

# 2022 PASATIEMPO ADVERTISING RATES

All ads in Pasatiempo are modular sizes only and will be charged at the rates listed below, based on frequency commitment within a contract year. Pasatiempo dollars are credited towards dollar volume contract fulfillment.

Please add tax to all rates.  
NM Sales tax is currently 8.4375%

FREQUENCY CONTRACTS							
Ad Size (w " x h")	Add Color	Open Rate black & white	6x black & white	13x black & white	26x black & white	39x black & white	52x black & white
Double Truck 20 x 11.5	\$935	\$5356	\$4532	\$4017	\$3399	\$3193	\$2884
Back Cover 9.75 x 11.5	\$460	\$3605	—	—	—	—	—
Inside Back Cover 9.75 x 11.5	\$460	\$3090	—	—	—	—	—
Full Page 9.75 x 11.5	\$460	\$2418	\$2060	\$1803	\$1494	\$1442	\$1267
Half Page Vertical 4.75 x 11.5	\$245	\$1286	\$1030	\$927	\$773	\$747	\$690
Half Page Horizontal 9.75 x 5.625	\$245	\$1286	\$1030	\$927	\$773	\$747	\$690
Quarter Page 4.75 x 5.625	\$140	\$648	\$546	\$469	\$391	\$381	\$350
Eighth Page 4.75 x 2.688	\$80	\$370	\$278	\$247	\$211	\$201	\$175
Calendar Strip Ad 9.75 x 2.5 Per availability	\$140	\$750	\$670	\$608	\$541	\$525	\$494

**PASATIEMPO E-NEWSLETTER AD**  
Reach up to 14,000 Pasatiempo email readers every Friday.  
**\$125** per E-newsletter header ad.

**EQUIVALENT PICK UP SIZES**  
Pick up your Pasatiempo ad, run it again in Daily within 6 days (before or after) and receive a 30% discount off the Daily rate. No ad copy changes.

**GUARANTEED POSITION CHARGE**  
Guaranteed position is offered at 25% premium based on availability.  
Check with your Multimedia Consultant for details.

PICK UP AD SIZES	
Pasatiempo Ad Size	Equivalent Daily pick up size (col. x h")
Full Page	5x11.5
Half Page Vertical	3x11.5
Half Page Horizontal	5x6
Quarter Page	3x7
Eighth Page	3x3

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