

OTHER RETAIL PRODUCTS

Gross Receipts Tax: 7.625%



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

HOLLOGRAM RATES (circ. 7,200)

National Rate (gross rate)\$11.58 PCI
 Open Rate\$10.42 PCI
 Non Profit RatesDaily \$7.19 PCISunday \$7.58 PCI
 Same ad, 4 consecutive issues\$8.41 PCI
 ADN Pick-up Rates\$6.62 PCI
 Contract Rates 12x \$8.10 25x \$7.73 50x \$7.37

*Deadline Wednesday 1 week prior to publication

OTERO COUNTY SHOPPER (circ. 6,900)

National Rate\$ 7.93 PCI
 Open Rate\$ 6.74 PCI
 ADN Pick-up Rates\$ 3.37 PCI

*Deadline Wednesday 1 week prior to publication

CHURCH PAGE RATE - DAILY

Open Rate\$ 5.25 PCI

CHURCH PAGE RATE - HOLLOGRAM

Open Rate\$ 5.25 PCI

PRE-PRINT RATES

RATES PER 1,000 INSERTS - ANNUAL FREQUENCY

SIZE	OPEN DAILY	HOLLOGRAM	12 X PER YEAR	24 X IN 2 YEARS	TOTAL MARKET COVERAGE	
					SHOPPER/AS SEEN	Daily, Shopper, Hollogram
SS	\$55.10	\$45.15	\$38.85	\$35.70	\$47.25	\$44.10
4T	\$59.55	\$51.45	\$46.20	\$45.15	\$51.00	\$48.00
6T	\$61.75	\$54.60	\$49.35	\$47.25	\$52.50	\$50.50
8T	\$66.15	\$57.75	\$52.50	\$49.35	\$54.15	\$52.15
12T	\$68.35	\$59.85	\$54.60	\$51.45	\$56.25	\$54.25
16T	\$71.70	\$61.95	\$56.70	\$53.55	\$58.35	\$56.35
20T	\$73.90	\$64.05	\$58.80	\$55.65	\$60.45	\$58.45
24T	\$77.20	\$67.20	\$60.90	\$57.75	\$62.55	\$60.55
28T	\$79.40	\$69.30	\$63.00	\$59.85	\$64.65	\$62.65
32T	\$81.60	\$72.45	\$66.15	\$63.00	\$67.80	\$64.80
36T	\$83.80	\$74.55	\$69.30	\$65.10	\$69.90	\$66.90
40T+	\$86.00	\$76.65	\$71.40	\$68.25	\$72.00	\$69.00

Should the advertiser use insufficient preprints during the contract period to fulfill the frequency terms of this contract, the Alamogordo Daily News is authorized to invoice the advertiser and the advertiser agrees to pay for frequency used at the frequency rate under the published rate card in effect at the time the preprints were used. The Alamogordo Daily News will then invoice the advertiser and the advertiser agrees to pay for the differential between the rate paid and the frequency rate for all preprint used and this sum shall become due immediately.

Above costs are per 1000. To figure broadsheet pricing, take the total page count of the broadsheet and multiply by 2 and use the above rates.

Preprints should be delivered a minimum of 10 days prior to distribution. Deliver to the following address:

**300 N. Campbell Street
 El Paso, TX 79901**

Maximum insert size accepted is 11" x 13.5" flat.

Local advertising rates are not commissionable. Payment of all advertising in the Alamogordo Daily News is due by the 10th of the month of publication, and becomes delinquent after 30 days. Future advertising will not be accepted if advertising is 90 days past due and accounts over 90 days are subject to being turned over to collection agency for collection.

Payment for advertising shall be consistent with policies as listed in the current rate card.

Publisher reserves the right to revise advertising rates with 30 days written notice.

Billing may be adjusted to reflect actual volume run.

POLYBAG RATES - DAILY (need a 15 day window)

Home Delivery OnlyPolybag \$68.25 CPM
Polybag with sample \$73.50 CPM

POLYBAG RATES - SUNDAY (need a 15 day window)

Home Delivery OnlyPolybag \$70.35 CPM
Polybag with sample \$75.60 CPM

TAB-ONS (need a 15 day window)

Full Delivery Available\$60.00 CPM plus .05 cents per piece

ALAMOGORDO
DAILY NEWS
 Serving the Tularosa Basin since 1898