

2025

10 Who Made A DIFFERENCE

MAGAZINE



HONORING OUR COMMUNITY'S UNSUNG HEROES

ADVERTISE IN 10 WHO MADE A DIFFERENCE

For 40 years, the *Santa Fe New Mexican* has been honoring the volunteers who are the heartbeat of our community. These extraordinary people give their time, skills, and passion to make Northern New Mexico a better place.

Be a part of this lasting legacy of recognition. Advertise in our special *10 Who Made a Difference* magazine, publishing December 3, which includes the inspiring collection of the honorees' features. This magazine has a year-long shelf life, ensuring that your brand will be seen by our engaged and loyal audience.

Show your support for the special people that make our community thrive. Let's celebrate the heroes in our midst, together.

DISTRIBUTION

- Reach as many as 41k+ readers
- Wednesday insertion in the *Santa Fe New Mexican*
- Additional distribution at various locations throughout the area

Publishes:

Wednesday, December 3, 2025

**Reservation & Art Deadline:
Monday, November 10, 2025**

PRICING

Magazine Size: Stitch and Trim to 8.125"w x 10.25" h

Gloss Covers Only

NON-GLOSS Color Included

Ad Position	Size (inches)	Rate
Full Page	7.5"w x 9.25"h	\$525
Half Page Vert.	3.625"w x 9.25"h	\$375
Half Page Horiz.	7.5"w x 4.5"h	\$375
Quarter Page	3.625"w x 4.5"h	\$275
Eighth	3.625"w x 2.1875"h	\$215

Full Page Bleed specifications
available upon request.

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

SANTA FE  NEW MEXICAN



ONLINE GALA & MAGAZINE 2025 SPONSORSHIP

ONLINE GALA: TBA

MAGAZINE: Inserted into the *Santa Fe New Mexican* Wednesday, December 3, 2025

PRESENTING SPONSOR / \$5,000 Level (Exclusive)

Value = \$8,730

- Back cover of magazine.
- Pre-event sponsor recognition print ad to be published in the *Santa Fe New Mexican* prior to online event. Business name and logo will be used to recognize sponsors.
- Pre-online event screen recognition – This page will reflect the business name and logo of the three top sponsors until online event begins. Presenting Sponsor will have first position with largest area of page.
- Sponsor logos will be placed on the online presentation during introduction by Publisher Patrick Dorsey.
- Digital – two pencil-and-wallpaper ads and 200K impressions of 300x600 run of site banner ads on santafenewmexican.com (used in 4-week time frame).
- Half page ad in the *Santa Fe New Mexican*

PLATINUM SPONSOR / \$2,500 Level (2 Available)

Value = \$3,900

- Inside-front or inside-back cover of magazine (first come first served).
- Pre-event sponsor recognition print ad to be published in the *Santa Fe New Mexican* prior to online event. Business name and logo will be used to recognize sponsors.
- Pre-online event screen recognition – This page will reflect the business name and logo of the three top sponsors until online event begins. Platinum Sponsor position on page will be determined by commitment date.
- Sponsor logos will be placed on the online presentation during introduction by Publisher Patrick Dorsey.
- Digital – pencil-and-wallpaper ad and 75K impressions of 300x600 run of site banner ads on santafenewmexican.com.
- Quarter page ad in the *Santa Fe New Mexican* newspaper.

GOLD SPONSOR / \$1,200 Level (7 Available)

Value = \$7,898

- Half page ad in magazine.
- Pre-event sponsor recognition print ad to be published in the *Santa Fe New Mexican* prior to online event. Business name and logo will be used to recognize sponsors.
- Sponsor logos will be placed on the online presentation during introduction by Publisher Patrick Dorsey.
- Digital – wallpaper ad – on day of choice and 50K impressions of 300x600 run of site banner ads on santafenewmexican.com.
- Eighth page ad in the *Santa Fe New Mexican* newspaper.

**To be used by 3/31/2026 unless deadline date is specified on bullet point line item above*

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