

PREVIEW

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:

\$10.00 per column inch

Open rates are non-commissionable.

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\$7.00 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 — \$8.00 minimum charge for 20 words or less

40¢ per word — First week, 20¢ per word — Second week and every week after (no copy or category changes)

\$1 additional per classified per week to be included on The Pagosa Springs SUN's website.

40¢ 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 for future use.

Display Classified Ads

\$10.00 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 or Quark 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 \$25.00 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.