

SANDOVAL SIGNPOST



An independent local newspaper serving the community since 1988

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DROP BOX: Inside The Merc, 221 Hwy. 165, Placitas

Rate Schedule

2012

Rates are for a one-month run	1X Black & White	6X Black & White, paid in advance	Color
FULL PAGE	\$480. ⁰⁰	\$432. ⁰⁰	\$680. ⁰⁰
1/2 PAGE	\$280. ⁰⁰	\$252. ⁰⁰	\$430. ⁰⁰
3/8 PAGE	\$215. ⁰⁰	\$193. ⁵⁰	\$340. ⁰⁰
1/4 PAGE	\$170. ⁰⁰	\$153. ⁰⁰	\$270. ⁰⁰
THE STRIP AD	\$150. ⁰⁰	\$135. ⁰⁰	\$230. ⁰⁰
1/8 PAGE	\$105. ⁰⁰	\$ 94. ⁵⁰	Submit color ads in CMYK or RGB.
THE SMALL AD	\$ 70. ⁰⁰	\$ 63. ⁰⁰	

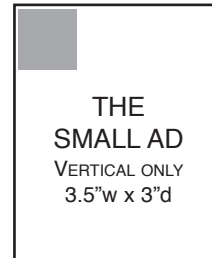
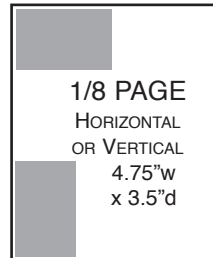
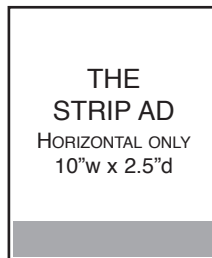
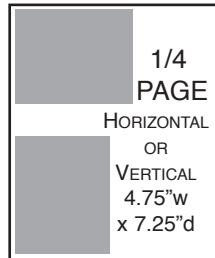
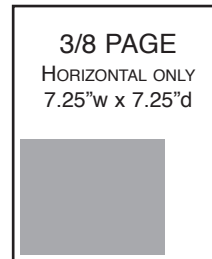
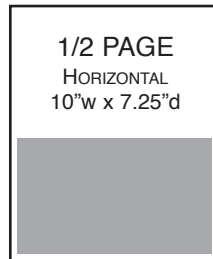
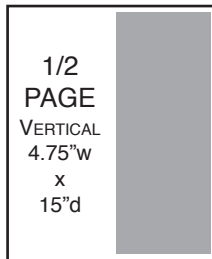
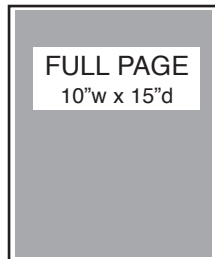
***CLASSIFIED ADVERTISING:** Rates will be reduced by 10% for six months paid in advance.

\$45—3-1/4" w. x 2" d.—decorative type, decorative frame, image.

\$35—3-1/4" w. x 1-1/2" d.—decorative type, single-line frame, no images.

\$20—3-1/4" w. x 3/4" d.—30 words or less, 10 pt. centered Palatino type, single-line frame.

\$15—40 words or less, 9 pt. Palatino type, bold-capped headline, no frame or formatting.



• **CIRCULATION:** 5,500 free copies of the *Signpost* are distributed monthly; over 2,600 of these are mailed directly to every address in Placitas. The remainder are available for pickup at over forty selected restaurants, retail shops, grocery stores, bookstores, libraries, and government buildings in the Placitas-Bernalillo-Rio Rancho area. Subscriptions are also mailed in-state and out-of-state.

• **SCHEDULE:** The *Signpost* is published monthly and distributed by the first day of each month. Space reservation is required by the twentieth day of the preceding month. If the twentieth falls on a weekend, the reservation deadline is the preceding Friday.

• **AD PRODUCTION:** All digital, print-ready advertising artwork must be black-and-white, CMYK or RGB color and conform to one of the sizes above. Ads may be e-mailed or sent on CD in PDF (press quality), TIF or JPG format. Halftones should be scanned at 200 dpi and lightened for a 20% dot gain. Lineart should be scanned at 300–600 dpi. Our Adobe Distiller PDF print settings can be e-mailed to you on request.

No WordPerfect or Publisher files, please. If needed, graphic design services may be retained through our office at \$50/hour. This rate does not apply for complex design, illustration, or logo creation.

• **TERMS OF PAYMENT:** New and out-of-state accounts must provide 100% of payment in advance of publication. Established accounts are due net 15 days from billing. A 1.5% per month finance charge will be assessed on all 15-day past due accounts.

• **IF YOU WOULD LIKE MORE INFORMATION** or would like to place an ad, please call our office for assistance, Monday through Friday. Or send a note to: email@sandovalsignpost.com Thank you.



BECOME A PAID SUBSCRIBER
~\$30 per year (12 issues)~

Send check and address information to:
SIGNPOST
P. O. Box 889, Placitas, NM 87043