

2026 POLITICAL – PRINT

ADVERTISING RATES

SANTA FE NEW MEXICAN

DISPLAY RATES

Ad	Size (w" x h")	Open
Double Truck	24.125 x 21	\$9619
Full Page	11.623 x 21	\$4807
JR Page	9.665 x 15	\$2862
Half Page Vert.	5.749 x 21	\$2426
Half Page Horiz.	11.623 x 10.5	\$2426
Quarter Page Vert.	5.749 x 10.5	\$1213
Quarter Page Horiz.	11.623 x 5.25	\$1213
Eighth Page	5.749 x 5.25	\$611
Front Page Strip Ad	11.623 x 2	\$709

Rates represent full color, modular size ads

PICK UP DISCOUNTS (WITHIN 6 DAYS)

Ads picked up (no copy changes) to run again within 6 days receive a 20% discount. Additional discounts not valid with this offer. Minimum ad size ten inches. First run, full price.

PASATIEMPO RATES

Ad	Size (w" x h")	Open
Double Truck	20 x 11.5	\$6291
Back Cover	9.75 x 11.5	\$4065
Inside Back Cover	9.75 x 11.5	\$3550
Full Page	9.75 x 11.5	\$2878
Half Page Vert.	4.75 x 11.5	\$1531
Half Page Horiz.	9.75 x 5.625	\$1531
Quarter Page	4.75 x 5.625	\$788
Eighth Page	4.75 x 2.688	\$450
Strip Ad	9.75 x 2.5	\$890

ADDITIONAL VEHICLES

Product	Size (w" x h")	Rate
Front Page Sticky Note	3 x 3	1x - \$1700*

*Frequency discount available. Subject to availability.

DISPLAY - FULL PAGE

SANTA FE 6 IN 2026+

TRUJILLO 4 MAYOR

RONALD S. TRUJILLO FOR MAYOR

FOR THE COMMITTEE TO ELECT RONALD S. TRUJILLO FOR MAYOR 2026
 BOARD OF DIRECTORS MEETING (2025-2026)
 RONALD@SANTAFENEWSPAPER.COM
 WWW.SANTAFENEWSPAPER.COM

DISPLAY - FRONT PAGE STRIP AD

Santa Fe Fire Fighters Local 2059 support
Michael J. Garcia for Mayor
 Paid for by IAFF 4366 Fire PAC

DISPLAY - QUARTER PAGE HORIZONTAL

UPLIFT EDUCATION
VOTE FOR BOND
 Support New Mexico's Public Colleges, Universities & Specialty Schools

DISPLAY - HALF PAGE HORIZONTAL

Honored To Be Endorsed By: SANTA FE NEW MEXICAN and LOCAL 2059 Santa Fe Firefighters Association

Katherine Rivera
 FOR SANTA FE CITY COUNCIL DISTRICT 1

KATHERINE'S PRIORITIES:
 QUALITY OF LIFE

- ✓ Reliable Infrastructure
- ✓ Affordable / Attainable Housing
- ✓ Public Safety
- ✓ Conforming Water Availability
- ✓ Protecting Parks and Public Spaces

FRONT PAGE STICKY NOTE

GERALDINE SALAZAR
 FOR MAYOR

PASATIEMPO - FULL PAGE

OSCAR RODRIGUEZ
OUR MAYOR FOR THIS MOMENT
 RANK OSCAR #1 ON YOUR BALLOT

FOR OUR CITY TO WORK, WE NEED A MAYOR WHO KNOWS HOW TO LISTEN!

AMONGST OSCAR'S MANY SUPPORTERS ARE:
 Harry Anderson & Ben Bruns, Elise Buckley, Bob, Sandra Brice, Joan Brooks Baker, Greg Block & Billie Parker, Porfirio "Pito" Barron, former City Councilor Chris Calvan & Carol Calvan, Christine Caswell MD, Dr. Camille Carr-Barnett, Eli Cooper, Paul D'Almeida, Mary Christina Dorman, Margaret & Karen DeGroot, Marlene Dugan, Natalia Rio-Garcia, Dr. Carmen Gonzalez, David Follans, Barry Fox, Amber Galbraith, David Hetherington, Jill Hayslett, Deborah & David Holmgren, Leticia Rodriguez, Joyce Hughes, Kelly Jay Johnson, Kelly & Nick Koon, Margaret Koon, Whinnis LeDoux, Zolna Long & Philip Frewin, Neil Longenecker, Katarina Long, Jill McMichael, Dolores Martinez, Camille McRae & Ashley Phipps, Christopher Michael McCarty MD, PhD, Mary & Tim Mitchell, James McCook Morris, Robert A. Medina, Nancy Mendez, Long Menzies & Rebecca Satterly, Fred & Kelly Nelson, Steve & Susan Noy, Paul San Donato, Mary Ann Shanning, Melinda Silver, Mark & Beth Simpson, Sheila Vaughn & Neil Smith, Lisa VanAntwerp, former City Councilor Renee Villarreal, Max Wilkins, David Wiersch, Nancy Wirth, Nancy Woodard

To Advertise Call 505-995-3852 or email advertising@sfnewmexican.com

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