

2025 Nonprofit* Advertising Rates

Pasatiempo

New Mexico's Weekly Magazine of Arts, Entertainment and Culture



* 501(c) 3 documentation required to qualify. Pricing excludes tax. All ads in Pasatiempo are modular sizes only.

Size	Size (inches)	Rate	Add Color
Double Truck	20 x 11.5	\$3367	\$935
Full Page	9.75 x 11.5	\$1568	\$460
Half Page Vertical	4.75 x 11.5	\$813	\$245
Half Page Horizontal	9.75 x 5.625	\$813	\$245
Quarter Page	4.75 x 5.625	\$416	\$140
Eighth Page	4.75 x 2.688	\$215	\$80
Calendar Strip Ad	9.75 x 2.5	\$595	\$140

Reservation & Art Deadline:
FRIDAY 5 PM FOR THE
FOLLOWING FRIDAY
PUBLICATION

GUARANTEED POSITION CHARGE

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

SPECIFICATIONS:

Tabloid Size, Stitch and Trim

PASATIEMPO E-NEWSLETTER AD

Reach up to 32,000 Pasatiempo email readers every Friday.
\$300 per E-newsletter header ad.



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

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