

2026 Advertising Rates

Pasatiempo

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



All ads in Pasatiempo are modular sizes only and will be charged at the rates listed below, based on frequency commitment within a contract year. Pasatiempo dollars are credited towards dollar volume contract fulfillment.

FREQUENCY CONTRACTS							
Ad Size (w " x h")	Add Color	Open Rate black & white	6x black & white	13x black & white	26x black & white	39x black & white	52x black & white
Double Truck 20 x 11.5	\$935	\$5356	\$4532	\$4017	\$3399	\$3193	\$2884
Back Cover 9.75 x 11.5	\$460	\$3605	—	—	—	—	—
Inside Back Cover 9.75 x 11.5	\$460	\$3090	—	—	—	—	—
Full Page 9.75 x 11.5	\$460	\$2418	\$2060	\$1803	\$1494	\$1442	\$1267
Half Page Vertical 4.75 x 11.5	\$245	\$1286	\$1030	\$927	\$773	\$747	\$690
Half Page Horizontal 9.75 x 5.625	\$245	\$1286	\$1030	\$927	\$773	\$747	\$690
Quarter Page 4.75 x 5.625	\$140	\$648	\$546	\$469	\$391	\$381	\$350
Eighth Page 4.75 x 2.688	\$80	\$370	\$278	\$247	\$211	\$201	\$175
Calendar Strip Ad 9.75 x 2.5 Per availability	\$140	\$750	\$670	\$608	\$541	\$525	\$494

PASATIEMPO E-NEWSLETTER AD

Reach up to 32,000 Pasatiempo email readers every Friday.

\$300 per E-newsletter header ad.

GUARANTEED POSITION CHARGE

Guaranteed position is offered at 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%

Reservation & Art Deadline:

**Friday 5pm for the
following Friday publication**

EQUIVALENT PICK UP SIZES

Pick up your Pasatiempo ad, run it again in Daily within 6 days (before or after) and receive a 30% discount off the Daily rate. No ad copy changes.

PICK UP AD SIZES

Pasatiempo Ad Size	Equivalent Daily pick up size (col. x h")
Full Page	5x11.5
Half Page Vertical	3x11.5
Half Page Horizontal	5x6
Quarter Page	3x7
Eighth Page	3x3

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

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