

Advertising Sales

advertising@aztecnews.com
505-334-1039



Weekly print ad rates, sizes & discounts
(sized in inches)

3 month plus agreements include digital ads at no charge

The Aztec Local News - Display Advertising

SIZE (Width" x Height")	Regular Price (per week)	x 13 weeks Save 10%	x 26 weeks Save 15%	x 52 Weeks Save 20%
1/16 Page 4.9 x 2.15	\$68 B&W \$91 Color	\$61 B&W \$82 Color	\$58 B&W \$77 Color	\$54 B&W \$73 Color
1/8 Page Horizontal 4.9 x 4.3	\$137 B&W \$183 Color	\$123 B&W \$165 Color	\$116 B&W \$155 Color	\$109 B&W \$146 Color
1/4 Page Standard 4.9 x 8.6 Vertical 2.5 x 17.2 Horizontal 9.9 x 4.3	\$274 B&W \$366 Color	\$246 B&W \$329 Color	\$233 B&W \$311 Color	\$219 B&W \$293 Color
1/2 Page Vertical 4.9 x 17.2 Horizontal 9.9 x 8.6	\$547 B&W \$684 Color	\$493 B&W \$616 Color	\$465 B&W \$582 Color	\$438 B&W \$547 Color
Full Page 9.9 x 17.2	\$1095 B&W \$1369 Color	\$985 B&W \$1232 Color	\$931 B&W \$1163 Color	\$876 B&W \$1095 Color
Here's My Card Business Card	Scanned Business Card, Prepaid Only, Ad Change OK once per quarter	\$345	\$625	\$1125

CANCELLATIONS: A 15% cancellation fee will apply to ads that are canceled after 2 pm Tuesday deadline. Holiday deadlines may differ. Discounts not earned will be billed at Regular Price. All orders must be Prepaid by deadline. City of Aztec Sales tax of 8% will be added. If your group is tax exempt, please provide a Non Taxable Transaction Certificate (NTTC) obtained from the State of New Mexico Tax & Revenue Department.

TALON is happy to work with you to design your ad. Our award winning marketers can assist you in designing your ad idea for no extra cost. First two proofs are complimentary, \$40 fee per each additional proof. Custom ad concept, ad copy writing, and design services are also available \$40 per 1/2 hour rounded to nearest half hour. Clip art or logo work may incur additional fees. If you use your own design service, please use these guidelines:

- Formats accepted include tiff; eps, jpeg, or pdf (*must be flattened.*)
- Please supply ad files at 200 dpi
- If sending color, please send as CMYK, w 100% black, no rich black or RGB.
- When sending black and white, please grayscale, including any graphics and photos.
- **Disclaimer:** Ads using RGB / rich black may result in loss of data. TALON is not responsible for mishaps resulting from files supplied in RGB format or including RGB elements.
- **Deadlines:** Reservation for ad space is due **Tuesday 2 p.m.** Camera Ready ads are due **Wednesday 2 p.m.**