

PLACITAS
BERNALILLO
CORRALES
SANDOVAL
COUNTY
NEW MEXICO

S A N D O V A L
SIGNPOST
AN INDEPENDENT LOCAL NEWSPAPER SINCE 1988

Rate Schedule 2018

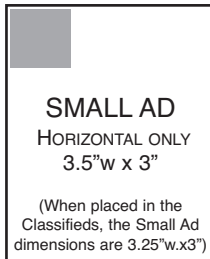
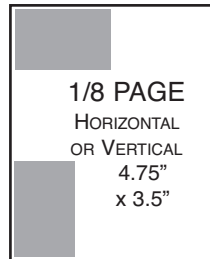
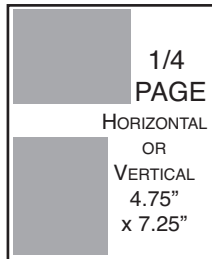
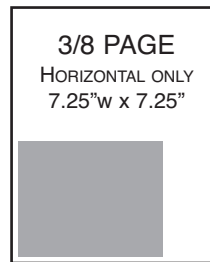
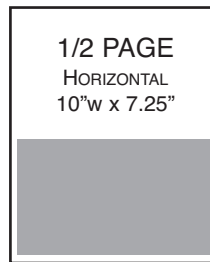
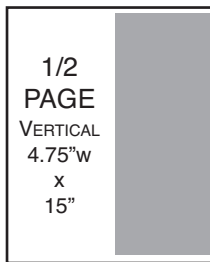
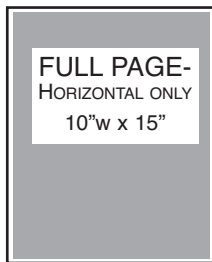
PHONE: (505) 867-3810 (no texting)

MAIL: P. O. Box 889, Placitas, NM 87043

E-MAIL: email@sandovalsignpost.com

WEBSITE: www.sandovalsignpost.com

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



DISPLAY ADS:	BLACK & WHITE 10% OFF for 3 months paid-in-advance		FULL COLOR 10% OFF for 3 months paid-in-advance	
	1x black & white	3x	1x full color	3x
FULL PAGE	\$530	\$477 ⁰⁰ /month	\$750	\$675 ⁰⁰ /month
1/2 PAGE	\$313	\$281 ⁷⁰ /month	\$475	\$427 ⁵⁰ /month
3/8 PAGE	\$242	\$217 ⁸⁰ /month	\$377	\$339 ³⁰ /month
1/4 PAGE	\$192	\$172 ⁸⁰ /month	\$302	\$271 ⁸⁰ /month
STRIP AD	\$170	\$153 ⁰⁰ /month	\$255	\$229 ⁵⁰ /month
1/8 PAGE	\$117	\$105 ³⁰ /month	Color is not available in the 1/8 page or Small Ad sizes	
SMALL AD	\$ 80	\$ 72 ⁰⁰ /month		

CLASSIFIED ADS: Rates will be reduced by 10% for 3 months, paid-in-advance.

- \$53**—3.25" w. x 2" —Decorative type, decorative frame, formatting, can include image
- \$41**—3.25" w. x 1.5" —Decorative type, single-line frame, formatting, no image
- \$24**—3.25" w. x .75" —Single-line frame, formatting, no image
- \$18**—40 words or fewer, 9 pt. type, bold-capped headline, no image

• **CIRCULATION:** 5,500 free copies of the *Signpost* are distributed monthly; 2,600 of these are mailed directly to every home in Placitas. The remaining 2,900 copies are available for free pickup at selected restaurants, stores, libraries, and government agencies in Sandoval County. Subscriptions are also mailed monthly.

• **DISTRIBUTION/ARTWORK DEADLINE:** The *Signpost* is published monthly and distributed by the first day of each month. Space reservation and advertising artwork is required by the 20th day preceding the month of publication.

• **AD PRODUCTION:** All print-ready advertising artwork must be submitted as black-and-white, greyscale, RGB, or CMYK and conform to one of the sizes listed above. Halftones should be set at 300 dpi; line art should be set between 300 and 600 dpi. No bleeds; no trim. Ads may be emailed as PDF (press quality), JPG, or TIF files. Photos should be scanned at 300 dpi at print size. Simple graphic design services may be retained through the *Signpost* office for \$50/hour. This rate does not apply for illustration or logo creation.

• **TERMS OF PAYMENT:** New and out-of-state accounts must provide 100% payment in advance of publication. Established accounts payments are due by the fifteenth day of the issue month. Please call the *Signpost* office at 505-867-3810 for payment questions.

• **SUBSCRIPTIONS:** Mailed subscriptions of the hard-copy *Signpost* outside of Placitas are \$35 per year for twelve issues. Call the *Signpost* office with mailing information or email it to: email@sandovalsignpost.com.

• **INFORMATION**
For further information or to place an ad, please call the *Signpost* office at 505-867-3810, Monday through Friday, 9:00 a.m. to 5:00 p.m. or send a note to: email@sandovalsignpost.com.

• **WEBSITE**
Visit the *Signpost* website at: www.sandovalsignpost.com.
Reading the *Signpost* online is free.