

2026 DAILY

ADVERTISING RATES

SANTA FE  NEW MEXICAN

DAILY/OPEN RATE

Mon-Thurs	Fri/Sat	Sunday
\$31.60	\$33.30	\$33.65

DAILY/CONTRACT NET RATE

Dollar Volume	Mon-Thurs	Fri/Sat	Sunday
\$2500	\$27.35	\$29.05	\$29.75
\$5000	\$26.15	\$27.55	\$28.15
\$7500	\$23.35	\$24.30	\$25.15
\$10,000	\$23.10	\$23.95	\$24.75
\$15,000	\$22.65	\$23.85	\$24.65
\$20,000	\$22.45	\$23.55	\$24.55
\$30,000	\$21.95	\$23.45	\$24.10
\$45,000	\$21.85	\$23.25	\$23.95
\$60,000	\$21.65	\$23.05	\$23.75
\$75,000	\$21.55	\$22.55	\$23.35
\$100,000	\$20.65	\$21.90	\$22.70
\$150,000	\$20.35	\$21.80	\$22.55
\$200,000	\$19.25	\$20.65	\$21.35
\$250,000	\$18.85	\$20.35	\$21.05
\$350,000	\$18.70	\$20.10	\$20.80
\$500,000	\$18.40	\$19.75	\$20.50

ORGANIZATION NET RATES

Per Column Inch	Any Day
Non-Profit	\$22.50 (no discounts)*

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

Please add tax to all rates. NM Sales tax is currently 8.19%

DISCOUNT PROGRAMS

Only one discount or commission applicable per insertion. Percentage discounts do not apply to color rates. Discounts do not apply to non-profit rates.

PASATIEMPO Pick up your Pasatiempo ad, run it again within 6 days (before or after) and receive a 25% discount off the Daily rate. No ad copy changes.

PICK UP DISCOUNTS (WITHIN 6 DAYS)

Ads picked up (no copy changes) to run again within 6 days receive a 20% discount. Additional discounts not valid with this offer. Minimum ad size ten inches. First run, full price.

COLOR

Note: Pick up discounts do not apply to color (except for full page ads).

Ad Size	Retail Display (Per Column Inch)
1" to 4"	\$25.25 (flat fee)
4.25" to 30"	\$5.45
30.25" to 66"	\$5.20
66.25" to 126"	\$4.85

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

SANTA FE  NEW MEXICAN