SUN

The Pagosa Springs SUN

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

National Rate:

$8.50 per column inch
Open rates are non-commissionable.

Open Rate

$6.00 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 $9.00 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.