

2010 ADVERTISING RATES

The Santa Fe New Mexican

Effective January 1, 2010



NATIONAL

2010 NATIONAL ADVERTISING RATES **The Santa Fe New Mexican**

Effective January 1, 2010



202 E. Marcy St. • P.O. Box 2048
Santa Fe, New Mexico 87504-2048
www.SantaFeNewMexican.com
Main Number (505) 983-3303
Credit/Billing (505) 995-3868

ADVERTISING

Nicole Kloepfel, *Major/National Account Executive*
nkloepfel@sfnewmexican.com
(505) 995-3841
FAX (505) 995-3874

PERSONNEL

Robin M. Martin, *Publisher*
Virginia Sohn, *Associate Publisher*
Joseph Vigil, *Advertising Director*

REPRESENTATION

Landon Media Group
Atlanta - (770)352-0331 Los Angeles - (310) 342-1300
Boston - (978) 692-8471 New York - (212) 826-1113
Chicago - (312) 644-8270 Philadelphia - (856)988-9858
Dallas - (972) 867-4177 San Francisco - (530) 274-7999
Detroit - (248) 680-7470

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

DISPLAY AD RATES BLACK & WHITE ROP

GROSS OPEN RATE Mon–Thurs \$43
Thanksgiving & Fri/Sat/Sun \$45

CONTRACTS NET

	Mon-Thurs	Thanksgiving & Fri/Sat/Sun
\$10,000	\$42.50	\$44.45
\$20,000	\$40.25	\$42.10
\$35,000	\$38.00	\$39.80
\$55,000	\$35.80	\$37.45
\$80,000	\$33.55	\$35.10

Please add tax to all rates. NM Sales tax is currently 8.0625%.

DISCOUNTS

Ads picked up to run again within a six day cycle (Monday through Saturday with no copy change) will receive a 25% discount. Minimum ad size: 15 column-inches.

COLOR RATES Low prices on color! It's affordable to run your ad in color, which gets you 50% more readership of your message! All color rates are in addition to black and white space cost; color is subject to availability. Color on ROP open rate advertising is commissionable. Contract color advertising is net.

Note: Color ads may be grouped on a single page. The same rate applies to spot color or process color. Pick-up discounts do not apply to color rates.

Ad Size	Daily Display (per column-inch)
4" to 9"	\$8.30
10" to 30"	\$6.75
31" to 66"	\$6.55
67" to 126"	\$6.25

Minimum charge - \$32.00

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PASATIEMPO

Pasatiempo is an award winning weekly arts and entertainment magazine that is inserted every Friday in The New Mexican. *On average, 45% of readers keep Pasatiempo until the following publication.

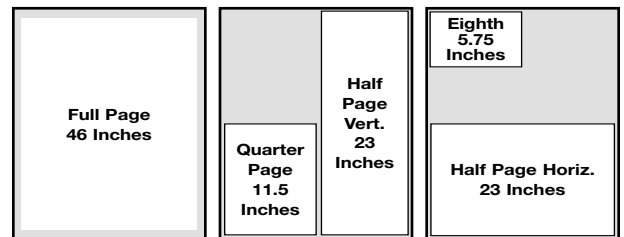
All ads in Pasatiempo are modular sizes only and will be charged at the rates listed, based on frequency commitment within a contract year. Pasatiempo inches are credited toward dollar volume contract fulfillment.

*Source; MORI



FREQUENCY CONTRACTS

Size W x H (inches)	Open Rate	6 Times	13 Times	26 Times	39 Times	52 Times
Double Truck						
20 x 11.5	\$4883	\$4196	\$3656	\$3056	\$2871	\$2596
Full Page						
9.75 x 11.5	\$2170	\$1864	\$1626	\$1357	\$1277	\$1154
Half Horiz.						
9.75 x 5.625	\$1151	\$943	\$827	\$694	\$667	\$627
Half Vert.						
4.75 x 11.5	\$1151	\$943	\$827	\$694	\$667	\$627
Quarter						
4.75 x 5.625	\$590	\$492	\$428	\$354	\$338	\$315
Eighth						
4.75 x 2.688	\$332	\$253	\$225	\$190	\$178	\$162



** Tabloid Double Truck Bleed: Total document size including bleed is 21.25" w x 13" h. Critical/Live image area, centered width and height in document, is 20.125" w x 11.5" h. Trim size is 20.75" w x 12.5" h.

* Tabloid Full Page Bleed: Total document size including bleed is 10.875" w x 13" h. Critical/Live image area, centered width and height in document is 9.75" w x 11.5" h. Trim size is 10.375" w x 12.5" h.

NATIONAL CLASSIFIED RATES

TMC	\$ 1.66 per column-inch
The New Mexican Display	\$39.90 per column-inch

Note: **LINER** ads subject to \$22 fee for www recruitment listings.
Recruitment **DISPLAY** ads subject to 10% online fee.

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PRE-PRINT RATES

Pre-prints should be boxed or banded on pallets and shipped to arrive ten (10) days prior to distribution date at:

The New Mexican
One New Mexican Plaza
Santa Fe, NM 87507

Pre-print rates are subject to change with a 30-day written notice. Call to confirm quantity and zoning requirements.

	Open Rate CPM	6x	12x
Up to 4 Std/8 Tab	\$85	\$80	\$76
6-8 Std/12-16 Tab	\$92	\$83	\$79
10-12 Std/20-24 Tab	\$95	\$86	\$81
14-16 Std/28-32 Tab	\$98	\$89	\$83
Cards to 8.5" x 11"	\$57	\$45	\$40
Folded-card	\$69	\$56	\$52
Mini-catalog/magazine	\$102	\$90	\$85
Post-It Note (25k minimum: printed by The New Mexican)	\$87		
Comics Spadea	\$69		
Comics Gatefold	\$51		
Single Sheet	\$53		

(\$2 CPM premium for pre-prints ordered less than full circulation.)

PRODUCT SAMPLES

Pre-printed Polybag	\$81 CPM
Sample in Polybag	\$111 CPM

All product samples subject to approval by Publisher.

ROP DEADLINES

Placement or cancellation as below, except special magazines and holidays.

Issue (Publication Day)	Reservation & Copy	
Monday	Thursday	5 pm
La Voz (Mon)	Thursday	5 pm
Tuesday	Friday	5 pm
Wednesday	Monday	Noon
Thursday	Monday	5 pm
Pasatiempo	Monday	5 pm
Friday	Tuesday	5 pm
Saturday	Wednesday	5 pm
Sunday Features	Wednesday	5 pm
Sunday	Thursday	5 pm
TV Book (Saturday)	Friday	5 pm, 1 week prior
Review (TMC) (Wednesday)	Tuesday	5 pm, 1 week prior
Tempo/Taos News	Friday	3 pm

The New Mexican reserves the right to cancel advertising space reservations if copy is not submitted by deadline.

SANTA FE DIRECT/REVIEW

Total Market Coverage newspaper mailed each week to non-subscribers of The New Mexican in Santa Fe.

25,000 total circulation.

Pick-up rate \$17.84 per column-inch for ads running in combination with The New Mexican within seven days.

Open rate is \$20.94 per column-inch.

Direct mail delivery 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 of select zip codes to all newspaper subscribers and non-subscribers.

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ADVERTISE ON THE WEB

See the Online/Web Rate card for rates.

The New Mexican hosts the dominant news and information site in New Mexico* and is always adding new sites for specific audiences.

OUR WEB SITES THAT ACCEPT ADVERTISING:

SantaFeNewMexican.com

- In an average month (3/1/09-11/30/09*) 175,000 unique visitors made a total of 448,000 visits to view 1,500,000 pages on our Web site.
- Our site carries the news stories and opinion from the daily paper with frequent updates throughout the day, as well as reader comments, blogs, videos, photos and slide shows, obituaries and condolences guest books.
- All classified line ads from the print edition are available online, and are searchable.

*Data compiled by Google Analytics.

OTHER SITES:

MarketSpace Online Classifieds

The place to buy & sell online in the Santa Fe area. Everything from antiques to Xbox 360's. Need a new auto? Looking for a new job? Find it all at MarketSpace! Go to santafenewmexican.com and click on MarketSpace.

SantaFeNewMexican.com/monster

We have combined the power of print with online to provide you the medium to look for the best employment candidates.

Yellow Pages

A great way to find local businesses in and around Santa Fe. Includes directions, services, maps & enhanced listings.

Scoop: www.santafescoop.com

A social network for everything about animals and their friends.

The Green Line: www.santafegreenline.com

Established to open lines of communication for our community on issues facing us and our environment.

eTaste: www.etastesantafe.com

Established for Foodies. Santa Fe is one of the great food capitals of the world, with a food culture unique to Northern New Mexico.

Daily newsletters

Newsletters deliver the day's top headlines to over 10,000 subscribers.

Contact Jim Keyes, 505-995-3846, for demographic and rate information for online sites.

MAGAZINES See the Magazine Rate card for rates.

	AD DEADLINE	PUBLICATION DATE
Santa Fe's 400th Birthday	January 15	February 7
Enchanting Weddings	January 20	February 13
Health Directory	January 29	February 20
Spring Coupon	March 2	March 27
El Palacio Presents	March 3	March 28
Who's Who in Santa Fe	March 16	April 7
Kids Summer	March 17	April 10
Ideas - Home & Garden	March 30	April 21
Golf New Mexico	April 6	April 30
Bienvenidos	April 21	May 16
Native Treasures	April 27	May 19
Food/Lifestyle	May 11	June 2
Summer Coupon	June 7	July 3
Folk Art Market	June 15	July 7
Spanish Market	June 30	July 21
Indian Market	July 27	August 18
Fall Coupon	August 6	September 4
Fiesta	August 4	September 4
Santa Fe Wine & Chile Fest	August 24	September 18
Winterlife	October 12	November 6
Feliz Navidad	October 26	November 20
Winter Coupon	December 7, 2010	January 1, 2011

WEEKLY FEATURES

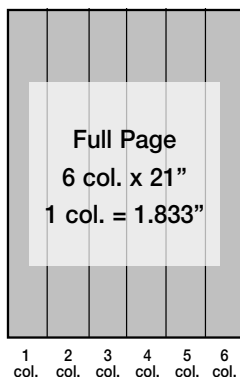
Book Reviews	Friday	NM Jobs	Sunday
Business	Tuesday & Sunday	Opinion	Sunday
Education/For Kids	Monday	Pasatiempo - Arts, Culture & Entertainment	Friday
La Voz de Nuevo Mexico (Spanish pages)	Monday	Parade magazine	Sunday
Food Day (Taste)	Wednesday	Connections (events calendar)	Sunday
Generation Next	Thursday	Real Estate	Sunday
Health & Science	Saturday	TV Book	Saturday
Neighbors	Sunday	Vista magazine	1st Saturday monthly

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ROP STANDARD PAGE

50-inch web - A standard page is 11.625" wide and 21" deep; six columns per page. 126 total column-inches per page. Ad size in column-inches equals the number of columns multiplied by the height in inches.

Columns	Inches
1	1.833
2	3.792
3	5.750
4	7.708
5	9.667
6	11.625
Double Truck:	
13	24.125



GRAPHIC DESIGN & PHOTOGRAPHY

The New Mexican Design and Production Agency (DAPA) will prepare print-ready material for The New Mexican advertisers including photography, layout and design, typesetting and artwork. Requests for services must be made through your Account Executive. DAPA services are only for ads running in The New Mexican.

Layout and typesetting no charge
 Electronic retouch or digital manipulation.....\$52 per hour (1 hour minimum)
 Illustration.....\$52 per hour

PHOTOGRAPHY

Local on-site..... \$68
 (within 20 miles of Santa Fe)
 Out of area on-site \$125
 (outside of 20-mile city center radius)
 Prints..... \$42

Photography charges are per set-up. Additional time billed at \$62 per hour. Photographs must be used in ads in The New Mexican. See complete photo policy.

(All photographic prints, images and negatives taken by employees of The Santa Fe New Mexican are the copyrighted property of The Santa Fe New Mexican and may not be reprinted without the express written permission of The Santa Fe New Mexican.)

PRODUCTION INFORMATION

Included as part of your space reservation, our award-winning art department will design your ad. Contact your sales representative on how to get started. For obtaining information on toning photos for newsprint, color profiles or formatting PDFs correctly, email: fowler@sfnewmexican.com or call 995-3836.

PDF REQUIREMENTS

If your ad is already built electronically, The New Mexican prefers to receive it as a PDF, properly formatted to ensure quality printing. All ads must be bordered, except full pages.

- All fonts embedded/converted to outlines
- Acrobat 5 (PDF 1.4)
- Built to exact size (no crop/registration marks or white space beyond ad size)
- Correct embedded resolution (see production requirements below)
- Correct color mode (see production requirements below)

Supported Applications

- Adobe CS3 Suite: InDesign, Illustrator, Photoshop
- Acrobat 8 Suite
- Microsoft Word (only for text)
- QUARK AND PUBLISHER ARE NOT SUPPORTED

Supported Media

CD • DVD
 All ads submitted on disk must have accompanying hard copy. Process-color ads require match-proof or customer approved color output.

Electronic File Submission

- **AdTracker Online (ATOL)** – http://atol/ATOL_x/
 User name: **client account number** (lowercase)
 Password: **client account number** (lowercase)

Note: Contact your sales representative to get helpful information on how to upload files.

- **FTP** – <ftp.sfnewmexican.com>
 User name: **dapa** (lowercase)
 Password: **advert** (lowercase)

Production Requirements

Maximum halftone density: 1270 • Line screen: 110 lpi
 Picture resolution (at correct size): Newsprint 220 dpi minimum, Photoshop ads 600 dpi, Glossy ads 300 dpi
 Format: Macintosh • Color: CMYK or Grayscale (no RGB or 4C black)

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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, 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.



202 E. Marcy Street • P.O. Box 2048 • Santa Fe, New Mexico 87504-2048
Main Number (505) 983-3303 • Display Advertising (505) 995-3819
FAX Number (505) 984-1785 • Toll-free (800) 873-3362