

CLASSIFIED ADVERTISING RATES

Gross Receipts Tax : 7.625%

CLASSIFIED ANNUAL DOLLAR VOLUME

Dollar Volume	Daily	Sunday
\$ 1,000	\$ 8.40	\$ 8.65
\$ 2,000	\$ 7.68	\$ 8.10
\$ 4,875	\$ 7.35	\$ 7.74
\$ 9,300	\$ 7.00	\$ 7.37
\$ 13,275	\$ 6.67	\$ 7.01
\$ 16,800	\$ 6.32	\$ 6.67
\$ 23,850	\$ 5.99	\$ 6.31
Classified Open	\$ 11.08	\$ 11.67
National (Gross)	\$ 14.24	\$ 15.00

SERVICE DIRECTORY

Directory of Professional Services.
Published daily. Prices include tax.

1x2 AD per month	\$69.88
1x3 AD per month	\$86.00
3x2 AD per month	\$172.00

Open Rate: Daily \$13.85 PCI (per column inch) Sunday \$ 14.59 PCI (per column inch)

NATIONAL ADVERTISING RATES

National Daily Rates	\$14.95 PCI
National Sunday Rates	\$15.75 PCI
Commission	15%
Add \$ 3.37 PCI on all ads placed on Wednesday for TMC (Otero Shopper)	

FLIGHT PLAN

The Flight Plan is a package that publishes 6 or 12 consecutive days, including the Otero Shopper and the Hollogram. * Ads must be 4" or larger.

1 week Flight Plan	\$29.52 PCI (Example: 2x2 = \$118.08 plus tax)
2 week Flight Plan	\$50.72 PCI (Example: 2x2 = \$202.88 plus tax)

IMPACT PROGRAMS

Weekly - 4" minimum

Tuesday through Saturday Start

(Excludes Sunday)

Ad at Open Rate or Contract

Second Ad a \$6.50 PCI

Third ad FREE

Fourth Ad in the

Otero Shopper at \$4.21 PCI

Sunday Start

Ad at Open Rate or Contract

Second Ad a \$6.95 PCI

Third ad FREE

Fourth Ad in the Otero Shopper at

\$4.21 PCI

Monthly

Schedule your ad to publish 9 times within 30 days, 4" minimum, no copy change.

Tuesday through Saturday Start \$6.60 PCI

Sunday Start \$6.95 PCI

Color at Rate Card Rates

SMALL BUSINESS AD

1X1 MINIMUM \$30.00 PCI

* 24 day consecutive No Copy Change

FRONT PAGE BANNER AD - 8x3

Open Rate \$14.59 PCI

3 mo. contract \$10.01 PCI

6 mo. - 1 yr contract \$6.95 PCI

* Available in Sunday publication only, Full color

* Can pick up into the Otero Shopper for \$3.37PCI

CLASSIFIED MEASUREMENTS

Advertisements for the Alamogordo Daily News should be prepared according to the following dimensions. Full page depth is 21"

Columns	1	2	3	4	5	6	7	8
Inches	1.145"	2.410"	3.675"	4.940"	6.205"	7.470"	8.735"	10"
Picas	6	14	22	29	37	44	52	60

All camera ready ads should be in a .pdf, .jpg, .eps or .tif formats ONLY. 220 dpi and e-mailed to addesign@alamogordonews.com.

CLASSIFIED DISPLAY AD DEADLINES

PUBLICATION	DEADLINE	TIME
Tuesday Publication	Friday	3:30pm
Wednesday Publication	Monday	3:30pm
Thursday Publication	Tuesday	3:30pm
Friday Publication	Wednesday	3:30pm
Saturday & Sunday Publication	Thursday	12 Noon

TERMS OF PAYMENT

- New advertisers who wish to establish an account must fill out a credit application and supply acceptable credit references.
- Advertising charges are paid in advance of publication until the advertiser has established credit and opened an account with the newspaper.
- Ads that require payment in advance include advertisers who have not established an account; advertisers who have accounts but have been places on a cash-only basis; political ads; and going-out-of-business, bankruptcy and transient ads. These ads must be paid for by deadline.
- Advertisers billed at a contract rate who fail to fulfill the contract terms will be bill at the appropriately earned rate retroactively. All contract discounts are canceled if the account is not paid within 60 days.
- Charges to an account are due and payable within 10 days from receipt of invoice. **Future advertising will not be accepted if advertising is 60 days past due and accounts over 90 days are subject to being turned over to a collection agency.**
- Any contractual agreement billing will be adjusted at the end of the

- agreement year to reflect a lower or higher yearly rate, resulting in either a rebate or short rate.
- Liability for errors will not exceed the cost of the space occupied by the error. Please submit a written claim within 7 days of publication.
- The publisher reserves the right to reject or cancel any advertisement at any time.
- Rates subject to revision with 30 day written notice.
- All property rights, including any copyright interest to any advertisements produced by the Alamogordo Daily News using artwork and/or typography furnished or arranged by us, shall remain the property of the Alamogordo Daily News. No such ad or any part thereof may be reproduced without prior written consent of the Alamogordo Daily News.
- Advertisements which include simulate editorial content, will carry the word "Advertisement" over the advertisement.
- Alcoholic beverage advertising is accepted.
- All advertising subject to a New Mexico sales tax of 7.625% and is subject to change.

ALAMOGORDO
DAILY NEWS
Serving the Tularosa Basin since 1898

www.alamogordonews.com | 518 24th Street, Alamogordo, NM | 575.437.7120