

C.A.R.E.

Cancer Awareness Resource & Education 2026 SPONSORSHIP

PRESENTING SPONSOR / \$11,000 Level

Value = \$22,378

PROMOTIONAL EXPOSURE

- Back cover of C.A.R.E. Guide
- Recognition as **Presenting sponsor** with logos in email marketing pieces sent to 20,000+
- Logo and acknowledgment as **Presenting-level sponsor** on all year-round advertisements promoting pick up locations of C.A.R.E. magazine

BONUS ADVERTISING SPACE

To be used anytime in 2026

- One full page, color ad in *Pasatiempo*
- One half page, color ad in *Pasatiempo*
- Three half page, color ads in the *Santa Fe New Mexican*
- Two quarter page, color ads in the *Santa Fe New Mexican*
- 200,000 digital ad impressions on *Santafenewmexican.com*
- Two Homepage Takeovers on *Santafenewmexican.com*
- Invitation to send an email marketing piece to the *Santa Fe New Mexican* community email list comprising 20,000+ recipients

PARTNER / \$8,200 Level

Value = \$16,202

PROMOTIONAL EXPOSURE

- Inside front or inside back cover of C.A.R.E. Guide
- Recognition as **Partner-level sponsor** with logos in email marketing pieces sent to 20,000+
- Logo and acknowledgment as **Partner-level sponsor** on all year-round advertisements promoting pick up locations of C.A.R.E. magazine

BONUS ADVERTISING SPACE

To be used anytime in 2026

- One full page, color ad in *Pasatiempo*
- One half page, color ad in *Pasatiempo*
- Two half page, color ads in the *Santa Fe New Mexican*
- One quarter page, color ad in the *Santa Fe New Mexican*
- 150,000 digital ad impressions on *Santafenewmexican.com*
- Homepage Takeover on *Santafenewmexican.com*
- Invitation to send an email marketing piece to the *Santa Fe New Mexican* community email list comprising 20,000+ recipients

SUPPORTER / \$5,500 Level

Value = \$10,460

PROMOTIONAL EXPOSURE

- Full page ad in C.A.R.E.
- Logo and acknowledgment as **Supporter-level sponsor** on all year-round advertisements promoting pick up locations of C.A.R.E. magazine

BONUS ADVERTISING SPACE

To be used anytime in 2026

- One full page, color ad in *Pasatiempo*
- One half page, color ad in *Pasatiempo*
- One half page, color ad in the *Santa Fe New Mexican*
- One quarter page, color ad in the *Santa Fe New Mexican*
- 100,000 digital ad impressions on *Santafenewmexican.com*

HELPING HAND / \$2,800 Level

Value = \$5,478

PROMOTIONAL EXPOSURE

- Half page ad in C.A.R.E. Guide
- Logo and acknowledgment as **Helping Hand-level sponsor** on all year-round advertisements promoting pick up locations of C.A.R.E. magazine

BONUS ADVERTISING SPACE

To be used anytime in 2026

- One half page, color ad in *Pasatiempo*
- One half page, color ad in the *Santa Fe New Mexican*
- 50,000 digital ad impressions on *Santafenewmexican.com*

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

Reservation & Art Deadline:
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SANTA FE  NEW MEXICAN