



The Pagosa Springs **SUN**

AND

PREVIEW A&E

RATE CARD — 2012



COLORADO
PRESS
ASSOCIATION

YOUR AWARD-WINNING NEWSPAPER

2010 Small Space Ad	2010 Real Estate Ad
2010 Public Service Article	2010 News Page Design
2010 Feature Pagosa Design	2010 Advertising Special Section
2010 Photo Essay	2010 Website, Weekly, Advertising
2010 Humorous Column Writing	2010 Website, Weekly, Content
2010 Best Use of Color in an Ad	2010 Website, Weekly, Design
2010 Advertising Campaign	2010 Website, Weekly, Interactivity
2010 Automotive Ad	2010 Website, Weekly, Multimedia

(970) 264-2100

466 PAGOSA STREET
P.O. BOX 9, PAGOSA SPRINGS, COLORADO 81147

pagosasun.com

SUN

The Pagosa Springs SUN

The official newspaper of Archuleta County published every Thursday with paid circulation.

National Rate:

\$10.50 per column inch

Open rates are non-commissionable.

Open Rate

\$7.00 per column inch

Mechanicals

Standard Ad Units — 6 columns wide by 21 inches deep in the image area. Each column measures 12 picas and 3 points or 2 and 1/16 inches. Each gutter measures 1 pica. (Old SAU)

Sold in depth increments of inch or half inch only. Any advertisement measuring more than 19 inches in depth will be billed as full depth of 21 inches.

Legal Advertising

A proof of publication is provided for all legal advertisements following the last publication of the legal and receipt of payment. Deposits are required for legals run by private parties — name changes \$40, planning department compliances \$20 per week and divorce legals \$50 per week. For legal ads requiring a deposit a bill will be issued following the last publication of the legal for the remaining balance (if any).

Professional Directory

Ads must run for 4 weeks with no copy changes. Not standard ad units. Must specify category. Two sizes available:

3 1/8" x 2" = \$80 every 4 weeks

3 1/8" x 3" = \$100 every 4 weeks

Advertising Deadlines

Deadlines may change due to holidays.

All copy, art work, and photographs are due at the deadline.

All advertising must be paid at the time of the deadline.

Display advertising Monday at noon.

Classified display advertising Monday at noon.

Classified advertising Tuesday at 10 a.m.

Legal advertising Friday at 5 p.m.

PREVIEW/SUN Combination

An ad that runs in both The Pagosa Springs SUN and PREVIEW section in the same week with no change in content will be charged the rate of \$10.50 per column inch.

Advertising Design and Layout

Typesetting, design of ad, and up to one scan per 5 column inches is included in the price of the ad. Ads requiring extraordinary composition work will be billed at \$50 per hour.

Camera-ready copy is preferred. Please submit one copy with your order. If you do not have a camera-ready ad, please sketch clearly how the ad should appear and provide all art, photographs, and copy to your advertising representative.

The Pagosa Springs SUN does not staff a graphic artist or provide professional art services.

Copy Regulations

All advertising should be in good taste. Copy or illustrations considered offensive or misleading to the public will be refused for publication. The Pagosa Springs SUN is not responsible for the content of the advertising. That is solely the responsibility of the advertiser.

One Proof Policy

Display advertisers are encouraged to proofread their ad before publication. Proofs are for making corrections only and not for making changes to original ad copy. E-Mail or faxes of proofs will be made to customers. An advertiser who has proofread his ad prior to publication assumes all responsibility for contents therein and The Pagosa Springs SUN will not be liable for any error in the advertisement. Only one proof of an ad will be made. Ability to receive proofs as pdf files from a business email is the responsibility of the advertiser. The Pagosa Springs SUN will not be responsible for errors in sending or receiving electronic transmissions.

Changes to Original Ad Copy

Advertisers must provide final copy and all artwork or photos prior to the deadline. Changes to original ad copy and layout sketch will be billed at \$50 per hour.

Advertising Accuracy

The Pagosa Springs SUN assumes no financial responsibility for errors beyond the cost of the actual space occupied by the ad. We will assume responsibility for the error in the first insertion only. The Pagosa Springs SUN shall not be liable to advertiser for any loss which results from omission or inaccuracies of its advertising. The Pagosa Springs SUN will not be responsible for errors in electronic transmissions.

Cancellations

Advertising canceled after the deadline, but before layout of the paper will be charged one-half the cost of the scheduled ad. Ads cannot be canceled once the paper begins composition.

PREVIEW A&E

Preview

Pagosa Springs' weekly entertainment section. Included in all copies of The Pagosa Springs SUN, direct mailed to Post Office mail boxes which do not receive The SUN and mass mailed to rural route customers. Delivered free of charge to area motels and restaurants. Includes **Classified Marketplace**.

National Rate:

\$12.00 per column inch

Open rates are non-commissionable.

Open Rate

\$8.00 per column inch

Mechanicals

Standard Ad Units — 5 columns wide by 13 inches deep in the image area. Each column measures 12 picas and 3 points or 2 and 1/16 inches. Each gutter measures 1 pica. (Old SAU) PREVIEW pages are reduced in the darkroom by 5% before printing.

Sold in depth increments of inch or half inch only. Any advertisement measuring more than 11 inches in depth will be billed as full depth of 13 inches. No additional charge for double trucks.

Classified Advertising — \$10.00 minimum charge for 20 words or less

50¢ per word — First week, 25¢ per word — Second week and every week after (no copy or category changes)

All ads classified line ads are included on The Pagosa Springs SUN's Web site.

50¢ per word per week in the Too Late To Classify Category

Additional charges for words in bold or all capitals

The SUN does not give refunds for classified ads that are canceled. The SUN will keep the credit on file for future use.

Display Classified Ads

\$11.00 per column inch. Advertiser must specify category.

Political Advertising

Political advertising must be paid in full when ordering. All ads concerning candidates for office or ballot issues must contain the names of the person(s) or group(s) responsible for publication of the ad. In the case of a group, the ad must name the chairperson, president or other responsible person.

Guaranteed Page Placement

A surcharge of 25% will be assessed for guaranteed placement of your ad on a specific page. Position of the ad on the page cannot be guaranteed. Larger ads are given first consideration for guaranteed placement. Ads must be 30 column inches or more to be considered for guaranteed placement.

Ads will not be accepted with a position request or cancel provision. Classified display advertisements and TV Schedule advertisements will be grouped as closely as possible to desired classifications, subject to the dictates of mechanical requirements.

Color Charges

Ad must be minimum of 2x5 for color

\$100 for one color / \$120 for yellow

\$300 four color process

This charge applies to in-stock standard or process colors. Prices for special mixes are available upon request. Call for additional color prices and information.

Reverse Ads

Reverse ads exceeding 20 column inches will be charged an additional \$80 for extra press time and ink.

Additional Mechanicals

85 line screen. Print or Press Quality PDF, or self-extracting compressed EPS, TIFF, InDesign CS files accepted if less than 2 MB in size. We cannot accept Microsoft Publisher, Quark or .docx files. All fonts must be embedded. Resolution of images should be set to 300 d.p.i at the desired print size or larger.

Copies of Ads and Electronic Transmissions

Additional copies of ads or electronic transmissions may be provided for \$25 plus an hourly charge for file preparation, if time is available. No changes can be made from the original ad for other publications and it must first appear in a Pagosa SUN publication.

Terms of Payment

1. Advance payment is required unless credit has been previously established. Credit applications take approximately ten working days to process. If ad has not been paid for by the deadline it may be pulled.
2. Cash, check, VISA, Mastercard, American Express and Discover are accepted.
3. Credit shall not be extended to accounts which are more than 30 days in arrears.
4. A 1-1/2% service charge will be added monthly on all past due accounts. (18% annual interest).
5. Political advertising must be paid in full when ordering. All ads concerning candidates for office or ballot issues must contain the names of the person(s) or group(s) responsible for publication of the ad. In the case of a group, the ad must name the chairperson, president or other responsible person.
6. Liquidation or going out of business. Cash must accompany all advertisements declaring a merchant's intention to close or go out of business regardless of previous credit establishment.

INSERTS

Inserts must be received by the display advertising deadline.
Please call for quantities needed, specifications and prices for larger inserts.

The SUN — Periodical Mail/Newsstands

Tabloid Pages	Weight	Local Rate per 1,000	National Rate per 1,000
8 or less	0.8 oz	\$85	\$120
12	1.2 oz	\$120	\$170
16	1.6 oz	\$140	\$200
20	2.0 oz	\$160	\$225
24	2.4 oz	\$180	\$255

Due to postal regulation, inserts to be included in The SUN cannot exceed 11"x13". Folding charge of 1¢ per insert will apply for inserts exceeding 11"x13".

The PREVIEW — TMC/Standard Mail

Tabloid Pages	Weight	Local Rate per 1,000	National Rate per 1,000
8 or less	0.8 oz	\$110	\$140
12	1.2 oz	\$145	\$205
16	1.6 oz	\$165	\$235
20	2.0 oz	\$185	\$260
24	2.4 oz	\$205	\$290

Due to postal regulation, inserts to be included in the Preview cannot exceed 6-1/2"x11". Folding charge of 1¢ per insert will apply for inserts exceeding 6-1/2"x11".

8-Page Tabloid or Smaller Preprinted Inserts Estimated Distribution and Costs

Month	SUN	Insert	SUN	Insert	Mailed	Insert
	Local Run	Cost	Total Run	Cost	Previews	Cost
January	2900	246.50	3600	306.00	3974	437.14
February	2900	246.50	3600	306.00	3974	437.14
March	2900	246.50	3600	306.00	3974	437.14
April	2900	246.50	3600	306.00	3974	437.14
May	3000	255.00	3700	314.50	3974	437.14
June	3200	272.00	3900	331.50	3974	437.14
July	3300	280.50	4000	340.00	3974	437.14
August	3400	289.00	4100	348.50	3974	437.14
September	3400	289.00	4100	348.50	3974	437.14
October	3300	280.50	4000	340.00	3974	437.14
November	3100	263.50	3800	323.00	3974	437.14
December	3100	263.50	3800	323.00	3974	437.14

Photographs

Photographs can be taken for ads at an additional charge and with advance notice. You will be charged for mileage from our office to the location of the photograph. Advance appointments must be made for photographs.

Tearsheets

Two tearsheets are furnished upon request for display ads. Request must be made when ordering ad. Additional tearsheets and tearsheets for classifieds will be charged a fee of \$1 per tearsheet.

Circulation

The Pagosa Springs SUN reaches an average of 3,599 households per week. Paid circulation within Archuleta County averages 2,902 per week while outside of the county averages 697 per week.

The PREVIEW reaches an average of 7,573 households per week. Circulation within Archuleta County averages 6,876 per week while outside of the county averages 697 per week.

Single issue 50¢
Monthly \$7.00
Yearly in-county \$25.00

Single issue first-class \$6.00
Tax Sale Issues \$10.00 each
Yearly out-of-county \$35.00