

# 2026 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 Per availability	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](mailto:advertising@sfnewmexican.com)