

DOMINANCE

1	2	3	4
Full page	Four-column	3/4 page	3-col. Full
10.625" wide x 20.6667" tall	8.4667" wide x 20.6667" tall	10.625" wide x 15.4584" tall	6.3083" wide x 20.6667" tall
Open: \$2,605	Open: \$2,390	Open: \$2,220	Open: \$1,850
7x: \$2,035	7x: \$1,800	7x: \$1,690	7x: \$1,390
13x: \$1,905	13x: \$1,685	13x: \$1,560	13x: \$1,305
26x: \$1,635	26x: \$1,440	26x: \$1,340	26x: \$1,115
52x: \$1,095	52x: \$960	52x: \$900	52x: \$755
NP: \$1,860	NP: \$1,675	NP: \$1,562	NP: \$1,305
COLOR: \$375	COLOR: \$325	COLOR: \$300	COLOR: \$275

IDENTITY

1	2	3
Half page	1/2 vertical	2-col. Full
10.625" wide x 10.2499" tall	6.3083" wide x 16" tall	4.15" wide x 20.6667" tall
Open: \$1,415	Open: \$1,315	Open: \$1,090
7x: \$1,070	7x: \$995	7x: \$820
13x: \$1,005	13x: \$920	13x: \$775
26x: \$860	26x: \$795	26x: \$660
52x: \$580	52x: \$540	52x: \$450
NP: \$999	NP: \$930	NP: \$770
COLOR: \$250	COLOR: \$200	COLOR: \$175

IMPRESSION

1	2	3
3-col. Half	Quarter page	3-col. Quarter
6.3983" wide x 10.2499" tall	10.625" wide x 5.0417" tall	6.2082" wide x 5.0417" tall
Open: \$985	Open: \$850	Open: \$530
7x: \$750	7x: \$640	7x: \$399
13x: \$705	13x: \$599	13x: \$370
26x: \$599	26x: \$515	26x: \$325
52x: \$410	52x: \$350	52x: \$225
NP: \$695	NP: \$599	NP: \$375
COLOR: \$150	COLOR: \$130	COLOR: \$65

AWARENESS

1	2	3
2-col. Quarter	3-col. Eighth	2-col. Eighth
4.15" wide x 5.0417" tall	6.3083" wide x 2.4376" tall	4.15" wide x 2.4376" tall
Open: \$240	Open: \$190	Open: \$130
7x: \$185	7x: \$145	7x: \$105
13x: \$175	13x: \$135	13x: \$95
26x: \$150	26x: \$125	26x: \$75
52x: \$120	52x: \$89	52x: \$65
NP: \$170	NP: \$140	NP: \$99
COLOR: \$35	COLOR: \$25	COLOR: \$15

PREMIUM

1	2	3	4	5	6
A-1 Banner	B-1 Banner	C-1 Banner	A Spadea Full	B Spadea Full	Post-it Note
10.625" wide x 2.4376" tall	10.625" wide x 2.4376" tall	10.625" wide x 2.4376" tall	\$2,600	\$1,870	3" wide x 3" tall
Open: n/a	Open: \$445	Open: \$445	A Spadea Front Flap	B Spadea Front Flap	A-1: \$1,050*
7x: n/a	7x: \$340	7x: \$340	\$1,820	\$1,015	Tempo: \$1,299
13x: n/a	13x: \$320	13x: \$320	A Spadea front flap: 4.625" x 18.1875" B Spadea front flap: 4.625" x 18.75" A/B Spadea inside flap: 4.625" x 20.675" A/B Spadea back center: 16.5625" x 21.3334" A/B Spadea back: 10.625" x 21.3334"		Great for redemption, coupons and immediate sale promotions.
26x: \$825	26x: \$280	26x: \$280			
52x: \$635	52x: \$195	52x: \$195			
COLOR: N/A	COLOR: \$60	COLOR: \$60			

Ad deadline: Monday Noon • Nonprofits: 30% discount off the open rate is extended to all 501 C3 nonprofits—does not apply to premium positions.

*All rates quoted are plus tax.

1	2
SERVICE DIRECTORY	JOB
4.15" wide x 2.4376" tall	2 col eighth 4.15" wide x 2.4376" tall: \$320
6 wks prepaid: \$285	3 col quarter 6.2082" wide x 5.0417" tall: \$530
13 wks prepaid: \$440	3 col half 6.3983" wide x 10.2499" tall: \$940
26 wks prepaid: \$805	
52 wks: \$1,480 Billed monthly with approved credit	

CLASSIFIEDS

LINER ADS

Classified Liner ads of 15-50 words are charged by the word.

Liner Word Rate: .84¢ a word (15 word min./50 word max) + **\$8** online

Additional: Bold Type 20¢ a word, Logos/Pictures **\$6.00**, Yellow/Reverse background **\$5.00**, Border **\$3.90**

Classified Liner ads over 50 words are charged by the inch.

Liner Inch Rate: \$37 an inch + **\$8** online

All Additional/No Charge: Bold Type, Logos/Pictures, Yellow/Reverse background, Border.

Blind Box Service: \$5.30 + cost of ad

DEADLINES

Classified Liner: Tuesday noon

Legals: Friday Noon

LEGALS

From non-governmental entities:

\$1.23 per line, first insertion, \$1.15 per line each additional insertion.

From governmental entities

(city, county, state): 63¢ per line* first insertion, **49¢** per line* each additional insertion. Affidavit of publication will be issued upon payment. Cost per affidavit: **\$6.25**.

*Rates by New Mexico statute as amended; Nov. 15, 2005. Notification of errors must be received within 24 hrs of publication.

OBITUARIES

Obituaries published under "Obituaries" heading are **\$2.17/line**. Pre-payment is required. Picture add **\$6.00**.

Classified Display: Thursday Noon

Obituaries: Monday Noon

EMAIL: classads@taosnews.com

PREPRINTS

Cost per 1,000 per insertion. 10,000 inserts needed for full circulation. Non-commissionable

Size: An 8.5" x 11" preprint is considered a single page. Each broadsheet page is measured as 2 tabloid pages.

Maximum Insert Size: 14"W (along fold) x 12"H.

Minimum Insert Size: 5"W x 7"H

Delivery: Preprints must be received five days prior to insertion at:

The Taos News, c/o The Santa Fe New Mexican
01 New Mexican Plaza, Santa Fe, NM 87507

Size	Open	6X	12X	24X	52X
8.5" x 11"	\$50	\$47	\$44	\$42	\$40
4 p tab	\$54	\$50	\$46	\$44	\$42
8 p tab	\$56	\$53	\$50	\$48	\$46
12 p tab	\$60	\$57	\$54	\$52	\$50
16 p tab	\$66	\$63	\$60	\$58	\$56
20 p tab	\$70	\$67	\$65	\$63	\$61
24 p tab	\$75	\$73	\$70	\$68	\$66
Odd sizes	\$84	\$80	\$77	\$76	\$75