

2026 POLITICAL – DIGITAL

ADVERTISING RATES

SANTA FE NEW MEXICAN

REACH

- **1.3M+** Avg. Sessions per month
- **560K+** Avg. Unique Users per month
- **1.6M** Avg. Pageviews per month
- **2:56** Average Session Duration

Santa Fe New Mexican - Google Analytics

Dimensions W x H (pixels) 72 dpi

50,000 impressions	300 x 250 and 300 x 600	\$500
Featured Ad	Skyscraper 300 x 600	\$600 per day
Featured Ad	Medium Box 300x250	\$500 per day
Site Take Over	Wallpaper and Pencil	\$975 per day
Reveal	1920 x 600	\$950

Add tax to rates shown

WEB AD SIZES

Ad	Width x Height (pixels) 72 dpi
Medium Box Max. file size 100 kb	300 x 250
Skyscraper Max. file size 150 kb	300 x 600
Pencil Max. file size 20 kb File 1 of 2*	960 x 30
Pencil drop down Max. file size 200 kb *File 2 of 2	960 x 200
Wallpaper Max. file size 90 kb each	198 x 690 (x2 - 1 Left and 1 Right)
Enhanced Wallpaper Max. file size 300 kb	392 x 906 (x2 - 1 Left and 1 Right)
Featured Video Max. file size 5 mb Max. 60 seconds MP4 format	300 x 169
Reveal Max. file size 250 kb Top 75 pixels remain blank	1920 x 600

SITE TAKEOVER includes

Wallpaper Max. file size 90 kb each	198 x 690 (x2 - 1 Left and 1 Right)
Pencil Max. file size 20 kb File 1 of 2*	960 x 30
Pencil drop down Max. file size 200 kb *File 2 of 2	960 x 200

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

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