

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		Mailed	
	Local Run	Cost	Total Run	Cost	Previews	Insert Cost
January	3600	306.00	4700	399.50	2500	275.00
February	3600	306.00	4625	393.13	2500	275.00
March	3600	306.00	4625	393.13	2500	275.00
April	3625	308.13	4625	393.13	2500	275.00
May	3625	308.13	4650	395.25	2500	275.00
June	4100	348.50	4925	418.63	2500	275.00
July	4100	348.50	5100	433.50	2500	275.00
August	4100	348.50	5250	446.25	2500	275.00
September	3825	325.13	5000	425.00	2500	275.00
October	3750	318.75	4950	420.75	2500	275.00
November	3900	331.50	4900	416.50	2500	275.00
December	3650	310.25	4750	403.75	2500	275.00

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 4,568 households per week. Paid circulation within Archuleta County averages 3,604 per week while outside of the county averages 1,143 per week.

The PREVIEW reaches an average of 7,609 households per week. Circulation within Archuleta County averages 6,466 per week while outside of the county averages 1,143 per week.

Single issue 50¢
Monthly \$5.00
Yearly in-county \$20.00
Yearly Foreign \$260.00

Single issue first-class \$5.00
Tax Sale Issues \$10.00 each
Yearly out-of-county \$30.00