDER FORMS – When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Publisher's rate schedule and in accordance with the conditions contained herein.

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GENERAL ADVERTISING POLICY

Placement of advertising in The Santa Fe New Mexican (herein called the "Publisher" and/or "Newspaper") shall be subject to the following conditions:

DEADLINES – To ensure publication, Advertiser must meet all current deadline schedule requirements. Advance deadlines may become necessary to meet holiday demands or special circumstances. The deadline for a reservation and cancellation is the same. Advertising space canceled after deadline may be billed at 50% of the rate.

EDITORIAL-STYLE ADS – All editorial-style ads must contain the word "advertisement" in minimum 8 pt. type across the top center of the ad. Advertising that mimics the editorial style or typeface of The New Mexican is prohibited.

POLITICAL ADVERTISING – Political advertising is accepted, is non-commissionable, and must be paid in advance at the current political rate. All political ads must contain a financial responsibility disclaimer including the name of person(s) and phone number, or e-mail address of the organization(s) responsible for the ad. Names used in ads may require verification or identification. New political claims or issues in ads may not be published within two days of any election.

BROKERED ADVERTISING – The Publisher deals directly with its local advertisers and does not accept local brokered advertising.

COPYRIGHT – The New Mexican will not knowingly publish any copyrighted materials. The Advertiser assumes all responsibility for obtaining permission to use any trademarked material. Publisher shall not be liable for any copyright infringement by advertisers.

RIGHT TO EDIT/REJECT – The Publisher reserves the right, in its sole discretion, to edit, classify, cancel or reject at any time any advertising copy submitted by Advertiser for any reason. All advertising is subject to Publisher approval.

POSITION OF ADVERTISEMENTS – The Publisher shall have full latitude with respect to positioning all advertisements. Publisher will use its reasonable effort to accommodate Advertiser's positioning requests, however, position of advertisements is not guaranteed. Advertisers may purchase, for a 25% premium, designated sections or pages in certain publications as available. Failure to accommodate a guaranteed position results in a credit for the 25% premium only.

PROOFS/TEARSHEETS – You may request to see an electronic version proof from your Account Executive. Tearsheets are available upon request either following ad publication or accompanying the billing statement.

OWNERSHIP OF ADVERTISING COPY – All advertising copy which represents the creative effort of the Newspaper, illustrations, labor, photos, composition and materials, is and remains the property of the Publisher, including all rights of copyright herein. The Advertiser understands and agrees it cannot authorize reproduction, in whole or in part, of any such advertising copy for use in any other medium without the Publisher's prior written consent.

ORDERS RECEIVED – Forwarding of an advertising order or space reservation is considered acceptance of all current rates and conditions. Facsimile or other electronic means may be used to send such insertion orders, agreements and other instructions.

MODIFICATIONS – No representative of The New Mexican is authorized to make oral modifications to the rates and regulations contained in this rate card. Any modifications or alterations must be in writing and approved by the Advertising Director and Publisher. This rate card cancels and supersedes all previous retail rate cards.

NON-PROFIT ORGANIZATIONS – Charitable non-profit organizations must have a 501(c)3 on file in order to receive the non-profit rate at Publisher's discretion.



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