



# 2025 SANTA FE *international* LITERARY FESTIVAL

## SANTA FE INTERNATIONAL LITERARY FESTIVAL

The power of the written word comes alive at the 2025 *Santa Fe International Literary Festival*. Santa Fe's signature summer celebrations begin with this long weekend on Friday May 16 through Sunday May 18 with bestselling authors on stage at the Convention Center, literary tours and meditation, and one-on-one conversations with prize-winning authors and other notable figures.

Bringing international attention to our City Different, the magazine includes a complete weekend schedule and will be inserted into the *Santa Fe New Mexican* and distributed during the event and at prominent locations around Santa Fe. Reach as many as 40k readers who will take this guide home as a souvenir of the event.

## SPONSORSHIP OPPORTUNITY

### LITERARY ADVOCATE \$2,500

- Full page in *Santa Fe Literary Festival* magazine
- Full page SFLF artwork runs in the *Santa Fe New Mexican* on day of choice
- Logo on multiple advertising promotions (rack cards, print and digital)
- Logo on sponsorship acknowledgment in the *Santa Fe Literary Festival* magazine

### BONUS ADVERTISING SPACE VALUE \$3,896

- One half page ad in *Pasatiempo*
- One half page ad in *Home* magazine
- One quarter page ad in the *Santa Fe New Mexican*

**Publishes:**  
**Sunday, May 11, 2025**

**Reservation & Art Deadline:**  
**Monday, April 21, 2025**

## PRICING

**Magazine Size:** Tabloid trimmed to 10.5" w x 12.5" h

### GLOSS Full Color Ads

| Ad Position        | Rate    |
|--------------------|---------|
| Inside Front Cover | \$3,250 |
| Inside Back Cover  | \$3,000 |
| Back Cover         | \$3,500 |

### NON-GLOSS Full Color Ads

| Ad Position      | Size (inches)      | Rate    |
|------------------|--------------------|---------|
| Full Page        | 9.75" w x 11.5" h  | \$1,540 |
| Half Page Vert.  | 4.75" w x 11.5" h  | \$910   |
| Half Page Horiz. | 9.75" w x 5.625" h | \$910   |
| Quarter Page     | 4.75" w x 5.625" h | \$595   |
| Eighth Page      | 4.75" w x 2.688" h | \$380   |

Full Page Bleed specifications  
available upon request.

**Call 505-995-3852 or email**  
**[advertising@sfnewmexican.com](mailto:advertising@sfnewmexican.com)**

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