

2010 REAL ESTATE GUIDE
ADVERTISING RATES
The Santa Fe New Mexican
Effective January 1, 2010



REAL ESTATE GUIDE

Effective January 1, 2010

Santa Fe Real Estate Guide 2010

Publication Date <u>Sundays</u>	Space Reservation <u>Wednesdays</u>	Material Deadline <u>Thursdays</u>
January 3, 2010	Dec. 9, 2009	Dec. 10, 2009
February 7	January 6	Jan. 7
March 7	February 10	Feb. 11
April 4	March 10	Mar 11
May 2	April 7	April 8
June 6	May 5	May 6
July 4	June 9	June 10
August 1	July 7	July 8
September 5	August 4	Aug 5
October 3	Sept 8	Sept 9
November 7	Oct 6	Oct 7
December 5	Nov 10	Nov 11
January 2, 2011	Dec 8, 2010	Dec 9, 2010

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Santa Fe
REAL ESTATE
Guide

REAL ESTATE GUIDE
ADVERTISING RATES

	OPEN 1X	6X	12X
Full Page	\$1905	\$1830	\$1662
Half Horizontal	\$1090	\$992	\$856
Half Vertical	\$1090	\$992	\$856
Quarter	\$550	\$505	\$439
Eighth	\$330	\$299	\$245

GUARANTEED POSITION

Guaranteed positions forward of the centerfold are available for a 25% premium. Guaranteed positions behind centerfold are available for a 15% premium. First right of refusal applies. All position requests are accommodated on a first come, first served basis.

ADD COLOR It's now more 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.

Note: Color ads may be grouped on a single page. The same rate applies to spot color or process color.

Ad Size	Cost	Ad Size	Cost
Full Page	\$409	Quarter Page	\$125
Half Page	\$215	Eighth Page	\$69

GLOSSY COVERS

Back cover	\$3495
Inside front cover	\$3139
Inside back cover	\$2730

BLEED ADS Full Page Only

Tabloid Full page bleed: Add .25" bleed around entire trim area. Trim size = 10.375" w x 12.5" h, with bleed added = 10.875" w x 13" h. Live area centered within trim (all text and art to remain uncropped) = 9.75" w x 11.5" h.

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

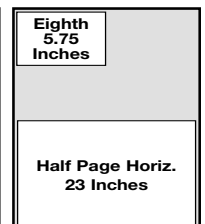
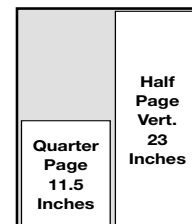
Newsletters deliver the days top headlines to over 10,000 subscribers.

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

AD SIZES AND SPECIFICATIONS (in inches)

Unit	Size
Double Truck	20.25 x 11.5
Full Page	9.75 x 11.5
Half Horizontal	9.75 x 5.625
Half Vertical	4.75 x 11.5
Quarter	4.75 x 5.625
Eighth Page	4.75 x 2.688

No other ad sizes available



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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)

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.)

GLOSSY COVERS

Line screen 150 lpi
Picture resolution300 dpi
Maximum halftone density2400 dpi

SIZE REQUIREMENTS

Live area (all text and art to remain uncropped) = 9.75" x 11.5"
Trim size (actual size of final publication) = 10.375" x 12.5"
Document with bleed included = 10.875" x 13"

BLEEDS: (crop marks must be present to indicate trim)
Add to the trim size (10.375" x 12.5") .25" to each side, and .25" to top and bottom, a total addition of .5" to height, .5" to width. Total size = 10.875" x 13"

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TERMS & CONDITIONS

PAYMENT Statements are rendered monthly and are due net 30 days. A 1.5% finance charge will be assessed on all accounts 30 days past due.

COMMISSIONS No agency commission. Rates are net.

AD COPY/PROOFS The New Mexican will provide one proof per ad. Ads turned in after deadline are unavailable for proofs. The previous month's ad will publish again if new ad copy is not received by deadline.

LIABILITY OF PUBLISHER The Publisher will be responsible only for the space occupied by an error, therefore read your ad the first day of publication. The Publisher shall not be liable for any loss or expense that results from the publication or omission of an advertisement.

All advertising policies from The Santa Fe New Mexican's Classified Rate Card currently in effect will apply.

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.