

2017

# Indian Market

Official SWAIA Guide

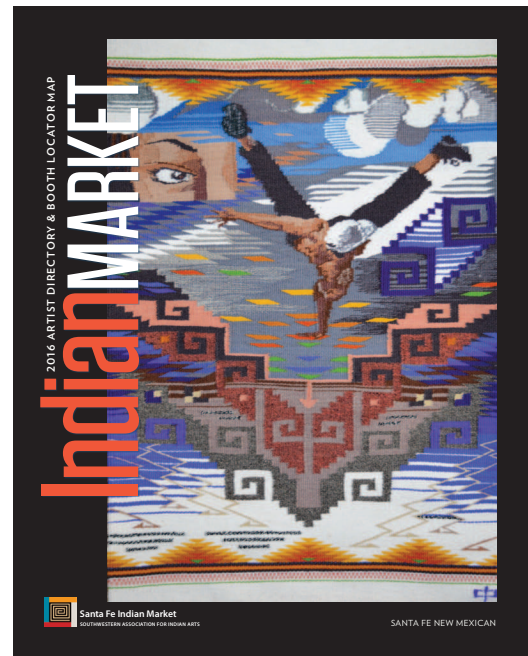
Artists Directory & Booth Locator Map

**SUNDAY, AUGUST 13**

Space Res/Ad Copy Due: **FRI. JULY 14**

Final Ad Approval: **TUES. JULY 25**

The official Southwestern Association of Indian Arts guide to the largest Indian Arts market in the world. Includes the official Artist Directory & Booth Locator Map, exclusively in this publication.



## FULL COLOR GLOSSY ADS

Ad Position	Rate
Inside Front Cover	\$3888
Inside Back Cover	\$3400
Back Cover	\$4260
Page 3 Double Cover	\$3650
Page 4 Double Cover	\$3650
Inside Back Cover A	\$3065
Inside Back Cover B	\$3065
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Other Glossy Pages	\$3165

## NON-GLOSSY ADS

Size	Size (inches)	Rate	Add Color
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Half Page Vertical	4.75 x 11.5	\$1520	\$250
Half Page Horizontal	9.75 x 5.625	\$1520	\$250
Quarter	4.75 x 5.625	\$907	\$187
Eighth	4.75 x 2.688	\$515	\$110

GLOSSY AND NON-GLOSSY FULL PAGE FULL BLEED LEFT OR RIGHT

Document/Bleed = 10.875" w x 13" h

Trim Size = 10.375" w x 12.5" h

Critical Image Area = 9.75" w x 11.5" h

## DISTRIBUTION

Reach 50K+ readers with Sunday insertion in the Santa Fe New Mexican plus 11,000 bonus distribution

## FORMAT

Tabloid Size, Glossy Covers, Stitch & Trim

## ABOUT INDIAN MARKET



To advertise: **505-995-3852** or **advertising@sfnewmexican.com**