

General Advertising Rates

2012

All rates are Gross

Rate Card #16
Effective January 2012

New Mexico JOURNEY

Rate Base: 113,000 ♦ Total Readers: 248,600

Circulation Region: New Mexico

	1X	3X	6X
4 Color			
Full Page	\$ 4,570	\$ 4,340	\$ 4,110
2/3 Page	3,210	3,050	2,890
1/2 Page	2,860	2,720	2,570
1/3 Page	1,720	1,630	1,550
1/6 Page	1,010	960	910
B&W			
Full Page	\$ 3,670	\$ 3,490	\$ 3,300
2/3 Page	2,560	2,430	2,300
1/2 Page	2,280	2,170	2,050
1/3 Page	1,360	1,290	1,220
1/6 Page	810	770	730
Cover 2	\$ 5,250	\$ 4,990	\$ 4,730
Cover 3	5,020	4,770	4,520
Cover 4	4,570	4,340	4,110



Travel Guide Advertising Rates

2012

All rates are Net

Rate Card #16
Effective January 2012



Rate Base: 113,000 ♦ Total Readers: 248,600

Circulation Region: New Mexico

	1X	3X	6X
4 Color			
1/3 Page	\$ 1,340	\$ 1,270	\$ 1,210
1/6 Page	800	760	720
3 inch	650	620	590
2 inch	470	450	420
1 inch	290	280	260
B&W			
1/3 Page	\$ 1,080	\$ 1,030	\$ 970
4 inch	640	610	580
3 inch	530	500	480
2 inch	380	360	340
1 inch	250	240	230

