

RETAIL ADVERTISING RATES

Gross Receipts Tax: 7.625%

DOLLAR VOLUME LEVEL		DAILY RATE	SUNDAY RATE	
Approx. Monthly Investment	Approx. # of Inches			
\$ 1,000\$83100\$11.22\$12.18
\$ 1,800\$150200\$10.32\$10.87
\$ 4,400\$367500\$ 9.89\$ 10.42
\$ 8,300\$6921,000\$ 9.35\$ 9.86
\$12,000\$1,0001,500\$ 9.14\$ 9.63
\$16,000\$1,3332,125\$ 8.93\$ 9.42
\$21,000\$1,7502,740\$ 8.79\$ 9.27
\$30,000\$2,5004,000\$ 8.46\$ 8.91
\$38,000\$3,1675,250\$ 8.28\$ 8.74
\$46,000\$3,8336,500\$ 7.95\$ 8.37
\$60,000\$5,0009,000\$ 7.53\$ 7.94
\$81,000\$6,75013,000\$ 6.99\$ 7.31

ROP MEASUREMENTS

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

- 1 Column = 1.528"**
- 2 Columns = 3.222"**
- 3 Columns = 4.917"**
- 4 Columns = 6.611"**
- 5 Columns = 8.306"**
- 6 Columns = 10.0"**

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

Open Rate Daily \$14.62 PCI Sunday \$15.44 PCI (per column inch)
 Non-Profit Rate Daily \$7.19 PCI Sunday \$7.58 PCI
 Thank-You Ads Daily \$7.19 PCI Sunday \$7.58 PCI

NATIONAL ADVERTISING RATES

National Daily Rates \$19.61 PCI
 National Sunday Rates \$20.67 PCI
 Commission 15%
 * Add \$ 3.37 PCI on all ads picked up in the TMC (Otero Shopper)

POLITICAL ADVERTISING RATES

All political advertising must be paid for in advance. Disclaimers must be present in the ad.
 * Rate Card Applies

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 . \$ 39.38 PCI (Example: 2x2 = \$157.52 plus tax)
 2 week Flight Plan . \$ 67.62 PCI (Example: 2x2 = \$270.48 plus tax)

IMPACT PROGRAMS

Weekly - 4" minimum

Tuesday through Saturday Start (Excludes Sunday)
 Ad at Open Rate or Contract
 Second Ad at \$6.65 PCI
 Third ad FREE
 Fourth Ad in the Otero Shopper at \$ 3.37 PCI

Sunday Start

Ad at Open Rate or Contract
 Second Ad a \$ 7.00 PCI
 Third ad FREE
 Fourth Ad in the Otero Shopper at \$ 3.37 PCI

Monthly

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

Daily Start (No Sunday) \$ 5.28 PCI
Sunday Start \$ 5.56 PCI

Color at Rate Card Rates

BANNERS

Front Page Banner Ad: 6col x 3"

Open: \$20.83 PCI (\$249.96)
 3 mo, contract: \$16.67 PCI (\$200.04)
 6 mo. - 1 yr contract: \$12.50 PCI (\$150.00)

Sports Page Banner Ad: 6col x 3"

Open: \$12.50 PCI (\$225.00)
 3 mo, contract: \$10.01 PCI (\$180.18)
 6 mo. - 1 yr contract: \$6.94 PCI (\$124.92)

Classified Page Banner Ad: 6col x 3"

(Available in the Sunday publication ONLY)

Open: \$12.50 PCI (\$225.00)
 3 mo, contract: \$10.01 PCI (\$180.18)
 6 mo. - 1 yr contract: \$6.94 PCI (\$124.92)

* Full color

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

SPACE & AD COPY DEADLINES

Publication Day	Deadline	Time
Tuesday	Friday	3:30pm
Wednesday	Monday	3:30pm
Thursday	Tuesday	3:30pm
Friday	Wednesday	3:30pm
Saturday	Thursday	3:30pm
Sunday	Thursday	3:30pm

COLOR RATES:
\$2 PCI*
 *10" minimum ad

ALAMOGORDO
DAILY NEWS
 Serving the Tularosa Basin since 1898

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